

## **vMusic Privacy Policy**

Last Revised: November 2017

vMusic. (“**VMusic**”, “**we**”, “**our**”, or the “**Company**”) welcomes you (the “**User**” or “**you**”) to our website at [www.vMusic.com](http://www.vMusic.com) (the “**Site**”). “**User**” for purposes of this Privacy Policy shall include Advertisers, Publishers and all other Users of the VMusic Services.

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms and Conditions available at: [www.vMusic.com](http://www.vMusic.com) which this Privacy Policy is incorporated thereto by reference (collectively, the “**Terms**”).

BY ACCESSING THE SITE AND/OR THE VMUSIC SERVICES AND/OR USING THE SITE AND/OR VMUSIC SERVICES, YOU AGREE TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY (THE “**PRIVACY POLICY**”), INCLUDING TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION (AS DEFINED BELOW). IF YOU DISAGREE TO ANY TERM PROVIDED HEREIN, YOU MAY NOT USE THE VMUSIC SERVICES.

### **INFORMATION WE MAY COLLECT**

**We may collect two types of data and information from our Users.** The first type of information is non-identifiable and anonymous information (“**Non-Personal Information**”). We are not aware of the identity of the User from which we have collected the Non-Personal Information. Non-Personal Information is any unconcealed information which is available to us while Users are using the VMusic Services. Non-Personal Information which is being gathered consists of technical information and behavioral information, and may contain, among other things, the activity of the User on the VMusic Services, identity and operation system and browser, type of computer and operating system version, User’s connection to the Site, etc.

The second type of information is individually identifiable information (“**Personal Information**”). This information may identify an individual or may be of a private and/or sensitive nature such as User’s name, email address, phone number, mailing address, User IP address or other persistent identifier, mainly for enhancing the User's experience and for geo-location and security purposes as further detailed below and any independently User-provided personal details.

For avoidance of doubt, any Non-Personal Information connected or linked to any Personal Information shall be deemed as Personal Information as long as such connection or linkage exists.

**We do not collect any Personal Information from you or related to you without your approval, which is obtained, *inter alia*, through your active acceptance to the Terms.**

### **HOW WE COLLECT INFORMATION ON OUR USERS**

There are two main methods we use:

- (1) Use of the Service.** When you use the VMusic Services, we collect Non-Personal Information derived from information we receive from third party providers. We also collect Non-Personal Information when you access or use the VMusic Services. In other words, we are aware of your usage of the VMusic Services and may gather, collect and record the information relating to such usage, either independently or through the help of third-party services as detailed below.

We will collect Personal Information when you (i) register for use of the VMusic Services on our Site, (ii) place an order on the Site; (iii) fill out a form on Site; and (iv) any other of the activities, services, features or resources on the Site.

**IT IS THE YOUR SOLE RESPONSIBILITY TO OBTAIN ANY AND ALL CONSENTS REQUIRED UNDER ANY APPLICABLE LAWS, REGARDING THE ACCESSING OF ANY PERSONAL INFORMATION OF OTHERS WHICH IS PART OF THE VMUSIC SERVICES, AND TO ADHERE TO ANY APPLICABLE STATE AND FEDERAL LAWS REGARDING SUCH INFORMATION.**

- (2) **Voluntarily Provided.** We may collect Personal Information which you or other Users voluntarily provide when you or other Users use the VMusic Services. By registering for use of the VMusic Services we may store the Personal Information and Non-Personal Information either independently or through our authorized third-party service providers as detailed below.

### **HOW WE USE YOUR INFORMATION**

Your information is collected for purposes, which include without limitation the following: (i) to provide you with and operate the VMusic Services; (ii) to personalize the content provided to you; (iii) to develop, improve and custom the VMusic Services and offering available through the VMusic Services; (iv) to be able to contact Users for the purpose of providing them with technical assistance, support, and collect feedback; (v) to be able to reply to User online queries or governmental agencies' requests; (vi) for customization and improvement of the VMusic Services' accuracy and interface; (vii) to process payments; and (viii) to comply with any applicable rule or regulation.

### **SHARING INFORMATION WITH THIRD PARTIES**

VMusic will not share any Personal Information it collects with any third party. Notwithstanding, VMusic may disclose Personal Information in the following cases: (i) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (ii) to enforce this Privacy Policy and/or the Terms of Use, including investigation of potential violations thereof; (iii) to detect, prevent, or otherwise address fraud, security or technical issues; (iv) to respond to User's support requests; (v) respond to claims that any content available on VMusic Services violates the rights of third-parties; (vi) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (vii) to protect the rights, property, or personal safety of VMusic, its Users, or the general public; (viii) when VMusic is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of its assets; (ix) to collect, hold and/or manage your Personal Information through VMusic's authorized third party service providers, as reasonable for business purposes, which may be located in a country that does not have the same data protection laws as your jurisdiction; (x) pursuant to your explicit approval prior to the disclosure; (xi) to cooperate with third parties for the purpose of enhancing the User's experience; or (xii) to authorized third party service providers solely for the purpose of providing you with the VMusic Services.

