

Effective Date: December 2 2014

PRIVACY POLICY

Universal Music AB ("We") are committed to protecting and respecting your privacy.

This privacy policy (together with our terms of use and any other documents referred to in it) sets out the basis on which any information (which may include personal data) we collect from you, or that you provide to us, through this website will be processed by us. Please read the following carefully to understand our practices regarding your information and how we will treat it.

BY CONSENTING TO THIS PRIVACY POLICY, AVAILABLE ON THE SITE (THE "SITE"), YOU ARE ACCEPTING AND CONSENTING TO THE PRACTICES DESCRIBED IN THIS POLICY (INCLUDING AS UPDATED OR AMENDED FROM TIME TO TIME). IF, FOR ANY REASON, YOU DO NOT AGREE TO THE TERMS OF THIS POLICY, PLEASE STOP USING THE SITE IMMEDIATELY AND CONTACT US AT SUPPORT.UMUSIC@SWEDEN.COM FOR OPT OUT. FOR THE AVOIDANCE OF DOUBT, WE WILL ONLY COLLECT PERSONAL DATA FROM YOU IF YOU SPECIFICALLY AGREE TO SUCH COLLECTION BY INDICATING THAT YOU HAVE READ, UNDERSTOOD AND AGREED TO THE TERMS OF OUR PRIVACY POLICY. YOU SPECIFICALLY AGREE THAT YOU WILL NOT POST OR SHARE ANY INFORMATION RELATED TO OTHER PERSONS THAN YOURSELF.

Please click on the sections below to learn more about our privacy policy:

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- INFORMATION WE MAY COLLECT FROM YOU**
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WHO WE ARE

The data controller for the Site is Universal Music AB, corp id no 556024-9566, Banérgatan 16, PO BOX 55777, 114 83 Stockholm, Sweden.¹ As used in this Privacy Policy, "UMG Companies" includes Universal Music AB, Universal Music Group ("UMG"), and all entities UMG controls, is controlled by or is under common control with, including subsidiaries, joint ventures or other entities in whom UMG has a substantial ownership interest. Contact us at support.sweden@umusic.com should you require a list of these entities.

INFORMATION WE MAY COLLECT FROM YOU

When you use the Site or contact us by telephone, post, e-mail, social media or SMS or, we may collect and process the following data about you:

- Information you give us, including:
 - Forms filled out by you on the Site;
 - Content of correspondence with us by phone, e-mail or otherwise. Telephone calls will not be recorded.²
 - Site registration;
 - Subscriptions or orders placed on the Site;
 - Participation in discussion boards or other social media functions on the Site;
 - Entering a competition, promotion or survey;
 - Reporting a problem or requesting support for the Site.

The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description, photographs or images and comments.

- Information we collect about you.
 - With regard to each of your visits to our Site we may automatically collect the following information:
 - Technical information, including IP address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
 - Information about your visit, including the full URL clickstream to, through and from our site (including date and time);
 - Pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.
 - Information we receive from other sources.
 - We may receive information about you if you use any of the other websites operated by UMG Companies or the other services UMG Companies provide. In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this site. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.
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From time to time, we may offer you the chance to participate in competitions, promotions and surveys through the Site. Such activities may be governed by a privacy policy that is separate from this privacy policy. If the provisions of such separate privacy policy conflicts with this privacy policy, the separate privacy policy shall govern how we treat information you provide through that activity. If you participate in a competition, promotion or survey, we may ask you for certain personal information in addition to what is stated in this privacy policy. That additional information may be combined with other account information and may be used and shared as described in this privacy policy.

