

## The Two Friends, LLC Privacy Policy

Effective Date 01/08/20

This Privacy Policy describes our policies on the collection, use and disclosure of your information in connection with your use of our websites, web properties (e.g., widgets and applications) and mobile applications (“Mobile Apps”), online and offline services, and emails in each case, that link to this Privacy Policy (each, a “Property” or collectively the “Properties”). The Two Friends, LLC (“Company”) is concerned about privacy issues and wants you to be familiar with how we collect, use, and disclose information. Information collected on the Properties may be used in the manner described below by Company, our agents, subsidiaries, trusted partners, and affiliates acting on our behalf (collectively, “Company”). When used herein, the terms “we”, “us” and “our” refer to Company. By providing Personal Information (as defined below) to us through the Properties, you agree to the terms and conditions of this Privacy Policy.

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third party, including Facebook, Inc., Apple Inc., Google LLC, Microsoft Corp., any wireless carriers, our artists, our affiliates and any third party operating any site or property to which any Property contains a link. In addition, the inclusion of a link on any Property does not imply endorsement of, or affiliation with, the linked site or Property by us or affiliates. Please note that the Property may include the ability to access and submit (including, for example, via a third-party software application or service that is available through or in connection with a Property) certain information directly to third parties, such as Facebook, or to any application platform, such as Apple’s App Store or Google Play. Such information is submitted by you directly to such third parties and this Privacy Policy does not apply to any such information submitted by you.

We encourage you to review the entire Privacy Policy.

### **Collection and Use of Personal Information**

Two types of information are collected in connection with the Properties: Personal Information and Other Information. “Personal Information” is information that identifies you or makes you identifiable as an individual. “Other Information” is any information that does not reveal your specific identity. If we are required to treat Other Information as Personal Information under applicable law, then we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Policy. Other Information is addressed separately below, under the heading “Other Sources of Information”.

We may collect the following categories of Personal Information from you:

- Contact information, including name, email address, street or mailing address and telephone or mobile phone number
- Billing information, including billing address, credit and debit card number, order details, and other commercial information
- Demographic information, including age, date of birth, gender, interests, country and zip code
- Unique identifiers, including user name and password
- Preference and other information, including product wish lists, order history and marketing & music preferences
- Geolocation information, including your actual or approximate location (for example, from the IP address of your device or computer)
- Photos and videos that you submit on our Properties
- Internet and other electronic network activity

We or one of our trusted partners may use this information for the following business purposes:

- Send you requested updates and newsletters about an artist, type of music or related special offers
- Send you requested product or service information
- Send a one-time email or e-card to your friends upon your request when you provide their email address

- Fulfill your order
- Send you an order confirmation
- Respond to customer service requests, questions and concerns
- Administer your account, including managing your preference center
- Process information submitted with a job application
- Send you marketing communications
- Administer promotions and sweepstakes you enter and notify you of the results
- Improve our marketing efforts
- Maintain and improve our Properties, content, products and services
- Conduct research and analysis
- Display or promote content based upon your location and/or interests
- Provide location services such as “tagging” and “check-in”
- Maintain the security and effective functioning of our Properties and your accounts
- Address our compliance and legal obligations and exercise our legal rights
- To provide the Properties’ functionality to you, such as arranging access to your registered account, and providing you with related customer service
- To send you administrative information, including information regarding the Properties and changes to our terms, conditions and policies
- To allow you to participate in sweepstakes, contests and similar promotions using your email address, and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your Personal Information, so we suggest that you read those rules carefully; in the event of a conflict between such rules and this Privacy Policy, such rules will govern.
- We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose.
- For developing new products and services
- For enhancing, improving, or modifying our current products and services

We use cookies, web beacons, and similar technologies to automatically collect internet and other electronic network activity, including information about your computer as you browse our Properties. We and our business partners may automatically collect information as you browse our Properties such as connection information (including the domain name and Internet Service Provider), browser type and version, mobile device ID, cell phone carrier, operating system and device type, average time spent on our Properties, pages viewed, traffic to and from the websites, information accessed, the Internet Protocol (IP) address you use to connect to the Internet and related geographical information about your computer or mobile device, and advertising data and other standard weblog information. Such information is sometimes referred to as web analytics and/or clickstream data (further elaborated below under section “How We May Collect Other Information”).

