

Privacy Policy

Effective Date: May 2, 2022

This Privacy Policy ("**Privacy Policy**") applies to information collected from you (a "**User**" or "**you**") through the use of the MuzicSwipe website (<https://muzicswipe.com>) made available by MuzicSwipe (collectively, the "**Platform**"). The Platform is owned and operated by MuzicSwipe LLC. ("**MuzicSwipe**," "**we**," "**us**," or "**our**").

PLEASE READ THIS PRIVACY POLICY CAREFULLY BECAUSE WHEN YOU SUBMIT INFORMATION TO OR THROUGH THE PLATFORM, YOU ARE CONSENTING TO THE COLLECTION, PROCESSING AND RETENTION OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.

If you do not agree with any part of this Privacy Policy, please do not use the Platform.

Capitalized terms used but not defined herein have the meanings assigned to them in the [Terms of Service](#).

1. INFORMATION WE COLLECT

Information You Provide To Us

When you use the Platform, for example to register for an Account, update your information, use certain features, request customer support or otherwise communicate with us, we may collect information that relates to you, including but not limited to:

- Personal information, such as your name, e-mail address, mailing address, telephone number, age, credit or debit card information ("**User Information**").
- Music, comments or feedback that you provide through the Platform.

We may use the information you provided to us (including your User Information), in accordance with applicable laws, to contact you from time to time, and to provide you with important information, required notices or marketing or promotions related to the Platform.

Information Collected Automatically

Whenever you use the Platform, we, and/or our Service Providers (as defined below), may use a variety of technologies that automatically or passively collect information about how you access or use the Platform ("**Usage Information**"). However, if you are not logged into your Account, this information does not identify you as an individual user. We do not treat Usage Information as personal information unless we combine your Usage Information with other data that, once

linked, can be used to identify you – for example, if you are logged into your Account. Usage Information may include information collected in the following ways:

Device Information. When you use the Platform, we receive information from your mobile or desktop device (“**Device**”), including your IP address, your browser type, and operating system version as well as any unique identifiers.

Log Information. When you use the Platform, information may be logged about your use of the Platform, including activations, clickstream data, the page served or viewed and the preceding page viewed (“**Log Information**”). This statistical usage data provides us with information about how you use the Platform, such as how many people visit a specific page of the Platform, how long they stay on that page, and which hyperlinks, if any, they “click” on. We may use Log Information to assess the performance of the Platform or other online services, distinguish your Device from others, prevent fraud, provide technical support and/or respond to your needs. We may also use Log Information to personalize the Platform and our services.

We may collect Device Information and Log Information using the following:

Cookies. A “cookie” is a tiny file that’s stored on your computer. It contains a unique identifier, as well as the address and other information about a website you are visiting. Cookies help us know whether you are a returning User to the Platform. For example, although you may not log in when you visit the Platform, we can use cookies to recognize that you have visited that Platform in the past. By using cookies, we are able to understand what is of interest to our Users and ensure the content and services we offer are relevant and compelling when you use the Platform. In some cases, we may use the personal information we collect from cookies to deliver relevant and compelling content to you when you use the Platform.

Web Beacons, Pixel Tags, and Other Tracking Technologies. Web beacons, pixel tags, and other tracking technologies are small strings of code placed on a web page or in an e-mail or advertisement. These technologies allow your browser to recognize and store certain types of information such as cookies previously set, the time and date that you viewed the page with the beacon, and a description of that page.

Can You Opt Out? There are some cookies that we need in order to operate the Platform. If you delete those cookies, the Platform may no longer function. You can always decide to opt-out of or delete some third-party cookies on the Platform. Keep in mind, if you block cookies, you may not be able to view or access some of the features of our Platform. See the “Your Choices” section below for more information on how to opt out.