HOW YOUR INFORMATION MAY BE USED

We only use information held about you in the following ways:

- Information you give to us. We will use this information:
 - To help us respond to your queries;
 - To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us (such as, for example, newsletters);
 - To provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about. Where required by applicable law, we will seek your prior written consent before doing so;
 - To provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (the order form or registration form);³
 - To notify you about changes to our service;
 - To manage your access to the services;
 - To allow you to interact with our Site, for example by posting comments;
 - To allow you to share information from our Site on third party social media platforms;
 - To comply with legal and regulatory requirements;
 - Information we collect about you. We will use this information:
 - To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - To improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - To allow you to participate in interactive features of our service, when you choose to do so;
 - As part of our efforts to keep our site safe and secure;
 - To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them, if we have received your consent to do so;
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- To provide or permit third parties to provide targeted advertising via websites you visit about goods or services that you may find interesting (see more on this in our Cookies policy).
- Information we receive from other sources.
 - We may combine information from other sources with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive);
 - If you sign up to give us access to your social media pages you are consenting to us receiving information collected about you via that social media platform (we will only collect the data you give your consent for us to collect when you sign up for this option).

DISCLOSURE OF YOUR INFORMATION

You expressly consent that we, for the specific purposes stated in this privacy policy (please see section **“HOW YOUR INFORMATION MAY BE USED”**), may share your personal information with any UMG Company, and with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Aggregated or anonymized data to advertisers and advertising networks that require the data to select and serve relevant adverts to you and others.⁴ We may also use such aggregate information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.
- Analytics and search engine providers that assist us in the improvement and optimisation of our Site.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Universal Music AB or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use (<http://wearetimebomb.com/terms>) and other agreements; or to protect the rights, property, or safety of Universal Music AB, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- To any other third party with your prior express consent to do so.

WHERE WE STORE YOUR PERSONAL INFORMATION & TRANSFER TO OTHER COUNTRIES

All the information you provide may be processed and stored, transferred or accessed by entities around the world as described in this policy for the purpose of such entities carrying out any of the activities specified in this privacy policy. By accepting these terms and submitting your information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. We have put in place appropriate technical and organisational procedure to safeguard the information we collected on this Site.

We may also subcontract processing to or share your information with third parties located in countries, other than your home country. Information collected within the European Economic Area (“EEA”) and Switzerland

may, for example, be transferred to, and processed by companies in the Universal Music Group or other third parties identified above, located in a country outside of the EEA and Switzerland, where you may have fewer legal rights in relation to your information. However, the Universal Music Group will only process your information as described in this privacy policy in every country. **You expressly consent to your information being used as set out in this section.**

The security of your personal information is important to us. All information you provide to us is stored on our secure servers or secure services controlled by third parties on our behalf. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

COOKIES & TRACKING TECHNOLOGIES

Our website uses cookies, and tracking technologies such as pixel tracking, to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies and other technologies we use and the purposes for which we use them see our Cookie policy below. By accepting this privacy policy you consent to the use of Cookies for such purposes.

SOCIAL MEDIA

Our Web site includes Social Media Features, such as the Facebook Like button. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

You can log in to our site using sign-in services such as Facebook Connect or an Open ID provider. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign up form. Services like Facebook Connect give you the option to post information about your activities on this Web site to your profile page to share with others within your network.

CHILDREN

The Site is not directed toward children or minors under the age of 18 years of age nor does UMG knowingly collect information from persons under 18. If you are under 18 years of age, you are not permitted to submit any personally identifiable information to UMG, unless your legal guardians expressly consent to the submission of such information.

YOUR RIGHTS

Where applicable under local law, you may request a copy of the personal information held by UMG about you and may ask about all recipients of the information, the purpose of the processing, request the correction of incorrect data, and request the blocking and deletion of such data by contacting us at support.sweden@umusic.com. We will assist you without charging any cost. We may require you to prove your identity with approved identification if you request this information.

You are responsible for keeping your information current and up-to-date. You may update your information by contacting us at support.sweden@umusic.com. You also have the right, where provided under applicable law, to ask us not to process your personal data

If your personal information changes, or if you no longer desire our service, you may correct, update, amend, delete or remove it by emailing our Customer Support at support.sweden@umusic.com or by contacting us by telephone or postal mail at the contact information listed below. We will respond to your request to access within 30 days.