When you provide us with personal information about your contacts we will only use this information for the specific purpose for which it is provided.

If you believe that one of your contacts has provided us with your Personal Information and you would like to request that it be removed from our database, please [click here](#).

#### Other Sources of Information

We may receive information about you from other sources and may combine this data with information we already have about you, including:

- **Artists:** such as marketing data from featured artists that is integrated with information we already have about you to create a more tailored fan experience;
- **Business Partners:** such as contest providers and other promotional partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers and others who enable sign-on functionality and social network integration;
- **Publicly-available databases;**
- **Other Applications:** such as music/video streaming sites and social media platforms, and

- **Digital Service Providers:** if you choose to use features on our Properties (such as pre-save campaigns) that connect to your online profiles or social media accounts, we may collect any information that you permit through your settings on those connected accounts.

## **Other Information**

We and our third-party service providers may collect Other Information (defined above) such as:

- Browser and device information
- Server log files
- Information collected through cookies, pixel tags and other technologies
- Geographic location information
- Demographic information and other non-personally identifiable information provided by you
- Information about how you use the Properties
- Aggregated information

## **How We May Collect Other Information**

We and our third-party service providers may collect Other Information in a variety of ways, including:

- **Through your browser or your device:** Certain information is collected by most browsers, such as your Media Access Control (MAC) address, device type (Windows or Macintosh), screen resolution, operating system version, Internet browser type and version and the type and version of a Property that you are using. We and our service providers may also collect a unique device identifier assigned by us or our service providers to the device from which you are accessing a Property and other transactional information for the device that we and our service providers may use to serve content and advertisements to the device.
- **Through your use of Mobile Apps:** When you download and use a Mobile App, we and our service providers may track and collect Mobile App usage data, such as the date and time

the Mobile App on your device accesses our servers and what information and files have been downloaded to the Mobile App based on your device number.

- **Through server log files:** An Internet Protocol (IP) address is a number that is automatically assigned to your device from which you are accessing a Property by your Internet Service Provider (ISP), and is identified and logged automatically in our server log files whenever you visit the Property, along with the time of the visit and the activity on the Property. We and our service providers use IP addresses for purposes such as calculating Property usage levels, helping diagnose server problems, administering the Properties and determining your approximate geographic location.
- **Using cookies:** We and our service providers may use cookies, pixel tags, web beacons, Adobe Flash technology (including Flash Local stored Objects (“Flash LSOs”)) and other similar technologies to, among other things, better serve you with more tailored information for our products and services, and for those of third parties, facilitate your ongoing access to and use of the Properties, and collect and to, among other things, track the actions of such Property’s users, measure the success of marketing campaigns and compile statistics about such Property’s usage and response rates.
  - If you do not want information collected through the use of cookies, there is a simple procedure on most devices through which the Properties are accessed that allows you to decline the use of cookies. To learn more about cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). If you choose to decline cookies, then some or all of the features, functionality and promotions available through the Properties may not be available to you.
  - If your device stores Flash LSOs, and if you do not want Flash LSOs stored on your device through which you access the Properties, you can adjust the settings of your Flash player to block Flash LSO storage using the tools contained using the [Website Storage Settings Panel](#). You can also control Flash LSOs by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash LSOs (referred to as “information” on the Macromedia site), how to prevent Flash LSOs from being placed on your device without you being asked, and (for Flash Player 8 and later) how to block Flash LSOs that are not being delivered by the operator

of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with the Properties or our content. We expect our service providers and technology suppliers to honor any decision by you to restrict or limit Flash LSOs, but we cannot guarantee that they will do so.

- The use of these technologies allows our vendors, and third parties and their vendors, to deliver advertisements about our products and services, and the products and services of others, when you use the Properties or other applications or visit websites or web properties across the Internet on any of your devices. These parties may place so-called “pixel tags,” “web beacons,” “clear GIFs” or similar technologies on the device through which you access the Properties, and other applications or websites across the Internet, and also place or recognize third-party cookies when you use the Properties, or other applications, websites or web properties. They may also use these technologies, along with information they collect about your online use, to recognize you across the devices you use, such as a mobile device and a laptop. These vendors and third parties may use information about your visits, on the different devices you use, to the Properties, and other applications, websites or web properties (excluding your name, address, and telephone number), as well as information received from third parties, to provide advertisements for us and others about goods and services that may be of interest to you. If you would like more information about this practice, please visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#). You may also visit those sites to opt out of these advertising practices in desktop and mobile browsers on the particular device on which you are accessing this Privacy Policy.
- Our Properties do not respond to browser-based do-not-track signals.
- **Geographic location information:** If you use any location-enabled products or services, you may be sending us location information. When you use a location-enabled service, we may collect and process information about your precise geographical location, such as GPS signals sent by a mobile device. We and our third-party service providers and