2. HOW WE USE YOUR INFORMATION

In addition to the uses described elsewhere in this Privacy Policy, we may use your information for the following purposes, such as to:

- Deliver the services and features on the Platform or to send you related information;

- Respond to your questions and requests or provide customer service;
- Verify your identity and fulfill your requests;
- Process your payments;
- Personalize and improve the Platform by providing you with specific content or recommendations;
- Send you newsletters, surveys and information about the Platform or other events or services offered by MuzicSwipe;
- Conduct market research and analysis to understand general trends and preferences;
- Communicate with you via e-mail, in-app notifications, or other messages, consistent with any permissions you may have communicated to us;
- Prevent or address fraud (including fraudulent payments) or other unauthorized or illegal activities; and
- Resolve disputes, comply with the law, or enforce our agreements and policies (including our [Terms of Service](#) and this Privacy Policy).

We keep your User Information to enable your continued use of the Platform, for as long as it is required in order to fulfill the relevant purposes described in this Privacy Policy, or as is otherwise communicated to you.

3. HOW WE MAY SHARE YOUR INFORMATION

We may share your personal information as disclosed at the time you provide your information, as set forth in this Privacy Policy, and in the following circumstances:

Service Providers. In order to carry out certain business-related functions or to make various features available to you through the Platform, we may share your information (including your User Information) with third parties that perform those functions on our behalf ("**Service Providers**"). These Service Providers may help us host or operate our Platform, analyze data, confirm your identity, prevent fraud or provide customer service. These third parties and service providers are required to protect your information entrusted to them and cannot use it for any other purpose than to provide the Platform and associated services. For example, we partner with third-party service providers, including Google Analytics, Google reCaptcha, Mandrill, MailChimp, and Crashlytics (among others) that allow us to analyze and track use of the Platform and better understand our User's online activity. We also partner with payment processors (such as Stripe), so they can process your payment and help prevent fraud. **Marketing Partners.** We may partner with third party companies and Artists, to create marketing or promotional campaigns and contests, and for those third parties' own direct marketing purposes. We disclose your information, including your email, to these companies or Artists, and they may contact you directly about MuzicSwipe's offerings or about their own products and services. To learn more about your options regarding sharing with third parties, please see the Your Choices section below.

Business Transfers. Your information (including your User Information) may be used by us for internal reasons, primarily for business and operational purposes. As we continue to develop our business, we may sell or purchase assets, or reorganize. If another entity attempts to acquire us or all or substantially all of our assets, or assets related to the Platform, your information (including your User Information) may be disclosed to such entity as part of the due diligence process and will be transferred to such entity as one of the transferred assets. We reserve the right to disclose or transfer any personal information we collect to third parties in connection with any proposed or actual purchase, sale, lease, merger, foreclosure, liquidation, amalgamation, or any other type of acquisition, disposal, transfer, conveyance, or financing of all or any portion of the Platform or MuzicSwipe.

Legal Compliance and Other Disclosures. We may transfer and disclose your information (including your User Information) to comply with a legal obligation, when we believe in good faith that the law requires it, at the request of governmental authorities conducting an investigation, to verify or enforce our [Terms of Service](#) or other applicable policies, to respond to an emergency, or to otherwise protect the rights, property, safety, or security of MuzicSwipe, our Users or third parties.

We may also share information: (i) if disclosure would mitigate our liability in an actual or threatened lawsuit; (ii) as necessary to protect our legal rights and legal rights of our users, business partners or other interested parties; (iii) to enforce our agreements with you; and (iv) to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing.

Consent. We may ask for your consent to share your information with third parties. In any such case, we will make it clear why we want to share the information.

We may use and share your non-personal information (meaning information that, by itself, does not identify who you are such as Device Information), as well as personal information in hashed, non-human readable form, under any of the above circumstances.

4. YOUR CHOICES

You have certain rights regarding the personal information we maintain about you. We also offer you certain choices about what personal information we collect from you, how we use that information, and how we communicate with you.

- You can choose not to provide personal information to us by refraining from using the Platform.
- If you have an Account, you can update and correct inaccuracies in your personal information by signing into your Account and updating your information.
- You can opt-out of the collection and use of certain information which we collect about you by automated means by changing the settings in the Device you use to access the Platform.

