

# **Privacy Policy**

This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it. This is important; we hope you will take time to read it carefully. Our Privacy Policy applies to this Low Key Music Group LLC (“**LKMG**”) Website.

This Privacy Policy was last updated on August 3, 2021. We may change this Privacy Policy at any time and for any reason. Please periodically revisit this page to stay current on any changes and to update your preferences accordingly.

By using this Website, you agree to the terms of the most recent version of this Privacy Policy. Please read our **Terms of Use** to understand the general rules about your use of this Website. Except as written in any other disclaimers, policies, Terms of Use, or other notices on this Website, this Privacy Policy and the Terms of Use are the complete agreement between you and LKMG with respect to your use of this Website.

## **INTRODUCTION**

We are pleased to post this policy so that Website visitors will understand how we utilize the information they provide us. For other important information concerning your use of our site, please refer to our Terms of Use. LKMG respects the privacy of those who use its site. Users should understand, however, that by the very nature of the medium, their communications with us reveal their e-mail addresses and other potentially identifying information. The information we receive, and how we use it, depends on what you do when visiting our Website. We collect and use your non-personal information (information that is not identifiable to you personally) differently than your personal information.

## **WHAT IS NON-PERSONAL INFORMATION?**

Non-personal information is information we collect through this Website that does not identify you as an individual person. It includes any of the following items:

- the type of web browser software you use
- the name of the domain from which you access the Internet (including client and server IP addresses, usernames, ports, queries, or other status-related information)
- the Internet address of the Website from which you linked directly to our Website
- the date and time you access our Website
- which pages you have visited on our Website

## **HOW DOES LKMG USE NON-PERSONAL INFORMATION?**

Because non-personal information cannot identify you or be tied to you in any way, there are few restrictions on the ways that we can use or share non-personal information. Primarily, we will use this data to make enhancements to our Website that are specifically tailored to improve the experience of the user community. One way that we may use non-personal information is to demonstrate user trends on our Website. Often, this is done by aggregating

the data gleaned from non-personal information. This aggregated, de-identified data might be shared with outside parties who are employed to implement improvements to our Website.

### **WHAT IS PERSONAL INFORMATION?**

Personal information as used in privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Personal information is information we collect through this Website that we can use to specifically identify you, such as your:

- name
- telephone number
- e-mail address
- physical address
- gender

When you send us an email through our [Contact link](#), you have the opportunity to send us personal information about yourself.

### **HOW DOES LKMG KEEP AND USE PERSONAL INFORMATION?**

We may keep and use your personal information:

- to respond to your requests
- to send you information you requested
- to develop records, including records of your personal information for internal program monitoring
- to remove your personal identifiers (your name, e-mail address, etc.) In this case, you would no longer be identified as a single unique individual. Once we have de-identified information, it is non-personal information and is treated as such.
- to protect our rights or property
- to protect someone's health, safety, or welfare
- to comply with a law or regulation, court order or other legal process

We respect the information you submit. Your information will be used only for interacting with you concerning your questions and comments about LKMG.

We will not use, sell, or assign your e-mail address for any purpose other than to communicate with you about LKMG and its services.

### **DOES LKMG SHARE PERSONAL INFORMATION WITH THIRD PARTIES?**

LKMG will not share your personal information collected from this Website with an unrelated third party without your permission.

In the ordinary course of business, we will share some personal information with companies that we hire to perform services or functions on our behalf. For example, we employ a company to develop and maintain this Website. In this case, the company will have access to your personal information in the ordinary course of business. However, in this instance, and all

instances in which your personal information is shared with a third party, we will not authorize them to keep, disclose, or use your information with others except for the purpose of providing the services we asked them to provide.

We will not sell, exchange, or publish your personal information, except in conjunction with a corporate sale, merger, dissolution, or acquisition.

We may be legally compelled to release your personal information in response to a court order, subpoena, search warrant, law, or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting Website visitors who violate our rules or engage in behavior which is harmful to other visitors or is illegal.

We may disclose your personal information to third parties if we feel that the disclosure is necessary to:

- enforce this Privacy Policy and the other rules about your use of this Website
- protect our rights or property
- protect someone's health, safety or welfare
- comply with a law or regulation, court order or other legal process

#### **WHAT ABOUT PRIVACY ON OTHER WEBSITES?**

This Website may contain links to other Websites. Some of those Websites may be operated by LKMG, and some may be operated by third parties. We provide the links for your convenience, but we do not review, control, or monitor the activities or privacy practices of Websites operated by others, and we do not endorse, condone, adopt, or accept liability for any statements made on Websites to which we provide links. We are not responsible for the performance of Websites operated by third parties or for your business dealings with them. Therefore, whenever you leave this Website, we recommend that you review each Website's privacy practices and make your own conclusions regarding the adequacy of these practices.

#### **DOES LKMG COMMUNICATE DIRECTLY WITH VISITORS TO THIS WEBSITE?**

With your express permission, we may contact you periodically by e-mail, mail, or telephone to provide information regarding LKMG that may be of interest to you. In addition, some of the features on this Website such as the [Contact link](#) allow you to communicate with us by email. If your communication requests a response from us, we will send you a response via email. The e-mail response or confirmation may include your personal information, including personal information about your health, your name, address, etc. As indicated below, we take reasonable security precautions, however, we cannot guarantee that our e-mails to you will be secure from unauthorized interception.

#### **WHAT ABOUT COOKIES?**

We may use various technologies, such as cookies, to collect and store information when you visit our Website, and this may include identifying your browser or device. We also use these technologies to collect and store information when you interact with services we offer to our partners, such as service updates and information that may appear on other websites.

### **ARE THERE ANY SPECIAL RULES ABOUT CHILDREN'S PRIVACY?**

We care about protecting the online privacy of children. This Website is not intended for use by children under the age of 18. We will not intentionally collect any personal information (such as a child's name or e-mail address) from children under the age of 18. If you are a child under age 18, please do not send us any information about yourself. If you think that we have collected personal information from a child under the age of 18, please contact us. If we become aware of information we hold from children under the age of 18, we will permanently delete it. We encourage all parents and guardians to monitor their children's use of the Internet.

### **WHAT ABOUT WEBSITE SECURITY?**

We take reasonable steps to protect your personal information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. You should keep in mind that no Internet transmission is ever 100% secure or error-free. In particular, e-mail sent to or from this Website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

We work hard to protect LKMG and our Website visitors from unauthorized access to or unauthorized alteration, disclosure, or destruction of information we hold. In particular:

- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to LKMG employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

### **HOW TO CONTACT LKMG?**

If you have questions or comments about this Privacy Statement, please contact us through the **[CONTACT link](#)** on our Website.