

## **Sonario Privacy Policy**

Welcome to Sonario®, a service provided by Waterview Publishing, LLC (“Sonario”, “we” “our”, “us”).

Your privacy is important to us. This Privacy Policy explains how we collect, store, use and disclose your information when you use Sonario.net and m.Sonario.net (together, the “Website”), our mobile and desktop apps (the “Apps”) and all related sites, players, widgets, tools, apps, data, software, APIs and other services provided by Sonario (the “Services”).

This Privacy Policy explains the following, amongst other things:

- 1) Our principles with respect to your information and your privacy
- 2) The information we collect about you
- 3) How we use your information
- 4) How we share your information
- 5) How we use cookies and similar technology
- 6) Your choices with respect to your information
- 7) How to contact us regarding privacy issues

By using the Website, the Apps or any of the Services, and in particular by registering a Sonario® account, you are consenting to the use of your information in the manner set out in this Privacy Policy.

There is no Cookie Policy document to review. Currently, the Sonario website does not use cookies.

Please take some time to read this Privacy 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 Website, the Apps or any of the Services. If you have any questions or concerns, you can contact us at support@Sonario.com.

Please note that this Privacy Policy only applies to the Website, the Apps and the Services (together, the “Platform”). When using the Platform, you may find links to other websites, apps and services, or tools that enable you to share information with other websites, apps and services. Sonario is not responsible for the privacy practices of these other websites, apps and services and we recommend that you review the privacy policies of each of these websites, apps or services before connecting your Sonario® account or sharing any personal data.

### **Our principles**

We have a pretty simple approach to data protection and privacy, which can be summarized as follows:

- 1) You should know exactly what we do with your information

This Privacy Policy is designed to give you full transparency regarding our data protection practices. If there's anything that's not clear from this Privacy Policy, please feel free to email us at support@sonario.net.

## 2) You should have full control over your information

We've designed the Website and mobile apps to give you control over the information you publish and share using Sonario® and other sites and services to which you connect your Sonario® account. Please take full advantage of these tools and make sure you only share what you want to share.

### **Information we collect about you**

We collect information about you from one source: you. Sonario does not solicit information about you from any other 3rd party.

You don't need to provide us with any personal data in order to visit the Website. However, certain Services do require that you register for a Sonario® account and, by doing so, you will provide us with certain information:

**Essential information:** When you register any kind of Sonario® account, you will need to provide your email address, and choose a password. In addition, if you purchase a Subscription, you will also need to provide your real name, billing address and payment verification information.

Sonario does not request your gender or age.

**Profile information:** You may choose, at your discretion, to provide additional information for your public profile on Sonario® – for example:

your real name

a user name (which may be your real name or a pseudonym)

the city and country in which you live

a profile picture, profile header image or avatar

information about how you categorize yourself with respect to your content (for example, whether you are a musician, a label or some other category of creator)

details of your other websites and social media profiles, including links to those websites and profiles

None of this profile information is mandatory, and any information you do provide may be deleted, edited, changed or amended by you at any time. For more information, see the Choice and Control section below.

**Information from correspondence:** You will provide certain personal data if you contact us by email, use any of the webforms on the Website, or contact us by mail, fax or other offline means.

**Survey information:** If you participate in any survey, you will provide certain personal data as part of your response, unless you respond anonymously.

Information that you post: You may provide personal data when you upload sounds to the Platform, or when you post comments, or contribute to community discussions.

Information we collect automatically

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

the Internet Protocol (IP) address of the device from which you access the Platform (this can sometimes be used to derive the country or city from which you are accessing the Platform)

the site that you visited immediately prior to visiting the Website

the specific actions that you take on the Platform, including the pages that you visit, streaming, offline listening or downloading tracks, uploading or recording tracks, connecting your Facebook or Google+ account, sharing a sound with another user, following or unfollowing another user, joining or leaving a group, posting a comment, or performing a search

any search terms that you may enter on the Website

the time, frequency and duration of your visits to the Platform

your browser type and operating system

the nature of the device from which you are accessing the Platform, for example, whether you are accessing the Platform from a personal computer or from a mobile device and its device-ID

your location data (e.g. GPS) when using Sonario Apps,

information collected through cookies and similar technology, as described in our Cookies Policy

information regarding your interaction with email messages, for example, whether you opened, clicked on, or forwarded the email message

## **How we use your information**

We use the information that we collect about you for the following purposes:

Use of and interaction with the Platform:

1) To operate and maintain your Sonario® account, and to provide you with access to the Website and use of the Apps and any Services that you may request from time to time. Your email address and password are used to identify you when you sign into the Platform. Your device-IDs are used to ensure that you are in control of the devices that have access to your Subscription.

2) To identify you as the creator of the sounds that you upload, the comments that you post and/or the other contributions that you make to the Platform.

3) To seek your participation in surveys, and to conduct and analyze the results of those surveys if you choose to participate.

4) To provide you with technical support.

