

Privacy Policy

1. GENERAL

At SoundWise, we know you care about your personal information, so we have prepared this privacy policy to explain how we collect, use and share it. By using or accessing the Service, you agree to the terms of this Privacy Policy. Capitalised terms not defined here have the meanings set forth in the Terms & Conditions.

We may update our Privacy Policy to reflect changes to our information practices. If we do this and the changes are material, we will post a notice that we have made changes to this Privacy Policy on the Website for at least 7 days after the changes are made, and we will indicate the date these terms were last revised at the bottom of the Privacy Policy. Any revisions to this Privacy Policy will become effective the earlier of (i) the end of that 7-day period or (ii) the first time you access or use the Service after any such changes.

2. INFORMATION WE COLLECT

When you use SoundWise, you provide us with two types of information: (i) Information you submit via the Service (ii) Information regarding your use of the Service collected by us as you interact with it When you enter the Website, we collect your browser type and your device type. When you login via the mobile Application, we collect your device type

- **Third Party Services.** If you link, connect, or login to your SoundWise Account with a third party service (e.g. Facebook), the third party service may send us information such as your registration and profile information from that service. This information varies and is controlled by that service or as authorised by you via your privacy settings at that service

3. USE OF INFORMATION OBTAINED BY SOUNDWISE:

We use your information for our legitimate interests, including:

- To manage our Service, including your registration and account;
- To provide you with customer support;
- To communicate with you any updates, technical notices, security alerts, administrative messages, and information regarding changes to our policies;
- To enhance and personalise our Services and our marketing efforts
- With your agreement on sign up, to send you newsletters and other promotional communications about our products, offers, promotions, and services that we think you may find valuable;
- For our internal purposes (such as data analysis and research to improve and develop our products, services, content, and communications).

If you would prefer not to receive any promotional emails, please contact us at info@soundwise.co.uk with the subject line 'Unsubscribe'.

4. INFORMATION OBTAINED BY THIRD PARTIES:

To support and enhance the Service, we may work with a variety of third party companies, who may have access to your information:

- **Service Providers:** (e.g. software maintenance services, e-mail service providers, web analytics and other services). These third parties have access to your information so that they may perform these tasks on our behalf and they are prohibited by us from using or disclosing information for any purpose other than to provide this assistance, except to the extent required by law.
- **Affiliates:** We share your information with our affiliates for internal business purposes, including for customer support, marketing, and technical operations.
- **Clients:** We share information with our clients in connection with providing a service on their behalf. For example, if you activate content supplied by a third

party publisher, we may share your non-personally identifiable data with them for their own marketing purposes.

5. SHARING YOUR PERSONALLY-IDENTIFIABLE INFORMATION WITH THIRD PARTIES

SoundWise will only share any personally-identifiable information when it is reasonably necessary to offer the Service, legally required, or permitted by you. For example: We may be required to disclose personally-identifiable information in response to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws.

Additionally, we may share accounts or other personally-identifiable information when we believe it is necessary to comply with law, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through the Service or using the SoundWise name, or to prevent imminent harm. This may include sharing personally-identifiable information with other companies, lawyers, agents or government agencies.

If the ownership of all or substantially all of the SoundWise business, or individual business units or assets owned by SoundWise that are related to the Service, were to change, your personally-identifiable information may be transferred to the new owner. In any such transfer of information, your personally-identifiable information would remain subject to this section.

6. UPDATING OR DELETING YOUR PERSONALLY-IDENTIFIABLE DATA

You have, at all times, the right to request the deletion of your account and personal data with SoundWise by sending a request via e-mail to info@soundwise.co.uk. After your account and personal data is deleted we will retain aggregate or anonymous data collected through the Service, including Activity Data, which may be used by

SoundWise in any manner. Anonymized SoundCheck data may also be kept indefinitely by SoundWise to improve the Service.

7. LINKS

The Service may contain links to other websites. We are not responsible for the privacy practices of other websites. We encourage users to be aware when they leave the Service to read the privacy statements of other websites that collect personally identifiable information. This Privacy Policy applies only to information collected by SoundWise via the Service.

8. INFORMATION SECURITY

SoundWise has implemented administrative and technical safeguards it believes are sufficient to protect the confidentiality, integrity and availability of your User ID, User Photo, access credentials and SoundCheck results. However, we believe that a determined attacker with sufficient resources could defeat those safeguards and may, as a result, gain access to the information we seek to protect.

9. DO NOT TRACK

The Service is not designed to respond to “do not track” signals sent by some browsers.

10. CONTACT US

To understand more about our Privacy Policy, access your information, or ask questions about our privacy practices or issue a complaint, please contact us at info@soundwise.co.uk.

Last revised on 7th October 2021.