

ShortsMusic Privacy Policy

Introduction

At ShortsMusic, we believe that privacy is a right. We want to empower our users to take ownership of their identity. In this Privacy Policy, we want to help you understand how and why ShortsMusic, Inc. ("ShortsMusic", "we", "us", or "our") collects, uses, and shares information about you when you use our website, mobile apps, widgets, APIs, email, and other online products and services (collectively, the "Services") or when you interact with us or receive communications from us.

We hope this Privacy Policy will help you make better choices about how you use ShortsMusic.

ShortsMusic is a public platform.

By default, we collect the minimum amount of information that could be used to identify you. We do not sell your personal data to third parties and do not work with data brokers.

Privacy rights are for everyone: At ShortsMusic, anyone can request a copy of their data, delete their account, or get information about our policies.

We've done our best to make this as easy to understand as possible, but sometimes our privacy policy is still confusing. If you need help understanding this policy or anything else about ShortsMusic, please contact ShortsMusic .

Information we collect

Information You Provide to Us We collect information that you provide directly to us when you use the Services.

Account information Depending on whether you register using an email address, single sign-on (SSO) feature (e.g., Google), or phone number, you may be required to provide a password. If your account does not have a password, we may send you an SMS message for verification purposes.

When you use ShortsMusic, you may also provide us with other information, such as your biography, gender, age, location, profile picture, or social links.

We also store your user account preferences and settings. We may ask you for such information before you create a username or account to help improve your browsing experience on ShortsMusic.

Content you submit We collect Content that you submit to the Services. Your Content may include text, links, images, GIFs, audio, video, software, and tools.

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You may also choose to provide other information directly to us. For example, we may collect information when you fill out forms, complete surveys, participate in activities, promotions, or programs sponsored by ShortsMusic, apply for a job, request customer support, or otherwise communicate with us.

Information we collect automatically

When you access or use our Services, we may also automatically collect information about you. This includes

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a* We may record information when you access and use the Service. This may include your IP address, user agent string, browser type, operating system, referring URL, device information (such as device ID), device settings, carrier name, pages visited, links clicked, URLs requested, and search terms.

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tion* We may receive and process information about your location. We may receive location information from you if you choose to share that information on our Services, such as through location customization or by associating your content with your location, and we may determine your approximate location based on your IP address.

Information collected from other sources

We may receive information about you from other sources, including other users and third parties, and combine that information with other information we have about you. For example, we may receive demographic or interest information about you from third parties, including advertisers (such as the fact that an advertiser is interested in showing you an ad) and combine it with data you have provided to ShortsMusic using a common account. Identifiers, such as a hash of your email address or mobile device ID. You can control how we use this information to personalize your ads by visiting the User Settings menu in your account, as described in the "Your Rights and Choices" section below.

As If you authorize or connect a third-party service (such
so as an unofficial mobile app client) to access your
cia ShortsMusic account, ShortsMusic will receive
te information about your use of that service when you
d use that authorization. When you connect a service,
Se the other service may also send us information about
rvi your account through that service. For example, if you
ce sign in to ShortsMusic through a third-party identity
s provider, that provider may share your email address
 with us.

Information collected by third parties

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ie the population using ShortsMusic. To provide this
nc demographic information, these companies collect
e cookie information to recognize your device.
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Information collected from participants and potential participants in the ShortsMusic Program

When you register to participate in a ShortsMusic program (e.g., the Contributor Program), we collect some additional information from you, either directly or indirectly through our providers (e.g., your name, date of birth, address, email, tax, government-issued ID, and payment information). This additional information is used and shared with third-party payment and compliance providers to determine your eligibility to participate in applicable ShortsMusic programs, facilitate payments, and comply with the law. Those providers and their services are governed by separate terms of use and privacy policies.

How we use information

We use information about you as follows:

- Provide, maintain, and improve our services.
- Research and develop new services.
- Providing customer service
- Communicate with you about our products, services, offers, promotions, events and programs, and provide you with other news and information that we think may be of interest to you (see "Your Choices" below for more information about how to opt out of these communications). ; ;
- Monitor and analyze trends, usage, and activity related to our Services.