5) To respond to you about any comment or enquiry you have submitted.

6) To provide other users with data regarding people's listening behavior of their sounds, i.e. streaming and downloading their sounds or playlists or following their profiles.

7) To prevent or take action against activities that are, or may be, in breach of our Terms of Use or applicable law.

Any additional information that you provide as part of your public profile, such as your real name, and links to your website and other social media profiles (but not your email address), will be published on your profile page. This information will be publicly accessible and may be viewed by anyone accessing the Website, or using our API or other Services. Please bear this in mind when considering whether to provide any additional information about yourself.

If you purchase a Subscription, your name, address and payment verification information will be used to process your account subscription and renewals and to collect your payment. All payment verification information is transmitted using industry-standard SSL (Secure Socket Layer) encryption. Sonario also complies with the Payment Card Industry Security Standards.

Your email address will be used to send you service updates and notifications regarding your account, and (if you have elected to receive them using your account preferences) newsletters, marketing messages and certain email notifications. For information about how to change your preferences, and to unsubscribe from newsletters, marketing messages and email notifications, please see the Choice and Control section, below.

Improving and customizing the Platform and advertising:

1) To analyze the use of the Platform, and the people visiting the Website and using the Apps and Services, in order to improve Sonario® and customize it to your needs and interests.

2) To show you interesting Sonario ads, when you visit third party websites. When you see our ads on a third party website or apps, we or third party services we engage for this purpose, may collect information your browser or mobile app makes available when seeing the ad (e.g. ip-addresses, referral URL, browser details, timestamp of request). Third party websites or apps may also allow us to measure the success of our ads on their websites. This may include e.g. whether a click converted to an actual purchase of a Subscription. Please see the privacy policy of such third party websites to understand what data may be collected and how to opt-out.

3) To show you ads on behalf of advertisers, we use information that you make available to us when you interact with the Platform (e.g. by listening, liking or creating playlists), may include location data, together with information you provide to us through the Platform, e.g. demographic information, you choose to make available to us (such as your age or gender) directly or through third party services as well as information your browser sends us when using

the Platform (e.g. referral URLs, device type or location data). This allows us to show you ads that are more relevant and interesting to you. Please note that we do not share personal data with advertisers. Instead, advertisers pre-define a specific audience by certain generic criteria (e.g. the city of residence, the age range, or the number of followers of an unidentified user) for a specific ad campaign. If your profile matches these generic criteria, we may choose to display a suitable ad to you. We may also display ads based on the content that you have recently viewed or searched. Before we may use location data from the app for the first time, your mobile device will generally ask you for permission first. In case you gave permission to do so, location based services in your device will collect location data for a couple of seconds. These will then be shared with us or a respective service provider. When we engage third party services such as ad-networks that enable us showing you interest based ads, we may also allow them to collect certain information such as cookie data from you. This information would allow these third-parties to deliver targeted advertisements that they believe will be of most interest to you. If you allow third party websites to collect and share data when you interact with their platform, ad-networks may use that information together with the information we allow them to collect on the Platform. Please see the privacy policy of such third party websites to understand what data may be collected and how to opt-out.

4) To customize your use of the Platform and/or the content of any email newsletter or other material that we may send to you from time to time.

For other purposes, provided we disclose this to you at the relevant time, and provided that you agree to the proposed use of your personal data.

### **Sharing of your information**

We will not share your information with any third party, except as described in this Privacy 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:

1) Other users: Any information in your public profile (other than your email address) will be accessible by other users of the Platform, who may view your profile information, listen to and comment on any of your public sounds, add themselves to your list of followers, and send you messages. If you listen to any sounds uploaded by a pro user, the fact that you have listened to those sounds will be shared with that pro user as well as that you are following that pro user now, so that they can track the popularity of their sounds. Similarly, if you comment on any sounds on the Platform, your comments will be available to all users of the Platform.

With your consent: We will disclose your information if you have explicitly agreed that we may do so. We will make this clear to you at the point at which we collect your information.

2) Service providers: We may use certain reputable third parties, some of whom may be located outside of the United States of America, to provide us with certain specialized services related to the Platform. These third parties will have access to certain information about you, but only where this is necessary in order for those third parties to provide their services to us. Where we transfer personal data to these third parties, we ask and require these third parties to implement appropriate organizational and technical security measures to protect against unauthorized disclosure of personal data, and only to process personal data in accordance with our instructions and to the extent necessary to provide their services to us.

Advertisers may use third party services to ensure their ads are properly served and to measure the success of their campaigns on websites and apps. We allow these services to collect and use the information for such purposes.

3) As aggregated data: We may aggregate your personal data with similar data relating to other users of the Platform in order to create statistical information regarding the Platform and its use, which we may then share with third parties or make publicly available. However, none of this information would include any email address or other contact information, or anything that could be used to identify you individually, either online or in real life.

4) If required by law: We will disclose your information if we believe in good faith that we are permitted or required to do so by law, including in response to a court order, subpoena or other legal demand or request.

