

# Privacy Policy

EnTranced Music B.V. (hereinafter “we”, “us”, “our”), being fully aware that private information is extremely important for the privacy of our listeners (hereinafter “users”) who use the “DJ DeanT” website (hereinafter “this service”), shall pay particular attention to the management of private information.

## 1 Private information

“Private information” is defined as personal data, which includes name, address, birthday, age, gender, telephone number, family member names, email address, ID, IP address, place of work, professional affiliation, business address, work telephone number, credit card number, bank account, visited homepage info, complaints, consultations or inquiry info. And combining one or more data from those personal data can identify a specific person.

## 2 Purpose of use

We shall only use private information received for the following purposes:

1. In order to provide our service.
2. In order to charge users who use our paid service.
3. As determining data for improvement of this service, additional of a new service or publication or delivery of advertisements considering users' age, gender and music tastes.
4. In order to gather statistical data on users' usage (in case of collecting such data, data shall be modified in order not to identify an individual).
5. In order to grasp the usage situation of users and use them for improvement of this service and development of new services
6. To confirm the application of the e-mail delivery service and to deliver e-mails
7. To send notices such as results of a contest, campaign, prizes and the like, dispatch of goods, questionnaires etc.
8. To deliver information on various membership services and other various services that we offer
9. To ask for cooperation in surveys and participation in various events, to report results etc.
10. In order to grasp the utilization status of this product, this service, this website, etc., and to deliver information and surveys etc. to companies/organizations that are deemed beneficial to us, including our company
11. In order to provide personalized contents more relevant to users of this service

## 3 Use restrictions

We shall use private information received from users only to the required extent in order to achieve the purpose of use mentioned above, except in following cases:

1. When complying with a regulation
2. When needed to protect a person's life, physical health or property, and when impossible to get the user's consent
3. When particularly needed for the improvement in public health or implementation of rearing children, and when impossible to get the user's consent

## 4 Acquisition of private information

1. We obtain users' private information to the extent the users use this service.
2. Other private information shall be obtained in an appropriate and fair manner. We shall not obtain information in any dishonest manners or against the users' will.

## 5 Acquisition notifications

We will inform or announce beforehand the purpose of use when we obtain private information of a user by means other than using this service. We also announce the change of the purpose of use on this service.

## 6 Management of private information

We shall appropriately control, manage and keep safe users' private information.

## 7 Commission of management

We may trustee private information received. In such case, we sign a necessary agreement with the fiduciary and direct that the fiduciary appropriately manages private information.

## 8 Offering private information to a third party

We shall not offer private information to a third party without the agreement of a user; provided, however, that this shall not apply to the following cases:

1. When we trustee a part of our services and provide necessary information in order to accomplish the commissioned business.
2. When we disclose statistic data, which collects or analyzes individual private information with the aim of proving statistical information. The data is processed in order not to identify the user.
3. When we set aside private information of users who use our paid service to commissioned companies such as payment system companies, credit card companies or bank with the aim of charging the service fee.
4. When we trustee the delivery to users.
5. When required to disclose or offer information by law.

## **9 Disclosure of private information**

We shall disclose private information to the user's request. However, we may not disclose all or a part of the information in the following cases.

1. When the life, physical health or property of the user is in danger.
2. When the disclosure damages our business operation significantly.
3. When doing so violates the law.

## **10 Correction of private information**

When a user requests to correct or add to their private information, we will verify identity and accuracy of the correction, then we will deal with the case in an appropriate manner.

## **11 Cookie policy**

Our company uses cookies. Cookies are small pieces of text sent by the user's browser to our server whenever a user visits our website, and they automatically collect information about the user such as their advertisement browsing history, pages visited, applications and information about the user's usage environment. Cookies include Apple's Advertising Identifier (IDFA) and Google's Advertising ID (AAID). The information we collect has no purpose to identify individuals and is used exclusively for improving services only.