How to share information

We may share information in the following ways

- *With your consent . We may share information about you with your consent or direction.*
- *Including connected services. If you connect your ShortsMusic account with a third-party service, ShortsMusic will share the information you authorize with that third-party service. You can control this sharing as described in "Your Rights and Choices" below.*
- *With our service providers . We may share information with vendors, consultants, and other service providers who need access to that information to perform their work. Their use of your personal data is subject to appropriate confidentiality and security measures. Some examples: (i) payment processors that process transactions on our behalf; (ii) cloud providers that host our data and services; (iii) third-party ad measurement providers that help us and our advertisers measure the performance of the ads displayed on our Services; and (iv) compliance providers that help us determine your eligibility to participate in the ShortsMusic Program.*
- *To comply with the law. We may share information if disclosure is in accordance with or required by any applicable law, regulation, legal process or governmental request, including, without limitation, to meet national security or law enforcement requirements. To the extent permitted by law, we will endeavor to provide you with prior notice before disclosing your information in response to such requests. Our Transparency Report contains additional information about how we respond to government requests.*
- *In an emergency . We may share information when we believe it is necessary to prevent immediate and serious physical harm to an individual.*
- *To enforce our rights and promote safety and security. We may share information if we believe your behavior is inconsistent with the User Agreement, the Rules, or other ShortsMusic terms and policies, or to protect the rights, property, and safety of the Service, us, and others.*
- *With our affiliates . We may share information between ShortsMusic and our parent, affiliates, subsidiaries, and other companies under common control and ownership.*
- *Aggregated or de-identified information . We may share information about you that is aggregated or anonymized so that it cannot reasonably be used to identify you. For*

example, we may show the total number of times a post has been recommended without identifying who the visitor is, or tell advertisers how many people have seen an ad.

How we protect your information

We take steps to protect information about you from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. For example, we use HTTPS while information is being transmitted. We also implement technical and administrative access controls to limit who among our employees has access to nonpublic personal information.

You can help keep your account secure by configuring two-factor authentication .

We store the information we collect for as long as necessary for the purpose for which it was originally collected. We may retain certain information for legitimate business purposes and/or as required by or in accordance with applicable law. For example, if your account is suspended or banned because you violate our policies, we may store the identifier used to create your account (such as your phone number) to prevent you from creating a new account.

Your rights and choices

When you use the Services, you have choices about how to protect and limit the collection, use, and sharing of information about you. Depending on where you live, you may also have the right to correct/correct your personal information, opt out of certain advertising practices, or withdraw your consent to processing you previously consented to. Below we explain how to exercise each of these rights. ShortsMusic will not discriminate against you for exercising any of your rights under data protection law.

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You can access your information through the Services and change or correct certain information.

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You may delete your account information at any time from your User Preferences page. You may also submit a request to delete personal information that ShortsMusic maintains about you by following the process described in the "Your Rights - Data Subject and Consumer Information Requests" section below.

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You can review the services you've allowed access to your account and revoke access to individual services by visiting the Apps page of your account (for third-party app authorization) and the Connected accounts section of your account settings (for Google Sign-in, Sign in).

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ads* You may opt out of our use of information we collect from third parties, including our advertising partners, to personalize the ads you see on ShortsMusic. To do so, visit the Privacy section in your account's user settings if you are using a desktop, or the Privacy section in your account settings if you are using the ShortsMusic mobile app.

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s* Most web browsers are set to accept cookies by default. If you prefer, you can generally set your browser to remove or reject first-party and third-party cookies. If you choose to remove or reject cookies, this may affect the availability and functionality of our Services. For more information about how you can control how cookies and similar technologies are used on ShortsMusic, please see our Cookie Notice.

Ads analytics controls

Some analytics providers we partner with may offer specific opt-out mechanisms, and we may provide additional tools and third-party services to help you better understand cookies and how to opt-out as needed. For example, you can manage the use and collection of certain information by Google Analytics through the Google Analytics opt-out browser add-on. You can opt out of audience measurement services provided by Nielsen and Quantcast.

You can also generally opt out of receiving personalized ads from certain third-party advertisers and ad networks. To learn more about these ads or to opt out, visit the Digital Advertising Alliance and Network Advertising Initiative sites or, if you are in the European Economic Area, visit Your Online Choices.

Do Not Track

Most modern web browsers give you the option to send a Do Not Track signal to the sites you visit that you do not want to be tracked. However, there is no accepted standard for how sites should respond to this signal, and Google does not take any action in response to this signal. Instead, in addition to publicly available third-party tools, we offer you the choices described in this Policy to manage our collection and use of information about you.

Control mobile notifications

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can disable these messages at any time by changing the notification settings on your mobile device.

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Co You can control how we use location information to
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If you have any questions or are unable to submit a request to exercise your rights using the mechanisms above, you may email us at c@yeouidopartners.com via the email address you identified with your ShortsMusic account.

Before we can process a request for your personal information, we must verify the request through access to your ShortsMusic account or a verified email address associated with your ShortsMusic account. If we deny your request, you may appeal our decision by contacting us at c@yeouidopartners.com.

International data transfers

ShortsMusic, Inc. is headquartered in the United States and processes and stores information on servers in the United States. We may store information on servers and equipment in other countries depending on a variety of factors, including the location of our users and service providers. By accessing or using the Services or providing information to us, you consent to the processing, transfer and storage of information in the United States and other countries. You may not have the same rights in those countries under local law.

