

Privacy Statement Heldeep Records- November 2020

Through our website www.heldeeprecords.com (“**Website**”) Heldeep Records B.V. (“**We**”) will receive, collect and process personal information of our users (“**You**”). But also, when You subscribe to our newsletter, phone us, use the demo drop function or communicate with us using email or social media, We receive and process your personal information. This Statement applies to all personal information We process about You whether You visit our Website, subscribe to our newsletter or otherwise interact with us.

This privacy statement (“**Statement**”) explains who We are, which personal information We collect, for which purpose We do this and what We will do with the collected information, what your rights are and how You can contact us.

This Statement does not apply to third-party websites connected to our Website through links, for example Oliver Heldens Shop (*‘Merch Specials’* and *‘Shop’*), Twitter, Facebook, Google, Apple Music, Instagram, Soundcloud, Spotify, Mixcloud, our artists, mobile providers, or other third-party services f.e. Hive.co or Topsify, AmpSuite. If You follow these links or interact with third party services, You will exit our Website. We do not accept any liability for the use and/or any damages resulting thereof of your personal information by these third-party websites and companies. Your use of these third-party websites is at your own risk and this Statement is not applicable to the data You provide to such third-party websites. For more information on how these third parties treat your personal information, please check their privacy policies on their respective websites.

This Statement is effective as of 1 November 2020 and replaces our previous privacy statement. We will keep our Statement under review and may revise it from time to time. We will notify You of any changes by posting the revised Statement on our Website. However, We recommend that You review our Statement regularly, so that You keep up to date of any changes. By continuing to visit our Website, subscribe to our newsletter or otherwise interact with us after those changes become effective, You agree to be bound by our revised Statement.

If you are 16 years old or younger, please ask your parent/guardian’s permissioned beforehand and ask them to help you whenever you provide us with any personal information. We reserve the right to get in touch and verify your parent’s/guardian’s consent.

Please read this Statement carefully and if You have any question about this Statement contact us by email at info@heldeeprecords.com.

1) Who are we?

The website Heldeeprecords.com is exploited by Heldeep Records B.V. with its registered address at ‘s-Gravendreef 22, 2902 LJ Capelle aan den IJssel (The Netherlands) and We are registered at the Dutch Chamber of Commerce under number 72316047

We and Warner Music UK Limited are jointly responsible for the collection, processing and use of your personal information described in this Statement and are considered the controller under the GDPR directive. Warner Music UK Limited and Heldeep Records are both considered the data processor.

Warner Music UK Limited is a company registered in England with its registered office at Cannon Place, 78 Cannon Street, London England EC4N 6AF.

2) Which personal information do We process?

We collect and process personal information you have provided us with and which we have obtained from third party’s such as Facebook, Spotify, SoundCloud or Twitter.

General data:

- a. **Identifying information:** your first and last name, gender and date of birth, city of residence, country of residence.
- b. **Your contact details:** your telephone number and email address.

- c. **Your registration details:** When You sign-in to our Website, We will process your sign-in details and other information You fill out on your profile.
- d. **Your location data:** we will process your location data
- e. **Our communication:** We will register your communication with us when You send us an email or letter, chat with us online or via social media or call us. For training purposes or to prevent or combat fraud, We may also record telephone calls.
- f. **Your use of our Website and or other digital media:** We will register your IP address, browser type, operating system, referring website and web-browsing behaviour when You visit our Website. When You open our newsletter, or click on a link in such newsletter, We will receive an automatic notification of this action.
- g. **Information from other sources:** When You sign-up to our Website using your Facebook account, We receive your social network profile including your contact details, interests and contacts (your '*Facebook Friends list*'). You can add multiple social media accounts to your profile, in order to complete your profile. By adding those We also will receive information from that social network provider. We receive information through Spotify of your presaved tracks. When connecting through a third party source, You will be asked to approve such access. For more information on the personal information that We receive from your social network provider and how to change your settings, please check the website and privacy statement of the social network provider on their respective sites such as Facebook, Spotify, Manychat, Mailchimp, Google, Dropbox).
- h. **Shared information:** We will register information You choose to share with us, for example by leaving a comment for us on Facebook or submit an entry for a contest.

Sensitive data:

We do not collect and/or use personal information that can be considered as 'sensitive personal data' under the GDPR directive, such as information about race, religion or health.

Cookies and similar technologies:

By visiting our Website, We collect information via cookies and similar technologies. For more information please read our cookie statement.

Specific services or events:

We may collect other types of information and use such information for different purposes than described in this Statement for specific services or events. We will inform You about this when You register for a service or an event.

Automated decision-making and profiling

Not applicable

3) About whom do we collect and process personal data?

- a) Website visitors and social media contacts: all visitors of www.heldeeprecords.com and contacts of Heldeep Records social media profiles;
- b) Artists releasing music on Heldeep Records;
- c) Interns and job applicants

4) Why are We collecting your personal information?