partners may use your device's physical location to provide you with personalized location-based services, content and advertisements. In some instances, you may be permitted to allow or deny such uses of your device's location, but if you choose to deny such uses, we may not be able to provide you with the applicable personalized services and content.

- **From you:** We may collect demographic information, such as your zip code or gender, as well as other information, such as your preferred means of communication, when you voluntarily provide this information to us. This information does not necessarily personally identify you or any other user of the Properties, unless further information is added to it that would allow identification to take place. In such case, the information will be treated as Personal Information.
- **Information about how you interact on the Properties:** We may collect information about how you interact on the Properties. For example, some Properties may utilize analytic tools to help us better serve you through improved products, services, and revisions to the Properties. This collected information may let us know which services and features you are using the most within a Property, as well as device type and hardware features, country and language of download, etc.
- **By aggregating information:** We may aggregate Personal Information so that the end-product does not personally identify you or any other user of the Properties.

### **How We May Use and Disclose Other Information**

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In some instances, we may combine Other Information with Personal Information (such as combining your name with your geographical location). If we combine any Other Information with Personal Information, the combined information will be treated by us as Personal Information as long as it is combined.

You are not required by statute or contract to provide any Personal Information to us.

This information helps us to update, expand and analyze our records, identify new customers and provide content and services that may be of interest to you.



## Monitoring and Fraud Prevention

To help protect you and others, we monitor use of the Properties and we use the information we collect, including Personal Information, to identify fraudulent activities and transactions; prevent abuse of and investigate and/or seek prosecution for any potential threats to or misuse of the Properties; ensure compliance with the applicable terms of service and this Privacy Policy; investigate violations of or enforce these agreements; and otherwise to protect the rights and property of Company, its partners and customers. Monitoring may result in the collection, recording, and analysis of online activity or communications through the Properties, and you consent to this monitoring by using the Properties. If you do not consent to these conditions, you must discontinue your use of the Properties.

## Retention

We will retain your information for as long as your account is active and as needed to provide you services. We will use and retain your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

## **Social Networks/Online Communities**

We enable you to create a profile for accessing blogs or online communities for sharing information such as messages, photos and videos. Please note that we cannot control the actions of others with whom you may choose to share your pages and information. We may also enable you to post content from some of our Properties to your profile on other social networks. You can access these services from our Properties using Facebook Connect, Twitter, or other Open ID providers. These services will authenticate your identity and allow you to post and share certain personal or other information with that site. Please be aware that the privacy policy of that site will apply to any content you provide them in these instances. We do not allow these services to provide any Personal Information or content back to our Properties or your profile with us unless you agree. To request removal of your Personal Information from our blog or community forum,

[contact us here](#). If we are unable to remove your Personal Information, we will respond to your request with the applicable reasons.

Widgets – Our Properties may include interactive mini-programs that provide specific services from another company (e.g., displaying digital news feeds, playing music, “liking” or sharing content, etc.), often referred to as widgets. You may have the opportunity to submit Personal Information, such as your email address, for collection through a widget. A widget may also use browser or Flash cookies and/or collect clickstream and usage data. Information collected by a widget is governed by the privacy policy of the company that created it.

### **Transactions**

You may purchase our music or merchandise from some of our Properties, in which case you will be directed to an externally hosted web page or site to complete your transaction. These sites will be clearly identified and link to their own privacy policies so you know which company is collecting your Personal Information. You should refer to those policies for any privacy-related concerns regarding your purchase.

### **Information Sharing**

We will only share your Personal Information with others as described in this Privacy Policy. We may provide your Personal Information to companies that help us with our business activities (e.g. shipping or processing an order, assisting us in Property operations, providing customers service, delivering email newsletters, IT services, infrastructure provision, etc.) or that assist us in improving our products, content, services or advertising. These companies are authorized to use your Personal Information only as necessary to provide these services.

