

Privacy Policy

Effective Date: May 13, 2026 (Updated)

Protecting your private information is our priority. This Statement of Privacy applies to Making Music Matter For Kids Inc. (MMMFK), located at 3600 Route 66, Suite 150, Neptune, New Jersey 07753, and governs data collection and usage. For the purposes of this Privacy Policy, all references to Making Music Matter For Kids Inc. include MMMFK. The MMMFK website is a nonprofit organization site. By using the MMMFK website, you consent to the data practices described in this statement.

1. Collection of your Personal Information

In order to better provide you with the services offered on our Site and through our outreach programs, MMMFK may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number

If you make a donation or purchase MMMFK's products and services, we collect billing and credit card information. This information is used to complete the purchase or donation transaction.

2. Use of your Personal Information

MMMFK collects and uses your personal information to operate its website(s) and deliver the services you have requested, specifically regarding music education scholarships, instrument donations, and legislative updates regarding the ECCA Law. MMMFK may also use your personally identifiable information to inform you of other opportunities or initiatives available from MMMFK and its affiliates.

3. Sharing Information with Third Parties

MMMFK does not sell, rent, or lease its customer or donor lists to third parties.

MMMFK may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to MMMFK, and they are required to maintain the confidentiality of your information.

4. Additional Disclosures for Google Ad Lead Forms

In compliance with Google's 2026 Lead Form policies and privacy standards, MMMFK discloses the following:

- **First-Party Collection:** Making Music Matter For Kids (MMMFK) is the sole owner and collector of the information provided via Google Lead Forms. We do not use third-party lead aggregators or resellers.
- **Non-Commercial Mission Clause:** All data collected via Google Ads is used exclusively for the charitable purpose of awarding music scholarships, providing educational efficiency reports, and organizational advocacy. We do not sell or lease our lead lists to third-party commercial entities for marketing purposes.
- **Google Processing Disclosure:** We utilize Google Ads services to facilitate outreach. You can learn more about how Google processes your data by visiting: [How Google uses information from sites or apps that use our services](#).
- **Data Retention:** Personal information provided for ECCA Law scholarship inquiries or donor interest will be retained through the conclusion of the **2027 Fan Appreciation event cycle**, unless a verifiable deletion request is made by the user prior to that date.

5. Security of your Personal Information

MMMFK secures your personal information from unauthorized access, use, or disclosure using SSL Protocol. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

6. Right to Deletion

Subject to certain exceptions, on receipt of a verifiable request from you, we will delete your personal information from our records and direct any service providers to do the same.

7. Children Under Thirteen

MMMFK does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under thirteen, you must ask your parent or guardian for permission to use this website.

8. E-mail Communications & Opt-Out

MMMFK may contact you via email for the purpose of providing announcements, promotional offers, alerts, and confirmations. If you would like to stop receiving marketing or promotional communications via email from MMMFK, you may opt out by clicking the **Unsubscribe** link in any email or by contacting us directly.

9. Contact Information

MMMFK welcomes your questions or comments regarding this Statement of Privacy.

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