

Your privacy is important to us. This Privacy Policy explains how we collect, store, use and disclose your information when you use musicmatch.net (the "Site"), and when you register to our service (the "Service"). This Privacy Policy forms part of our Terms and Conditions and describes our privacy practices.

By using the Site and the Service, and in particular by registering an account on musicmatch.net, you are consenting to the use of your information in the manner set out in this Privacy Policy.

For your convenience, information relating to our use of cookies and similar technologies is set out in the Cookie Policy. The Cookie Policy forms part of the Privacy Policy, and whenever we refer to the Privacy Policy, we are referring to the Privacy Policy incorporating the Cookie Policy.

Please take some time to read this Privacy Policy (including the Cookie Policy), and make sure you are happy with our use and disclosure of your information. If you do not agree to any of the provisions of this Privacy Policy, you should not use the Site and Service.

The Site and the Service is provided by Brandlift, Ltd. ("Brandlift", "us", "we", or "our") a company incorporated under the laws of Hungary, having its registered seat at 1036, Hungary, Budapest, Lajos utca 130..

### **Personal information we collect**

The information we learn from customers helps us personalize and continually improve your experience at musicmatch.net.

There are multiple sources of information collected by us.

Information provided by you:

During the User registration certain information has to be provided in order to create your personal account. These are: username, email address, played instruments, preferred genres. The rest of the registration data is optional.

Registration is not obligatory for using the site but some features of the Service are only available for registered accounts.

Information collected automatically:

There is certain information that we collect automatically as the result of your use of the Site and Service, or through the use of web analytics services as described in our Cookie Policy. This information includes but is not limited to:

- Location information when you visit the Site or use the Service, including location information either provided by a mobile device interacting with our Site and (including through beacon technologies), or associated with your IP address, where we are permitted by law to process this information;
- Usage, viewing and technical data, including your device identifier or IP address, when you visit the Site;
- The site that you visited immediately prior to visiting the Site;
- The specific actions you carry on the Site;
- Date and time when website pages were accessed;
- Referring domain;
- Your browser type and operating system

## **Cookies**

- Our Site uses cookies to collect non-personal information. Cookies are small data files transferred onto computers or devices by websites for record-keeping purposes and to enhance functionality on the website.
- We do this to provide you with a better experience, identify preferences, diagnose technical problems and analyze trends and to improve our website.
- To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, click [here](#)
- For more information about the cookies we use, visit our Cookie Policy.

## **Third party services**

We use a number of services offered by third parties, such as Google Analytics or Hotjar.com. These services may collect information sent by your browser as part of a web page request, such as cookies or your IP request.

For information on how Google Analytics collects and uses your information, please refer to Google's [privacy policy](#).

For information on how Hotjar.com collects and uses your information, please refer to Hotjar's [privacy policy](#).

## **How we use the information we collect?**

Consistent with the permissions you give us to collect the information, we may use the information we collect, including your personal information:

- to provide, personalize, and improve your experience with the Service, and advertising (including for third party products and services) made available on or outside the Service (including on other sites that you visit), for example by providing customised, personalised, or localised content, recommendations, features, and advertising on or outside of the Service;

- to ensure technical functionality of the Service, develop new products and services, and analyse your use of the Service, including your interaction with applications, advertising, products, and services that are made available, linked to, or offered through the Service;
- to communicate with you for Service-related or research purposes including via emails, notifications, text messages, or other messages, which you agree to receive;
- to communicate with you, either directly or through one of our partners, for marketing and promotional purposes via emails, notifications, or other messages, consistent with any permissions you may have communicated to us (e.g., through your account settings);
- to process your payment or prevent or detect fraud.

We may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, or as otherwise required by law. In addition, we may transfer information about you if we are acquired by or merged with another company.