For avoidance of doubt, VMusic may transfer and disclose or otherwise use Non-Personal Information or information which is linked to anonymous random identifiers or information that is aggregated in a non-identifiable way, at its own discretion.

### **DELETION OR MODIFICATION OF PERSONAL INFORMATION**

If for any reason you wish to modify or delete your Personal Information please contact us at: contact [info@vMusic.com](mailto:info@vMusic.com) and we will make reasonable efforts to modify or delete any such Personal Information pursuant to any applicable privacy laws.

Note that unless you instruct us otherwise we may retain your Personal Information for a period of eight (8) years. Please note, upon request to delete your account, VMusic may depersonalize your Account activity history for the purpose of enhancing and improving the VMusic Services. Such depersonalization shall be considered as deleting information in accordance with you request.

### **THIRD PARTY SOFTWARE/SERVICE**

While using the VMusic Services we may be using third party software and/or service for various needs, *inter alia*, in order to collect and/or process the information detailed herein (the “**Third Party Service Provider**”). Furthermore, VMusic using Third Party Service Providers for facial recognition technology allowing for the VMusic Services. Note that these are independent software and/or service providers and VMusic does not take any liability about the information collection policies of these providers, or about any kind of issue, legal or otherwise, relating thereto. Third Party Service Provider’s includes without limitation, Google Analytics, which privacy policy is available at <http://www.google.com/policies/privacy/partners/>.

## **USE OF COOKIES**

When you access or use our Site, the VMusic may use industry-wide technologies such as “cookies” (or similar technologies), which store certain information on your computer (“**Local Storage**”) and which will allow us to enable automatic activation of certain features, and make your service experience much more convenient and effortless. The cookies will assist the VMusic to enable automatic diagnosis by the application. The cookies used by the Site are created per session, which does not include any information about you, other than your session key and are removed as your session ends. It is easy to prohibit the Local Storage. Most browsers will allow you to erase cookies from your computer's hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. However, if you block or erase cookies your online experience may be limited.

## **DIRECT MARKETING**

You hereby agree that we may use your contact details for the purpose of informing you regarding our products and VMusic Services, which may interest you, and to send to you other marketing material, transmitted to the email address or to the mobile device. You may withdraw your consent contacting us at: [info@vMusic.com](mailto:info@vMusic.com). This consent constitute also as a consent to send advertising materials under any applicable law including any laws relating to spamming and/or solicited emails.

## **SECURITY**

We take a great care in implementing and maintaining the security of VMusic Services’ and its User's Personal Information. VMusic employs industry standard procedures and policies to ensure the safety of its Users’ Personal Information, and prevent unauthorized use of any such information. We do not, however, guarantee that unauthorized access will never occur.

## **PROTECTING CHILDREN**

The VMusic Services are not directed to children and we do not knowingly collect information from children. If you have any information regarding a use of a minor under the age of eighteen (18) please let us know at: [info@vMusic.com](mailto:info@vMusic.com)

You must be at least eighteen (18) years of age to use the VMusic Services. By agreeing to these Terms, you represent and warrant to us: (i) that you are at least eighteen (18) years of age; (ii) that you have not previously been suspended or removed from the VMusic Services; and (iii) that your registration and your use of the VMusic Services is in compliance with any and all applicable laws and regulations. Please note that in certain jurisdiction a minor may be defined differently and that several jurisdictions may prohibit taking pictures of minors.

## **CHANGES TO THE PRIVACY POLICY**

The terms of this Privacy Policy will govern the use of the VMusic Services and any information collected therein. VMusic reserves the right to change this policy at any time, so please re-visit this page frequently. In the event of any substantial change of this policy, we will make reasonable efforts to post a clear notice on the Site. Such substantial changes will take effect seven (7) days after such notice was provided on the VMusic Services or sent by email. Otherwise, all other changes to this Privacy Policy are effective as of the stated “**Last Revised**” date and your continued use of the VMusic Services after the Last Updated date will constitute acceptance of, and agreement to be bound by, those changes.

## **ADDITIONAL INFORMATION AND CONTACT US**

If you have any questions (or comments) concerning this Privacy Policy, you are welcome to send us an email at: [info@vMusic.com](mailto:info@vMusic.com) and we will make an effort to reply within a reasonable timeframe.

By contacting VMusic you warrant and agree that you are free to do so, and that you do not provide VMusic with information, which violate any third party intellectual rights (the “**Information**”). Without degrading from the aforesaid, all rights, including intellectual property, arising from the communication will be owned by VMusic and will be considered as VMusic’s confidential material. It is clarified that any use of the Information, will be done in VMusic’s sole discretion, and VMusic is not obligated to use all or part of this Information.