

Privacy Policy

Last updated: March 2026

Exulto School of Music is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, create an account, or use any part of our online music education platform.

By registering for an account or using our services, you confirm that you have read and understood this Privacy Policy and consent to the collection and use of your information as described herein.

1. Who We Are

Exulto School of Music is an online platform providing structured, expert-led lessons in piano technique and music theory, accessible via a monthly subscription. For any privacy-related enquiries, please contact us at support@exultomusic.com.

2. Information We Collect

We collect information in the following ways:

Information you provide directly:

- Full name and email address when you register for an account.
- Payment information (processed securely via Kartra — we do not store full card details).
- Communications you send to us, including support requests and enquiries.

Information collected automatically:

- Your IP address, browser type, and device information when you access our platform.
 - Pages visited, lessons viewed, and time spent on the platform.
 - Progress data, including completed lessons, quiz results, and exercise submissions.
 - Cookies and similar tracking technologies — see Section 8 for more detail.
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3. How We Use Your Information

We use the information we collect for the following purposes:

- To create and manage your account and provide access to your chosen subscription plan.
- To process payments and manage billing through our platform provider, Kartra.
- To track your learning progress and personalise your experience on the platform.
- To communicate with you about your account, including billing, updates, and support.
- To improve our platform, content, and user experience through aggregated usage data.
- To comply with our legal obligations and enforce our Terms and Conditions.

We do not sell, rent, or trade your personal information to any third party for marketing purposes. Your data is used solely to deliver and improve our educational services.

4. Legal Basis for Processing

We process your personal data on the following legal bases:

- **Contractual necessity** — to fulfil our obligations under your subscription agreement.
 - **Legitimate interests** — to improve our platform, prevent fraud, and ensure security.
 - **Consent** — where you have explicitly agreed to receive marketing communications.
 - **Legal obligation** — where we are required by law to process or retain certain data.
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5. Sharing Your Information

We only share your personal information with third parties in the following circumstances:

- **Kartra** — our platform and payment provider, who processes subscription billing.
 - **AI service providers** — where you use the AI assistant (Presto plan). No personally identifying information is intentionally transmitted.
 - **Legal authorities** — where required by law, court order, or regulatory authority.
 - **Business transfers** — in the event of a merger or acquisition, subject to the same privacy protections.
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6. Data Retention

We retain your personal information for as long as your account remains active. Upon cancellation:

- Account data and learning progress will be retained for 12 months, then deleted or anonymised.
 - Billing and transaction records may be retained for up to 7 years per financial regulations.
 - You may request earlier deletion at any time by contacting us.
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7. Data Security

We implement appropriate technical and organisational measures to protect your data, including:

- Encrypted data transmission using SSL/TLS protocols.
 - Secure password storage using industry-standard hashing methods.
 - Access controls limiting who within our team can view your personal data.
 - Regular review of our security practices and platform infrastructure.
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8. Cookies and Tracking Technologies

Our platform uses cookies to enhance your experience. We use the following types:

- **Essential cookies** — required for the platform to function, including login sessions.
- **Functional cookies** — used to remember your preferences.
- **Analytics cookies** — used to understand how members use the platform.

You may disable cookies through your browser settings; however, this may affect platform functionality.

9. Your Rights

Depending on your location, you may have the following rights:

- **Right of access** — to request a copy of the personal data we hold about you.
- **Right to rectification** — to request correction of inaccurate data.
- **Right to erasure** — to request deletion of your personal data.
- **Right to data portability** — to receive your data in a machine-readable format.
- **Right to object** — to object to processing based on legitimate interests.

To exercise any of these rights, please contact us at support@exultomusic.com.

10. Children's Privacy

Our platform is intended for users aged 16 and above. We do not knowingly collect personal information from children under 16 without verified parental or guardian consent.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When changes are made, we will revise the "Last updated" date at the top of this page. Your continued use of the platform constitutes acceptance of the revised policy.

12. Contact Us

Exulto School of Music

Email: support@exultomusic.com

We aim to respond to all privacy-related enquiries within 5 business days.