5) To protect our interests: We may disclose your information if we feel this is necessary in order to protect or defend our legitimate rights and interests, or those of our users, employees, directors or shareholders, and/or to ensure the safety and security of the Platform and/or the Sonario® community.

6) In the context of a business transfer: We may transfer your information to any person or company that acquires all or substantially all of the assets or business of Sonario, or on a merger of our business, or in the event of our insolvency.

### **Cookies and similar technology**

Currently the Sonario website does not use cookies.

### **Choice and control**

We do our best to give you as much choice as possible regarding the amount of information you provide to us, and the control you have over that information.

It is not necessary for you to provide us with any personal data in order to visit the Website, although certain information will be collected automatically by virtue of your visit (as described above). However, if you do decide to register a Sonario® account, you can control your information in the following ways.

When you are signed into your account on the mobile application, you can access your Profile in the “More” options to make changes.

### **Sharing with other apps and networks**

Sonario does not directly interface with other apps or networks and therefore none of your personal information is shared. You and other users do have the option to include a public URL to a personal website. Sonario does not transfer any of your information to these websites. However, any information that you enter voluntarily to these websites or any websites accessed through user supplied 3rd party URLs is clearly beyond the scope of this Privacy Policy and you do so at your own risk. Sonario is not responsible and cannot be subject to any action due to damages, loss or theft as a result.

Please note that this Privacy Policy does not apply to any third party sites or applications, and we cannot control the activities of those sites or applications. You are advised to read the privacy policies of those sites or applications before sharing your information with, or connecting your Sonario® account to, any of these third party sites or applications.

### **Sharing with other users**

All uploaded recordings, liner notes, credits or other content you provide to the Platform is available to all other users on the Platform.

### **Cookies**

The Sonario website does not use cookies.

### **App preferences**

The Sonario mobile apps do not include app preferences.

### **Deleting your account**

You can delete your account with an email request to [support@sonario.net](mailto:support@sonario.net) at any time. Please bear in mind that, if you delete your account, all data associated with your account, including the sounds that you have uploaded and the data associated with those sounds, will be deleted and may not be recoverable. You are therefore advised to copy or back up all content uploaded to your account before you delete your account.

Even if you delete your Sonario® account, it is possible that your information may still show up in some internet search results for a short while afterwards, if the search engine maintains a temporary cache of web pages. Search engines' caching processes are outside of Sonario's control and therefore we cannot be responsible for any information that remains cached by search engines after that information has been removed from the Platform.

Please note that deleting any Sonario® Apps will not delete your Sonario® account. If you wish to delete your account, you will need to do so as described above.

### **Access to your data**

As described above, most of the personal data and other information you provide to us can be accessed and updated in your Sonario® account. If you wish to access, amend or delete any other personal data we hold about you, or if you have any objection to the processing of any personal data that we hold about you, please contact us at [support@sonario.com](mailto:support@sonario.com), or the address provided below.

If you ask us to delete your account, we will do so within a reasonable period of time, but we may need to retain some of your personal data in order to satisfy our legal obligations, or where we have a legitimate reason for doing so.

### **International data transfers**

Sonario is based in the United States of America, and your personal information is collected, stored, used and shared in accordance with US laws. However, from time to time, it may be necessary for us to transfer your personal data outside the US. You should be aware that privacy laws in countries other than the US may not be equivalent to the laws in your country, and by using the Platform, you consent to the transfer, storage and processing of your personal data in those countries in accordance with this Privacy Policy and applicable law.

## **Children**

Sonario® is not intended for use by children. Anyone under the age of 13 is not permitted to use the Platform and must not attempt to register an account or submit any personal information to us. If it comes to our attention that we have collected personal data from a person under the age of 13, we will delete this information as quickly as possible. If you have reason to believe that we may have collected any such personal data, please notify us immediately at [support@sonario.net](mailto:support@sonario.net).

## **Changes and updates to this Privacy Policy**

We may occasionally update this Privacy Policy, and when we do so, we will also revise the Effective Date set out below. Any changes to our Privacy Policy will always be available here so that Sonario® users are always aware of what information we gather, and how we might use and share that information. Please be sure to check back here from time to time to ensure that you are aware of any changes to this Privacy Policy. Any material changes to this Privacy Policy will be communicated to registered users by a notification to their account and/or by posting a notice of the change on the Website.

## **Questions?**

If you have questions about this Privacy Policy, want to suggest changes to this Privacy Policy or want to know, what information we store about you, please contact us by email at [support@sonario.net](mailto:support@sonario.net), or write to us at:

Sonario c/o Waterview Publishing, LLC 6433 Parnell Avenue Edina, MN 55435 Attention: Legal Department

## **Don't want to give us your information?**

If you decide that you do not want us to use your information in the manner described in the Privacy Policy, please do not use the Platform. If you have already registered an account, you can terminate or cancel your account as described herein.

Last amended: June 17, 2019