We may also share your Personal Information:

- With our affiliates and representatives

- With reputable partners in whose products or services we think you may have an interest, with your prior consent to do so
- As required by law, such as to comply with a subpoena or similar legal process
- When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud or respond to a governmental request
- In connection with a corporate change included in a merger, acquisition or sale of assets
- To any other party with your prior consent to do so
- On or through message boards, chat, profile pages and blogs and other services to which you are able to post information and materials. Please note that any information and materials that you post or disclose on or through a Property will become public information, and may be available to visitors to such Property and to the general public, and may be redistributed through the Internet and other media channels where they will reach an even broader audience. We urge you to be very careful when deciding to disclose your Personal Information, or any Other Information, on or through the Properties. WE ARE NOT RESPONSIBLE FOR THE USE OR DISCLOSURE OF ANY INFORMATION YOU VOLUNTARILY DISCLOSE THROUGH ANY PROPERTY.

## **Choice/Opt-Out**

### Email and Newsletter Preferences

You may choose to stop receiving newsletters, updates or marketing emails by following the unsubscribe instructions included in such emails. Some Properties also allow you to change your email preferences within your online profile or by contacting us [here](#).

### Interest-based Advertising

We partner with other companies to manage our advertisements. We or our partners may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests on our Properties and other sites, and across your different devices. If you

wish to opt out of interest-based advertising please check your browser settings or if located in the European Union click [here](#) for additional information. ‘

## Mobile Marketing

If you choose to join a mobile marketing list, please be aware that there are usually costs associated with receiving SMS (text) or MMS (multimedia) messages depending on your wireless carrier and plan. You should check with your mobile carrier to determine what charges apply before signing up to receive our updates via your mobile phone, please reply to the message with “STOP.” You may also contact your wireless carrier for additional information on receiving or stopping mobile messages.

We may also send you push notifications from time-to-time in order to update you about any events or promotions that we may be running. If you no longer wish to receive these types of communications, you may turn them off at the device or application level, as applicable. To ensure you receive proper notifications, we will need to collect certain information about your device such as operating system and user identification information.

## Geolocation

If you have previously enabled your computer or mobile device to send us location information, you may be able to opt-out from further allowing us to access such information by changing the settings on your computer or mobile device or by uninstalling the application.

## **Tracking technologies**

We and our business partners use cookies and other technologies such as web beacons to keep track of your visits, preferences and profile information. This information is used to make our Properties easier to use, improve our advertising and to provide you with a more personal and convenient experience. For example, we may use this information to store some of your preferences or to provide you with tailored advertisements related to your specific interests on

our Properties and other sites, [and across your different devices]. Additionally, should you choose to enroll, we and our partners may use this information to allow you to participate in one of our fan rewards programs. To learn more about the use of cookies in online advertising, including how to manage or delete them [click here](#).

We and some of our partners use Flash cookies to store some of your preferences or personal information. For more information on Flash cookies and how to manage privacy and storage settings [click here](#).

In some of our email messages, we use “click-through URLs” or pixel tags to determine whether the email has been opened and to measure the effectiveness of our customer communications. This data may also be used to gauge your interest in particular topics, so we can deliver a more relevant, personal and convenient user-experience.

## **Security**

The security of your personal information is important to us. When you enter sensitive information on our order forms, we encrypt the transmission of that information using industry accepted security practices. If you choose to use another company’s payment option to pay for your order, its privacy statement and security practices will apply to your information. We encourage you to read that privacy statement before providing your information.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and after receipt. However, no method of transmission over the Internet or method of electronic storage is 100% secure and we cannot guarantee its absolute security. If you have any questions about the security of your personal information, you can contact us by [clicking here](#).

## **Sensitive Information**

We ask that you not send us, and you not disclose to us, any sensitive Personal Information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal backgrounds or trade union membership) on or through the Properties or otherwise.

### **Accessing/Updating Your Personal Information**

Upon request we will provide you with information about whether we hold any of your Personal Information.

If you wish to cancel your account or request that we no longer use your information to provide you services, contact us by [clicking here](#).

We will respond to your requests within a reasonable timeframe.

### **Consent to Processing**

Our Properties are operated in the United States. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that information we collect will be transferred to and processed in the United States. By using our Properties, or providing us with any information, you fully understand and consent to this transfer, processing and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen.

