

Instrux Music Privacy Policy

Last updated: 10/15/2025

Instrux Music, operated by Rivo, Inc. ("Instrux Music," "we," "us," or "our"), is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect information from users of our services and website (collectively, the "Services").

By using our Services, you consent to the practices described in this Policy. If you do not agree, please do not use the Services.

1. Information We Collect

We collect the following types of information:

a. Information You Provide

- **Account Information:** Name, email address, password, role (e.g., instructor, student, administrator), organization name.
- **Payment Information:** Payment method and billing details (processed securely via Stripe or another third-party provider).
- **Educational and Organizational Data:** Certifications, teaching locations, studio branding, and other profile details.
- **Student Information:** Instructors or administrators may submit student names, skill levels, and lesson attendance data.
- **Parental Information:** For users under 13, we require a parent or legal guardian to provide their name, email, and limited consent information.

b. Automatically Collected Information

- **Usage Data:** Pages visited, features used, device and browser type, operating system.
- **Log Data:** IP address, access times, and referring URLs.
- **Cookies and Tracking Technologies:** We use cookies and similar tools to improve user experience. You can disable cookies in your browser settings.

We do not knowingly collect more data than is reasonably necessary to operate the Services.

c. Third-Party Cookies (Google Calendar "Book Demo")

Our website includes a "Book Demo" link that directs users to **Google Calendar (calendar.google.com)** to schedule appointments. When you follow this link, you are leaving the Instrux Music website and visiting a Google domain.

Google may collect information and use cookies or other tracking technologies in accordance with its own [Google Privacy Policy](#).

Instrux Music does not control Google's data collection practices on its websites and does not use those cookies for our own analytics, marketing, or tracking purposes.

2. How We Use Your Information

We use the information we collect to:

- Create and manage your account.
- Deliver our Services and provide customer support.
- Improve our platform, tools, and features.
- Communicate with you about updates, products, and policies.
- Process payments and subscriptions.
- Enforce our Terms of Use and prevent fraud or misuse.
- Protect the safety, integrity, and security of our users and Services.
- Comply with legal obligations and protect our rights.

3. Legal Bases for Processing (GDPR)

For users in the European Economic Area (EEA), we rely on the following legal bases:

- **Performance of a contract** (e.g., to provide Services).
- **Legal obligation** (e.g., compliance with laws).
- **Consent** (e.g., marketing communications or parental consent).
- **Legitimate interests** (e.g., to maintain platform security and integrity).

4. Sharing and Disclosure of Information

We do not sell your data. We may share your information with:

- **Service Providers:** Including payment processors (e.g., Stripe), cloud storage, and analytics providers, who are contractually bound by confidentiality and security obligations.
- **Organization Administrators:** If you are part of an organization (e.g., a school), limited personal data may be visible to instructors or admins.
- **Legal Authorities:** If required to comply with laws, legal processes, or government requests.
- **Buyers or Successors:** In the case of a merger, acquisition, or asset sale, subject to confidentiality.

We may also share aggregated or anonymized data (which cannot reasonably be used to identify you) for analytics, research, or service improvement.

5. Student and Minor Data

We comply with FERPA, COPPA, and other applicable education and child privacy laws.

- We collect personal data from children under 13 only with verifiable parental consent.
- Children under 13 must have their accounts created and managed by a parent, guardian, or authorized school representative.
- We do not condition participation on the provision of more data than is reasonably necessary.
- Schools and organizations creating accounts for students are responsible for obtaining and maintaining all required consents.

6. Data Retention

Instrux Music retains lesson recordings and related lesson data (including uploaded materials, notes, and supporting content) for twelve (12) months from the date of the lesson. After this period, the data is permanently deleted from our servers.

If a user unsubscribes but does not delete their account, their ability to schedule or host lessons will be disabled, but recordings and lesson data will remain accessible for the standard twelve (12) month retention period. If a user permanently deletes their account, all associated data will be removed from our servers within thirty (30) days.

Users are solely responsible for backing up any lesson content, recordings, or materials they wish to retain beyond the retention period. This includes ensuring that any shared materials — such as sheet music, recordings, or textbooks — are used only for educational purposes in compliance with copyright law or with permission of the rights holder. Instrux Music does not endorse or assume liability for copyright infringement by users.

7. Your Rights and Choices

Depending on your location, you may have the right to:

- Access and request a copy of your personal data.
- Correct or delete your personal data.
- Withdraw consent at any time.
- Object to or restrict processing.

To exercise any rights, please contact us at privacy@instruxmusic.com.

8. Data Security

We use industry-standard encryption, access controls, regular audits, restricted employee access, and vendor security reviews to protect your information. However, no system is 100% secure, and we cannot guarantee the absolute security of your data.

9. International Users

If you access the Services from outside the United States, you acknowledge that your information may be transferred to and processed in the U.S. or other jurisdictions where we or our service providers operate.

10. Updates to This Policy

We may update this Privacy Policy periodically. The updated version will be posted on our website with a revised effective date. Continued use of the Services after changes become effective constitutes acceptance.

11. Governing Law & Dispute Resolution

All disputes, claims, or controversies arising out of or relating to this Privacy Policy will be governed by and resolved in accordance with **Section 16 (Dispute Resolution & Governing Law) of the Instrux Music Terms of Use.**

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact:

Instrux Music (Rivo, Inc.)

P.O. Box 15015, Evansville, IN 47716

privacy@instruxmusic.com