

Last Updated June 2018

## **EssentialElementsInteractive.com COPPA Privacy Policy**

The Essential Elements Interactive platform/system, available at EssentialElementsInteractive.com, is owned and operated by Hal Leonard LLC (“Hal Leonard”, “we” or “us”), and Essential Elements Interactive is a trading name of Hal Leonard. The Children’s Online Privacy Protection Act (COPPA) regulates online collection of information from persons under the age of 13 (collectively, “Children”; individually, a “Child”). The information in this COPPA Privacy Policy outlines our commitment as an operator of the website available at EssentialElementsInteractive.com site (the “site”) to protect the privacy and safety online of Children. The policies outlined in this COPPA Privacy Policy are intended to supplement the information appearing in the [General Privacy Policy](#). Where the COPPA Privacy Policy conflicts with the General Privacy Policy concerning information about a Child, the terms of this COPPA Privacy Policy will prevail over the General Privacy Policy.

The terms “you” and “your” mean (i) a user of the site and, when the user of the site is a Child, include their parent or legal guardian, and (ii) when the user of the site is authorized or provided access to use the site by a school or other institution or entity (each, a “School”), a teacher (a “Teacher”) or by a school district or state (each, a “District”), the terms “you” (and “your”) also include such School, Teacher or District.

The operator collecting or maintaining personal information from Children, or on whose behalf such personal information is collected or maintained, through the site is Hal Leonard. Any inquiries regarding the site’s privacy policies should be directed to:

7777 West Bluemound Road  
Milwaukee, WI 53213  
414-774-3630  
[eei@halleonard.com](mailto:eei@halleonard.com)

The personal information that may be collected from Children by or on behalf of Hal Leonard includes the following: first name, middle name and last name; birth date; gender; relevant parent or guardian and/or School, District and/or Teacher; grade and musical instrument(s); contact details, including address, phone number and email address; audio recordings recorded by the Child and/or uploaded to our site.

The collected information may be used (i) to provide customer service and technical support and to carry out our obligations arising from any contracts entered into between you and us, including provision of the site and/or (ii) to try to ensure that content from our site is presented in the most effective manner for you and for your computer or other device and/or (iii) to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes .

We generally do not disclose personal information collected from Children to third parties other than to persons who provide support for the operations of the site and who do not use the information for any other purpose, except as follows:

### ***Parents.***

We may disclose any and all personal information collected from a Child to the parent who registered the Child for the site. (As used herein, the term “parent” includes a legal guardian.)

### ***Schools, Districts, and Teachers.***

If applicable, the respective School, District or Child's Teacher (as agent for such School or District) that provides a Child with access to the site may have access to information collected from the Child through the site.

### ***Other Disclosures***

- a) We may share your personal information with selected third parties (and third parties may directly collect personally identifiable and non-personally identifiable information about our users' online activities over time and across different websites) including:
  - i) entities that assist us in providing customer service and technical support to you in relation to the site;
  - ii) cloud service providers, including the entity that hosts the site, for the purposes of storage and such hosting;
  - iii) our website developer in relation to the site, for the purposes of further developing the site;
  - iv) analytics and search engine providers that assist us in the improvement and optimisation of our site.

**Google Analytics.** Please note in particular that our site uses Google Analytics, including its data reporting features. Information collected by Google Analytics includes but is not limited to web metrics. For information on how Google Analytics collects and processes data, please see the site "How Google uses data when you use our partners' sites or apps", currently located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). For information on opting out of Google Analytics, we encourage you to visit Google's website, including its list of currently available opt-out options presently located at <https://tools.google.com/dlpage/gaoptout>.

**Do Not Track.** The term "Do Not Track" refers to a HTTP header offered by certain web browsers to request that websites refrain from tracking the user. We take no action in response to automated Do Not Track requests. However, if you wish to stop such tracking, please contact us with your request, using our contact details provided below.

- b) We also will disclose your personal information to third parties:
  - i) if Hal Leonard or all or substantially all its assets or the relevant part of its assets are acquired by a third party, in which case personal information held by it about its customers or service users (or the relevant customers all service users) and individuals representing those customers or service users will be one of the transferred assets and we may disclose your personal information in connection with any such transaction; or
  - ii) if we are under a duty to disclose or share your personal information in order to: comply with any legal obligation, including without limitation lawful requests by public authorities such as to meet national security or law enforcement requirements, and including with regulators and other authorities who require reporting of processing activities in certain circumstances; or to enforce or apply our standard terms and conditions of business and other agreements; or to protect the rights, property, or safety of Hal Leonard our clients, or others. This includes exchanging information

with other companies and organizations for the purposes of fraud protection and credit risk reduction;

- iii) if we discontinue our business or file a petition or have filed against us a petition in bankruptcy, reorganization or similar proceeding; or
- iv) to our Corporate Affiliates; for purposes of this privacy policy: "Corporate Affiliate" means any person or entity which directly or indirectly controls, is controlled by or is under common control with Hal Leonard whether by ownership or otherwise; and "control" means possessing, directly or indirectly, the power to direct or cause the direction of the management, policies or operations of an entity, whether through ownership of fifty percent (50%) or more of the voting securities, by contract or otherwise.

We do not condition a Child's participation in an activity on the Child's disclosure of more personal information than is reasonably necessary to participate in the activity. In addition, (i) the parent of a Child or (ii) the School or District or Teacher (as agent for such School or District) that provides the Child with access to the site, as applicable, may (a) consent to the collection and use of the Child's personal information without consenting to the disclosure of that information to third parties except as necessary to operate the site; (b) review and have deleted the personal information of the Child; and (c) refuse to permit further collection or use of the Child's personal information. If you wish to do any of the above, please contact us at:

7777 West Bluemound Road  
Milwaukee, WI 53213  
414-774-3630  
eei@halleonard.com

Please note, however, that because the collected information is necessary to provide certain functionality, certain aspects of the site, offerings, features, or resources may not work properly, or at all, if consent to further use or collection of a Child's personal information is revoked, or if we are directed to delete the information in accordance with the rights described above.

### **Changes to this COPPA Privacy Policy**

We reserve the right to amend this COPPA Privacy Policy at any time. Please check this page periodically for changes. If we intend to make a material change in the collection, use, or disclosure practices with respect to a Child's previously-collected personal information to which a parent or Teacher, School or District previously has consented, we will obtain the parent's or Teacher's, School's or District's consent, as applicable, to such changes.