When we transfer personal data from users in the EEA, UK and/or Switzerland, we rely on standard contractual clauses approved by the European Commission or other transfer mechanisms deemed 'adequate' under applicable law.

Additional information for EEA and UK users

If you are located in the European Economic Area ("EEA"), ShortsMusic Netherlands BV is the controller of the information processed in connection with the ShortsMusic Platform and this Policy. If you are located in the United Kingdom ("UK"), ShortsMusic, Inc. is the data controller and ShortsMusic UK Limited is ShortsMusic's Article 27 GDPR representative in the UK.

Users in the EEA and the UK have the right to request access to, rectification or erasure of their personal data; data portability in certain circumstances; request restriction of processing; and Object to processing. Withdraw consent to processing if you have previously given consent. These rights can be exercised as described in the "Your Rights and Choices" section above. In addition, EEA users have the right to lodge a complaint with their local supervisory authority.

As required by applicable law, we only collect and process information about individuals from the EEA and the UK where we have a legal basis to do so. Our legal basis depends on the services you use and how you use them. We process your information based on the following legal bases

- You have agreed to allow us to do so for a specific purpose.
- We need to process information to provide the Services, including to operate the Services, provide customer support and personalized features, and protect the safety and security of the Services.
- This serves our legitimate interests (not overridden by your data protection interests), such as preventing fraud, ensuring network and information security, enforcing our rules and policies, protecting our legal rights and interests, research and development, and personalizing our Services. Marketing and promoting our Services; or
- We need to process your information to comply with a legal obligation.

Additional information for California users

Under the California Consumer Privacy Act ("CCPA"), as amended, we are required to provide California residents with some additional information covered in this section.

In the past 12 months, we have collected the following categories of personal information from California residents, depending on the service used

- Identifiers and account information, such as your ShortsMusic username, email address, phone number, IP address, and cookie information.
- Identifiers and account information, such as your ShortsMusic username, email address, phone number, IP address, and cookie information.
- Identifiers and account information, such as your ShortsMusic username, email address, phone number, IP address, and cookie information.
- Commercial information, including information about transactions you have entered into with us.
- The audiovisual information of the photo, audio, and video content submitted to ShortsMusic.
- Professional or employment-related information or demographic information. But only if you explicitly provide it to us, such as by applying for a job or filling out a survey.
- Make inferences based on other collected data for purposes such as content recommendations, advertising, and analytics.

You can find more information about what we collect and where that information comes from in (a) the "What Information We Collect" section of this Notice, (b) the "How We Use Your

Information" section, (c) the business and commercial purposes for which we collect that information, and (d) the categories of third parties with whom we share that information. section and (c) the categories of third parties with whom we share that information in the "How We Share Information" section.

If you are a California resident, you have additional rights under the CCPA, including the right to opt out of the sale or sharing of your personal information, the right to request access to and information about our data practices, and the right to request deletion or correction of your data. You also have the right not to be discriminated against for exercising your privacy rights. ShortsMusic does not "sell" or "share" personal information as defined in the CCPA. We do not use or disclose sensitive personal information except to provide services to you or as otherwise permitted by the CCPA.

You may exercise your rights to access, delete, or correct your Personal Information as described in the "Your Rights and Choices" section of this Notice. Upon your request, we will verify your identity by asking you to log into your account or, if necessary, requesting additional information. You may also request your rights through an authorized representative. If you submit a request for rights from an authorized representative who does not provide a valid power of attorney, we may ask the authorized representative to provide evidence that you have given the representative signed authority to submit the request to exercise the rights on your behalf. If we do not have a valid power of attorney, we may require you to verify your identity to us in person or we may require you to confirm to us that you have provided permission to the authorized representative to submit the request. If you have any questions or concerns, you can contact us using the methods described in "Your Rights and Choices" or by emailing us at ShortsMusicdatarequests@ShortsMusic.com.

Children

Children under the age of 13 are not permitted to create an account or otherwise use the Services. In addition, if you are located outside the United States, you must be at least the age required by the laws of your country to create an account or use the Services, or we must obtain verifiable consent from your parent or legal guardian.

Changes to this policy

We may change this Privacy Policy from time to time. If, in our sole discretion, the changes are material, we may notify you by sending an email to the address associated with your account (if you have chosen to provide us with an email address) or by providing notice through our Services. We encourage you to review our Privacy Policy regularly to stay informed about our information practices and how you can help protect your privacy. By continuing to use our Services after any changes to our Privacy Policy take effect, you agree to be bound by the revised Policy.

Contact us

If you have any other questions about this Privacy Policy, you may contact our Data Protection Office by email at c@yeouidopartners.com.