

## **COULDB ENTERTAINMENT PRIVACY POLICY**

CouldB Entertainment (“CouldB”) recognizes the importance of protecting the personal information of our Customers, our prospective customers, independent contractors and anyone else from whom we may collect personal information from time to time whether in the course of business or otherwise.

This Privacy Policy discloses the type of personal information we gather from or about you (“You”), how we may use it, how and to whom we may disclose it, your right to access your personal information which we have collected and your right to correct or change that information where You believe it may be inaccurate.

### **What We Mean By Personal Information?**

Personal information is any information in whatever form about an identifiable individual.

However, it does not include:

1. your name or information which would enable us to contact You at your place of employment including your name, position name or title, business telephone number, business address, business email and business fax number unless you disclose that to us;
2. personal information about You that is publicly available information such as information available from a public registry or contained in a telephone book;
3. aggregated information that cannot be associated with You as a specific individual; and
4. information which is not about a person but which is about a company, association or another organization.

### **What Personal Information Does CouldB Collect?**

CouldB collects the following personal information from our Customers:

1. personal information which You voluntarily provide to us when You open an account, request music, create a log in, or subscription on our website (the “Website”) or otherwise;
2. we may collect information about any Content you submit or view, descriptions of the Content and other information which may be used for marketing purposes; and
3. personal information relating to your use of the Website (in accordance with our Website Privacy Policy set out below).

Except where we are allowed by law to collect personal information without your knowledge and consent, we will do so fairly and openly and with your knowledge and consent.

### **How We Use Your Personal Information**

CouldB uses the personal information of our Customers for the following purposes:

1. To assist the independent contractor or sales person in finding the appropriate musical compositions for You;
2. unless You choose to opt-out, CouldB may use information about your submissions and requests for music in marketing material (we will not use your name unless we obtain your prior approval), and may use your contact information to promote and market additional services, products and special offers from CouldB; and
3. for the purposes relating to use of personal information collected on the Website set out below in our Website Privacy Policy.

### **Why We Disclose Your Personal Information**

1. CouldB may share Customer personal information with third parties engaged to assist us in providing services or products to You or to carry out one or more of the purposes described herein. These service providers are prohibited from using personal information for any purpose other than to provide this assistance and are required to protect personal information disclosed to them by us and to comply with the general privacy principles described in this Privacy Policy.
2. CouldB may disclose personal information gathered on the Website for the purposes set out below in our Website Privacy Policy.

CouldB reserves the right to collect, use and disclose other personal information where we are required or allowed to by law, including appropriate personal information without your knowledge or your consent.

### **Consent**

Except where required or permitted to do so without your consent, CouldB only collects your personal information with your consent. In most cases, CouldB relies on express consent. However, where the purpose of the collection of personal information is obvious on its face, CouldB may rely on your implied consent.

In some cases, such as using your personal information for marketing our or other services to You, CouldB will rely on opt-out consent. (You will receive the information unless You advise us You do not wish to receive it.)

CouldB only collects personal information where it is necessary to provide the service which You are seeking and which we offer. We do not use deceptive or misleading practices to obtain your consent.

CouldB does not require You to consent to the collection, use or disclosure of personal information as a condition of the supply of a service by us unless such collection, use or disclosure is required to fulfill the aforementioned purposes of collection.

CouldB reserves the right to collect, use or disclose personal information in certain limited circumstances, without your knowledge and consent, where required or permitted by law. Examples of this include:

1. where it is clearly in your interests and your consent cannot be obtained in a timely way;
2. in order to create aggregate information in order to identify Customer needs and trends, and to aid in the development of new services and products;
3. where it is required, by law, to be disclosed to law enforcement and other government agencies;
4. where it is reasonable to expect that disclosure with your consent would compromise an investigation or proceeding;
5. where disclosure is for the purpose of complying with a subpoena, warrant or order issued or made by a Court; and
6. where disclosure is required or authorized by law.

You may withdraw your consent to the collection, use and disclosure of personal information in connection with the services that You have requested from us at any time, subject to legal or contractual restrictions and reasonable notice. CouldB will inform You of the implications of withdrawing your consent. If You wish to withdraw your consent at any time, please contact CouldB's Privacy Officer (see below for contact information).

## **Access To Your Personal Information**

You have the right to access your personal information in the possession or control of CouldB and to know how that personal information has been and is being used, and to whom it has been disclosed. CouldB reserves the right to refuse to comply with all or part of a request where we are required to or are permitted to refuse to do so by the provisions of applicable legislation.

Applications must be in writing and be sent to our privacy officer either by mail or email at the addresses set out below. Applications should have sufficient detail that allows us to identify You and the personal information You are requesting.

You may ask to have errors or omissions in your personal information in our possession or control corrected. If we are satisfied that the correction is reasonably necessary, we will correct the personal information and notify anyone to whom we have provided the personal information in the previous 12 months of the correction. If we are not satisfied that the correction should be made, we will annotate the personal information under our control of the correction requested but not made.

Requests for access and correction will usually be responded to within 30 calendar days of receiving the request. We charge \$100 plus \$.25 per page for providing You with copies of your personal information. In the event that it will take an unusually long time to collect your personal information, we may charge more. In each case, we will give You a full quote before photocopying the personal information. There is no charge for correcting personal information.

We will assist You with your request and will respond as accurately and completely as reasonably possible. Where we refuse all or part of your request, we will give You the reasons for the refusal and the applicable legislation on which we base our refusal; the name and contact information of someone within CouldB who can explain the basis for the refusal and of your right to apply for reconsideration.

## **How We Protect Personal Information**

CouldB makes reasonable efforts to ensure that personal information relating to You is protected against loss and unauthorized access, collection, use, disclosure, copying, modifying, disposal or similar risks. This protection applies in relation to personal information stored in both electronic and hard copy form and will vary depending on the sensitivity of the information.

Access to non-public personal information is restricted to selected employees, independent contractors, or representatives on a need-to-know basis. In addition, CouldB employs generally accepted information security techniques, such as firewalls and access control procedures in order to protect personal information against unauthorized access, collection, use, disclosure, copying, modifying, disposal or similar risk.

### **Retention of Personal Information**

CouldB retains personal information for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws. Personal information which is collected and used to make a decision about You is retained for at least 1 year. Your consent to such purpose(s) remains valid after termination of CouldB's relationship with You.

### **Changes to this Privacy Policy**

CouldB reserves the right to modify this Privacy Policy at any time without notice. The Privacy Policy distributed at any time or from-time-to time posted on the Website shall be deemed to be the Privacy Policy then in effect.

### **Accountability**

CouldB is responsible for the personal information under its control, and we have designated a Privacy Officer who is responsible for our compliance with this Privacy Policy and with applicable laws. Other individuals within CouldB may be delegated to act on behalf of the Privacy Officer and CouldB will use appropriate means to provide a comparable level of protection while information is being processed by a third party.

### **You may contact our Privacy Officer as follows:**

CouldB Entertainment

Attention: Privacy Officer

Address:

25876 The Old Road – Ste. 58

Stevenson Ranch, CA 91381

Phone: (661).253.4432

Email: [monica@couldb.com](mailto:monica@couldb.com)

## **Dispute Resolution**

Should You be unhappy about the collection, use or disclosure of your personal information by CouldB, we ask that You discuss the matter further with our Privacy Officer.