

PRIVACY & COOKIE INFORMATION FOR USERS AGED 13 - 17



Under 13? Try the [under 13s' version](#) instead.

18+ or just want more information? Check out the [full version here](#).

This policy has been written for teenagers and young adults aged 13 to 17 who use Sony Music websites, apps and services.

To help you stay safe online and explore our content with confidence, this policy explains your data privacy rights and how we collect, use, share and protect information about you.

If you have any questions or you don't understand - that's okay, some of this stuff is complicated! – speak to your parent or guardian (the person who looks after you), or email our data privacy team at info.sweden@sonymusic.com.

1. WHO WE ARE

We are **Sony Music Entertainment Sweden**. We're part of bigger group of companies called Sony Music Entertainment.

We work with singers, musicians and artists to bring music, videos, podcasts and other content to fans around the world.

Where you see "Sony Music", "us" or "we" in this policy, it means Sony Music Entertainment Sweden or any Sony Music Entertainment company using your data as set out below.

2. A SPECIAL NOTE TO CHILDREN UNDER 13 YEARS OLD

YOU MUST BE 13 OR OLDER TO REGISTER WITH OUR SITES AND SERVICES. PLEASE DO NOT SHARE YOUR PERSONAL INFORMATION WITH US IF YOU ARE UNDER 13 YEARS OF AGE.

If you're under 13 years old, some of our music and videos might not be right for you, so please ask your parent or guardian to check the site or content first, and then explore it together if they say it's okay.

You can read our privacy notice for younger Sony Music fans [here](#).

3. A SPECIAL NOTE TO PARENTS & LEGAL GUARDIANS

While we do not knowingly allow registration on our sites or services by children under the age of 13, parents and legal guardians should supervise their children's online activities and where appropriate consider using parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address, and other personal information without parental permission.

We want to encourage younger users to understand their data privacy rights and develop confidence in their online choices. Our sites and services allow the user to set their own privacy and cookie preferences (subject to the browser's parental controls, if applicable). This policy and our cookie preference centre explain what will happen with a user's personal data if they change our default high privacy settings, but we also encourage younger users to speak to a responsible adult first before changing those default settings.

4. HOW WE COLLECT YOUR DATA & WHAT INFORMATION WE COLLECT

From you:

- If you fill in any form on a Sony Music site, we will collect your name, email address, date of birth and the city or country where you live. You might fill in one of our forms to:
 - sign up to receive updates about an artist or label by email or SMS (this is called "direct marketing");
 - enter a contest;
 - upload content you've created for inclusion in an artist's campaign or on one of our sites.
- If you contact us, you'll be sharing with us your email address, name, and any other personal information you might include in your message.
- If you enter a Sony Music contest on social media by commenting on an artist's post or posting using the contest hashtag, we will collect your username and sometimes your name, in order to randomly select the winners and contact you via direct message if you are a winner.

From third parties with your consent:

If you use your social media or streaming service (Facebook, Twitter, Google, Spotify, Apple Music, Deezer or YouTube) account details to register or participate on a Sony Music site or app, for example to:

- fill in a Sony Music form
- enter a contest
- share content you've created

- follow an artist
- subscribe to an artist's channel
- like, follow or save a song, album or video

the social media or streaming platform will share with Sony Music your basic contact information, and might also share what type of account you have and how you use your account (for example, what artists you follow, the songs you like, and your playlists). If they share anything we don't need (like your profile picture), we delete that straight away.

Before we collect any of this data from your account, you'll see a pop-up explaining what data will be shared and what actions we'll be able to take on your account to carry out your request (like following an artist, or adding a track to your library), and asking if you agree. It's always your choice. We won't collect any information or take any actions on your account unless you say we can. And you can always change your mind.