### **Additional Information**

Links to other Properties – Our Properties include links to other site(s) whose privacy practices may differ from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any site you visit.

Children – We do not knowingly collect or attempt to collect any personal information from children under the age of 13. If you feel that we have unknowingly collected information from someone under the age of 13, please [contact us](#) immediately and this information will be removed.

For more information on how to protect your children online:

Visit [www.OnGuardOnline.gov](http://www.OnGuardOnline.gov) for social networking safety tips for **parents** and **youth**.

### **Changes To This Policy**

By using our Properties, you agree to the terms of this Privacy Policy. We may amend this Privacy Policy at any time and, as such, we encourage you to periodically review this page for the latest information on our privacy practices. If we make a material change to this Privacy Policy, we will send an email to users who have provided an email address or post a notice on our Properties prior to the change becoming effective.

### **Additional Information for California Residents**

In addition to the information provided above regarding the categories, sources, uses and sharing of personal information we collect, we are providing the following additional information to California residents consistent with applicable law.

We collect the information described above (including identifiers, commercial information, internet or other electronic network activity, and geolocation data) from fans and consumers, artists, business partners, other applications (e.g., social networks), advertising networks and digital service providers. We may use this information for any of the business purposes described above. We may also share this information with the following categories of third parties: Company and affiliated companies, advertising networks, digital service providers and other business partners for such business purposes.

In addition to the sources and categories of third parties mentioned above we also may share this information with law enforcement and professional service companies for the limited purposes of addressing our compliance and legal obligations and exercising our legal rights.

### California Consumer Rights

Subject to certain exceptions, California residents have the following rights: (i) Access and portability. Upon a verifiable request, California residents can request access to specific pieces of personal information that we collect, use, disclose or sell and information about our data practices; (ii) Deletion. Request deletion of your personal information; and (iii) opt out of sharing with third parties for certain commercial purposes. To the extent permitted by applicable law, we may be required to retain some of your personal information, and certain personal information is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.

### Do Not Sell My Personal Information

We do not sell your personal information to third parties for money. However, we share Personal Information with other companies and service providers in compliance with the law in order to deliver more meaningful ads and other communications to consumers, and for other similar reasons provided in this policy.

California residents have the right to opt-out of this information sharing. If you wish to exercise this right, please [click here](#) contact us and specifically reference “California Information Sharing Opt-out”. To the extent that you elect to designate an authorized agent to make a request on your behalf, they must select “An Authorized Representative” on the form. We will not share the personal information of California minors who are under the age of 16 with third parties for commercial purposes without affirmative consent, which can be provided at the point of data collection.

### Exercising other California Consumer Rights



If you are a California resident and wish to exercise any of these rights, please: (a) contact us [here](#) with the specific nature of your request, referencing “Your California Privacy Rights”.

When submitting your request, you must affirm that you are a California resident or an authorized representative for a California resident. Authorized agents must be registered with the California Secretary of State, and the consumer must designate the authorized agent by providing the authorized agent with a valid power of attorney or written permission to act for the consumer. All requests should be properly labelled and contain all the necessary information. You may be asked to provide additional proof of identification so that we can verify your identity and validate the request. Please note that you are limited by law in the number of requests you may submit per year. We will not discriminate against you by offering you different pricing or products, or by providing you with a different level of quality of products, based solely upon you exercising your rights under the CCPA.

#### California “Shine the Light”

If you are a California resident, California Civil Code Section 1798.83 provides you the right to receive (a) information identifying any third party(ies) to whom we may have disclosed, within the preceding calendar year, your personal information for that third party’s direct marketing purposes; and (b) a description of the categories of personal information disclosed. To obtain such information free of charge, please write to us at the address below, or submit your request here. We will respond to these requests within thirty (30) days. Requests that come to us by other means may result in a delayed response.

#### **Standard Wording**

By submitting my information, I agree to receive personalized updates and marketing messages about Two Friends based on my information, interests, activities, website visits and device data and in accordance with the Privacy Policy. I understand that I can opt-out at any time by emailing [info@twofriendsmusic.com](mailto:info@twofriendsmusic.com).

## **Questions About This Privacy Policy**

If you have questions or concerns regarding this Privacy Policy, you should first contact Company. You can contact us about this Privacy Policy by [clicking here](#) to submit feedback online.