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

If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you. Out of respect for your privacy, you may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails, accessing the email preferences in your account settings page or you can contact us at support.sweden@umusic.com

Where provided under applicable law, you may have the right to ask us for a list of your personal data we share with third parties and information regarding those third parties, if the third parties use the personal data for their direct marketing purposes. We will seek your consent (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at support.sweden@umusic.com.

LINKS TO THIRD PARTY SITES

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

CHANGES TO OUR PRIVACY POLICY

Any material changes we may make to our privacy policy in the future will be posted on this page prior to the change becoming effective and notify you through the Site or, where appropriate, by e-mail. Please check back frequently to see any updates or changes to our privacy policy. These changes will become effective upon obtaining your consent, if necessary, as required under local law. If you do not agree or consent to these updates or changes, do not continue to use the Site.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Universal Music AB, Att: legal dept, PO Box 55777, 114 83 Stockholm, Sweden or be sent by e-mail to.

Cookie Policy

INFORMATION ABOUT OUR USE OF COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies and other similar technologies (such as pixel tags and web beacons) to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Name of Cookie	Purpose	More information
Facebook Custom Audience Pixel Code	We use remarketing pixels which allows us to show ads to visitors who have previously visited our website or used our mobile app.	https://developers.facebook.com/docs/marketing-api/custom-audience-website/faq/v2.3
Google Remarketing Code	We use remarketing pixels which allows us to show ads to visitors who have previously visited our website or used our mobile app.	https://www.thinkwithgoogle.com/products/new-remarketing-tag.html

[Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

We may use cookies and other similar technologies:

- (i) to collect anonymised data on users behaviour on the site. We may also capture what site a user has come from and what site they go to and also some demographic data (e.g. the user's location) and we may use that data to analyse user behaviour across multiple sites;
- (ii) to categorise pools of users (on an anonymised basis) based on demographic and/or behavioural data and use this to (1) target our advertising to cookie-ed users on third party sites and Universal Music sites (2) use that data to allow targeted third party advertising to categorised cookie-ed users either in respect of advertising placement UMG has bought/placed and targeted to users on behalf of third parties or in respect of advertising bought/placed by third parties and targeted to cookie pools UMG has "sold" to these third parties.

We use Google AdSense to publish ads on this site. When you view or click on an ad a cookie will be set to help better provide advertisements that may be of interest to you on this and other Web sites. You may opt-out of the use of this cookie by visiting Google's Advertising and Privacy page: http://www.google.com/privacy_ads.html

If you want to delete or disable any cookies (or similar technologies), please refer to the instructions of your file management software to locate the file and directory that stores cookies. You may not be able to take

advantage of all the features of our Website, including certain personalised features, if you delete or disable cookies.

For more information on how to see what cookies have been set and how to manage and delete them, please go to www.allaboutcookies.org.

We may change and update our list of cookies (or similar technologies) from time to time. If you use our cookies (or similar technologies) after we have published these changes, you will be agreeing to be bound by those changes. If you do not consent to the use of the cookies (or similar technologies) at any time, please see above on how to disable cookies. If you have any questions or comments about our use of cookies, please contact us at support.sweden@umusic.com.

Web Beacons

We, or our third party partners, may employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that helps us understand what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to let us know when content is viewed. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages. We may tie the information gathered by clear gifs to our customers' personally identifiable information.

Log Files

As is true of most web sites, we gather certain information automatically and store it in log files. This information may include, for example, internet protocol (IP) addresses, browser type, referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to learn how users move around and use the site. We may link this automatically-collected data to personally identifiable information.

LSO

We may use Local Storage Objects (LSOs) to store content information and preferences. Third parties with whom we partner to provide certain features on our site or to display advertising based upon your Web browsing activity use LSOs in, for example, HTML 5 or Flash to collect and store information.

Various browsers may offer their own management tools for removing HTML 5 LSOs. To manage Flash LSOs please click here: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html