- You can at any time tell us not to send you marketing communications by e-mail by clicking on the unsubscribe link within the marketing e-mails you receive from us. For additional details, please see below. You can opt-out of marketing or promotional text messages by following the instructions included in those messages.

Cookies and Other Technologies

The settings of the browser you use give you an option to accept or reject most cookies, or to notify you when a cookie is set. (Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences). This will opt you out of cookies on the browser you are using. If you use multiple browsers, you will need to take this step for all relevant browsers. Please note that denying all or certain cookies may result in a less personalized experience with some of the services or features offered on the Platform.

Do Not Track

We do not currently respond to browser do-not-track signals. Instead, we adhere to the standards set out in this Privacy Statement and offer the opt-out choices described above.

Data Sharing and Communications

You may always direct us not to use your personal information to provide you with information or offers, or not to send you newsletters, e-mails or other communications by sending us an e-mail at privacy@muzicswipe.com.

Cancellation or Deactivation

If you would like to opt-out of other types of data collection, you should delete your Account. If you are not able to delete your account from your Device, you should contact us at privacy@muzicswipe.com. Cancellation or deactivation of your Account does not ensure complete or comprehensive removal of the content or information you may have posted or otherwise made available on the Platform while you were a registered User.

Updating Your Information

If you wish to verify, correct, or update any of your personal information collected through the Platform, you may contact us at the e-mail or address included above. In accordance with our routine record keeping, we may delete certain records that contain personal information that you have submitted through the Platform. We are under no obligation to store such personal indefinitely and disclaim any liability arising out of, or related to, the destruction of such personal. In addition, you should be aware that it is not always possible to completely remove or delete all of your information from our databases without some residual data because of backups or other technology-related reasons.

5. DATA SECURITY

We use certain reasonable security measures as well as physical and electronic procedures to help protect your personal information. These safeguards vary based on the sensitivity of the information that we collect and store. However, no data transmission or storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us. You provide us with your information at your own risk.

6. DATA RETENTION

We will generally store your information until it is no longer necessary to provide the Platform or associated services to you, until you ask us to delete it, or until your Account is deleted, whichever comes first; but there are some exceptions to this general rule. We will retain information (including information from deleted Accounts) to comply with the law, prevent fraud, collect fees, resolve disputes, troubleshoot problems, assist with investigations, enforce our agreements, and take other actions permitted by law.

7. CHILDREN

You must be at least 13 years of age to use the Platform. The Platform is intended for a general audience and we do not knowingly collect personal information from anyone under 13 years of age. If we learn that someone using the Platform is under the age of 13 and has provided us with any personal information, we will use that information only to respond directly to that person (or his or her parent or legal guardian) to inform them that they cannot use the Platform. We will then dispose of such personal information in accordance with this Privacy Policy. If you believe we may have any information from or about a person under the age of 13, please contact us at privacy@muzicswipe.com.

8. OTHER SITES

The Platform may contain links to other sites that we do not own or operate. This includes links from service providers, advertisers, sponsors and partners that may use our logo(s) as part of a co-branding agreement. We do not control, recommend or endorse these sites and are not responsible for these sites or their content, products, services, privacy policies or practices. These other websites may send their own cookies to your Device, they may independently collect data or solicit personal information and may or may not have their own published privacy policies.

9. UPDATES

We may update or modify our Privacy Policy from time to time and will let you know by updating the "Effective Date", listed above. Any changes we may make to our Privacy Policy will be posted on this page. Your continued use of the Platform after any modification to this Privacy Policy will constitute your acceptance of any such modifications. If you do not agree or consent to any updates or modifications, do not continue to use the Platform.

10. CONTACT US

If you have any questions or concerns regarding this Privacy Policy, please contact us at privacy@muzicswipe.com or 1951 NW 7th Ave, #600 Miami, FL 33136.