Your personal information will be used for the purposes specified in this Statement. We may use your personal information to:

Processing purposes pertaining to our website and social media

- 1. offer You the Website and enable your use of the services available on our Website;
- 2. interacting via our website and social media;
- 3. administer our Website;
- 4. improve your browsing experience by personalizing our Website;
- 5. providing means of contact (via e-mail, contact form, social media);
- 6. send to You downloads requested via our Website;
- 7. send to You general (non-marketing) commercial communications;

8. send to You email notifications which You have specifically requested;
9. send to You our newsletter and other marketing communications (relating to activities We organize or otherwise engage in which We think may be of interest to You) by email or similar technology;
10. processing with enquiries and complaints;
11. offering upcoming talent to drop demo's;
12. asserting our legal position;
13. complying with our legal obligations;
14. provide third-parties with statistical information about You for research - but this information will not be used to identify any individual user. Statistical research helps us to develop better services and to improve the design and content of our Website; and

Processing purposes pertaining to our artists

1. to provide label services including distribution, promotion, marketing, releasing your music, administration and royalty accounting;
2. to provide you with information pertaining to your release on Heldeep Records including but not limited to sending royalty statements,
3. internal management, company security and audits
4. processing with enquiries and complaints;
5. offering upcoming talent to drop demo's;
6. asserting our legal position;
7. complying with our legal obligations;

Processing purposes pertaining to interns and job applicants

1. processing enquiries and complaints;
2. assessing applicants suitability and informing applicants about the status of their application;
3. asserting our legal position;
4. internal management, company security and audits
5. complying with our legal obligations;

5) What is the lawful basis for processing your personal information?

We collect and process your personal information on the following legal base:

- **Consent:** You have given us your consent to process your personal information. Please note that you can withdraw your consent at any time by sending a written notice to info@heldeeprecords.com
- **Legitimate interest:** in order to enter into or perform a contract with you and in connection with pre-contractual relations with you;
- **Legal obligation:** following our obligation to comply with a legal obligation to which we are subjected;
- **Performance of a contract:** on the basis that such processing is necessary for the performance of tasks carried out by a public authority or private organization acting in the public interest;

6) How do we obtain your personal information?

1. Provided by You
2. Automatically retrieved: from your browser, your device
3. Third party source: from mobile apps
4. Derived: server log files, by means of aggregation

7) What will We do with your personal information?

Retention

Your personal information will be retained for as long as necessary for the purposes described in this Statement or in so far as such is necessary for compliance with statutory obligations and for solving any disputes. We do not keep your personal information for any longer than is necessary for the purpose for which they were submitted. This means that:

1. We may retain your personal information for a longer period, if there are any operational needs to do so;

2. If you have given your consent to a longer retention period. Please note that you can withdraw such consent at any time.

Upon expiration of the retention period, your personal information will be deleted.

Disclosure to third-parties

For certain purposes we will disclose or share your personal information with third-parties:

- Heldeep Records service providers: we use other (third party) companies, agents, distributors, other labels, contractors to perform services on our behalf or to assist us to deliver the services to You. In relation to providing such services those parties may have access to Your Personal Information.
- Promotional offers: we may use third parties to offer contests, sweepstakes, promotions to You. In order for You to participate, You will be required to share Your personal information with those third parties or We will be required to share your Personal Information with those parties. Those third parties have their own privacy policy and/or terms and conditions.
- Protection of Heldeep Records: unless it is necessary for provision of the requested service or if this is required by law or if you have given your explicit consent. In the event of suspicion of fraud or misuse of our Website We may hand over personal information to the competent authorities.

Place and international transfer of your personal information

All your personal information is processed through cloud service providers. Data transfers are necessary to provide the services to you described in our Terms and Conditions and in this Privacy Policy. Depending on your location, this may result in transfer of your personal information to other countries within and/or outside the European Union. Countries outside the European Union may not have equivalent data protection laws. This may occur because our group companies, distributors, service providers, partners or the controller's service providers have operations in countries across the world. We will ensure, where necessary, that adequate safeguards are in place to comply with the requirements for the international transfer of personal information under applicable privacy laws. Should you have questions please contact us at info@heldeep.com

Security

We will take appropriate technical and organizational measures to protect your personal information against loss or unlawful use. Between others We take the following measures:

- We use complex passwords and 2-factor authentication where available;
- We perform regular malware scans;
- We implement security measures when You enter, submit or access the information;
- Your personal information is encrypted by using secure socket layer technology (SSL) and stored with an AES-256 encryption. Although no method of transmission over the internet or electronic storage is 100% secure, We follow all PCI-DSS requirements and implement additional generally accepted industry standards.

8) How can you exercise your rights?

You have the right of access, rectification, erasure, restriction of processing, data portability or to object data processing.

You are able to review, update, correct, complete and amend your personal information through your profile at the Website or by sending an email to info@heldeep.com. You may object to the processing of your personal information, request the restriction of the processing of your personal data. You may request us to provide you with a portable data file, to erase all your personal information at any time by sending an email to info@heldeep.com. We will comply with your request within one (1) month.

At all times you can revoke your consent or opt-out for receiving marketing communications at any time by following the instructions in the relevant marketing communication or by sending an email to info@heldeep.com.

Although, legally you have rights in relation to automated decision making and profiling, please note that we do not apply automated decision making and profiling.

If You:

- have any questions, remarks in relation to this Statement;
- have any questions, remarks or complaints about the processing of your data; or
- would like to update, amend or delete any personal information We have about You, You can contact us by email at info@heldeeprecords.com.

9) Complaints

Any other complaint about the processing of your personal information can be addressed to info@heldeeprecords.com. If You have a complaint about the processing of your information You can also send a complaint to the Dutch information Protection Authority ('*Autoriteit Persoonsgegevens*'), located in The Hague (the Netherlands). For more information and instructions about how to fill in a complaint visit the website of the Dutch information Protection Authority. <http://www.dutchdpa.nl>.

10) Contact information

Heldeep Records B.V., Mozartlaan 27B, 1217 CM Hilversum ,(The Netherlands), E-mail address: info@heldeeprecords.com.