We will not share your information with any third party, except as described in this Privacy Policy and our Cookie Policy. There are circumstances where we may need to share some of the information we collect about you or which you provide to us - these circumstances are as follows:

- When you expressly consent that we can share your personal information with a third party, such as:
- Electing to share your personal information with carefully selected companies so that they can send you offers and promotions about their products and services

Directing us to share your personal information with third-party sites or platforms, such as social networking sites

Please note that once we share your personal information with another company, the information received by the other company becomes subject to the other company's privacy practices

We may share information with advertising partners in order to send you promotional communications about Music Match or to show you more tailored content, including relevant advertising for products and services that may be of interest to you, and to understand how users interact with advertisements. The information we share is in a de-identified format that does not personally identify you.

We may from time to time share your information with service providers to perform functions and process user data and help provide our Service, consistent with this Privacy Policy. For example, we work with service providers to host our analytics providers to help us understand the use of our Service. Another example is processing of payment information. Where a third party processes user data on our behalf (e.g., a hosting service provider), it is subject to security and confidentiality obligations consistent with this Privacy Policy and applicable law. Where a

third party processes user data on its own behalf, its processing is subject to its own Privacy Policy and applicable law.

## **Your controls and choices**

You are able to exercise certain controls and choices regarding our collection, use and sharing of your information. In accordance with local law, your controls and choices may include:

- You may correct, update and delete your registration account
- You may change your choices for subscriptions, newsletters and system emails
- You may choose whether to receive from us offers and promotions for our service, or products and services that we think may be of interest to you
- You may choose whether we share your personal information with other companies so they can send you offers and promotions about their products and services
- You may choose whether to receive targeted advertising from many ad networks, data exchanges, marketing analytics and other service providers here
- You may request access to the personal information we hold about you and that we amend or delete it

We use User Data in order to maintain and improve our Service, and in order to provide support and fix any technical issues. We may send you messages related to our service. These can be: Notification emails - automated emails notifying you about social actions or event with your musical samples/evolutions in MusicMatch - which you can set any time in the Account Settings section of Music Match. You can opt-out from such messages any time.

System messages: System email are compulsory to use the service - such as registration confirmation.

Promotional emails and newsletters: These are only sent when for instance an when a new function or other important development happens to Music Match. You can always set your email preferences in the Account Settings section of Music Matcg. You can opt-out from such messages any time.

We process user data only when it is:

- Necessary to provide the Service
- Necessary to comply with Legal obligations
- Processing is in interest of Music Match, but it is not harming any of our users' or visitors' rights.
- You can any time ask for a copy of your personal data, or you can ask for the deletion of correction of your data by emailing to [support@musicmatch.net](mailto:support@musicmatch.net). We'll respond in 30 days to all requests.

## **Data Protection**

We have implemented various measures to ensure that the information is adequately protected against unauthorized access, use, disclosure and destruction. Please keep in mind that risk can never be eliminated but can be significantly reduced. All measures which we have taken significantly reduce the risk. We will not be held liable by any third party in the event of unauthorized access, use and/or disclosure of information.

Compliance

## **EU General Data Protection Regulation (GDPR)**

As a company with many users in the EU region, we are committed to GDPR. Both this Privacy Policy and our in-house Privacy Policy (shared with employees) are up to date regarding GDPR concerns. Our personnel is also trained regarding privacy / GDPR obligations.

## **Changes to the Privacy Policy**

Occasionally we may, in our discretion, make changes to this Privacy Policy. When we make material changes to this Privacy Policy, we will provide you with prominent notice as appropriate under the circumstances, e.g., by displaying a prominent notice within the Service or by sending you an email. In some cases, we will notify you in advance, and your continued use of the Service after the changes have been made will constitute your acceptance of the changes. Please therefore make sure you read any such notice carefully. If you do not wish to continue using the Service under the new version of the Privacy Policy, you may cancel your registration as it is described in the Terms and Conditions.

## **Contact Us**

Should you have any questions regarding this Privacy Policy, please contact us at [support@musicmactch.net](mailto:support@musicmactch.net).