We'll need your basic contact information and account access to carry out your request (such as pre-saving an artist's new release, entering you into a contest, or adding you to the artist's mailing list) but we might also use the information about how you use your account (also called "behavioural data"):

- so that we can measure our audience, improve our product range and enhance the Sony Music user experience; and
- for limited profiling if you've signed up to receive marketing or sign up at a later date. This means we'll combine the behavioural data provided to us by the platform with the personal data you provided when registering for marketing updates, so that we can send you the marketing updates you've requested and to personalise that marketing content. For example, we might let you know about new releases you may like, or relevant artists' shows in your city.

At any time, you can remove Sony Music's access permissions on your account and stop the platform sharing any more of your information with us, either by emailing us at info.sweden@sonymusic.com or changing the data privacy settings on your account page on the platform.

It's okay if you don't want us to collect information from your social media or streaming accounts. You're in control, and we will always encourage you to make informed online choices that are right for you. You can still sign up to an artist newsletter, enter a contest or join in with most Sony Music campaigns without sharing your account information. For example, you could fill in the form yourself, or pre-save the album next time you're on your streaming account. The only thing we won't be able to do without the right account information and permissions is generate personalised content for you (like an artist playlist based on your favourite songs, but you can still enjoy the artist's official playlist on your streaming service).

We've set out below exactly what information and access each platform might share with us:

Spotify

By clicking the "Spotify Connect" button on a Sony Music site or app, and then clicking "Agree" on the permissions pop-up, you agree to Spotify sharing the following personal and account information with Sony Music and letting us take certain actions on your account (until you remove those permissions and stop Spotify sharing your information with us):

- Sony Music will be able to view your Spotify account data, as follows:
 - your email address
 - the type of Spotify subscription you have
 - your account country
 - your settings for explicit content filtering
 - your name and username
 - your profile picture, if applicable
 - how many followers you have on Spotify, and your public playlists.
- Sony Music will be able to view your activity on Spotify (limited to the 50 most recent records, unless otherwise stated), as follows:
 - content you've recently played
 - what you've saved in your library
 - the artists and content you listen to most (limited to the 10 most recently played artists and tracks each week)
 - who you follow on Spotify
 - playlists you've made and your collaborative playlists (limited to the 10 most recent playlists)
 - collections you've made
 - playlists you follow
 - your podcast subscriptions.
- Sony Music will be able to take the following actions on Spotify on your behalf (solely for the purpose of following the relevant artist and saving or pre-saving the relevant playlist or release, or generating your personalised playlist, as applicable depending on the purpose of your interaction):
 - upload images to personalise your profile or playlist cover
 - add and remove items in your library
 - create, edit, and follow private playlists
 - create, edit, and follow playlists
 - manage who you follow on Spotify.

Apple Music

By clicking the "Apple Music" button, and providing your email address (the email you use for your Apple Music account) on the pop-up form, you agree to Apple Music sharing the following personal and account information with Sony Music and letting us take certain actions on your account (for 60 days or until

you remove those permissions and stop Apple Music sharing your information with us, if sooner):

- Sony Music will collect your email address (and first name if applicable) as provided by you on the Apple Music permissions form.
- Sony Music will be able to view your activity on Apple Music (limited to the 50 most recent records), as follows:
 - the artists to which you've recently listened
 - the albums or tracks you've recently added to your library
 - the artists you listen to most.
- Sony Music will be able to take the following actions on Apple Music on your behalf (solely for the purpose of saving or pre-saving the relevant release to your Apple Music library, or generating your personalised playlist, as applicable depending on the purpose of your interaction):
 - upload images to personalise your profile or playlist cover
 - add and remove items in your library
 - create, edit, and follow private playlists
 - create, edit, and follow playlists
 - manage who you follow on Apple Music.

Facebook

By submitting your details on a Sony Music form by clicking the "Facebook" button, and clicking "Continue as... [your Facebook username]" on the permissions pop-up, you agree to Facebook sharing the following personal and account information with Sony Music (for 60 days or until you remove those permissions and stop Facebook sharing your information with us, if sooner):

- Sony Music will collect and/or be able to view your Facebook account data, as follows:
 - your email address
 - your name
 - your profile picture, if applicable
 - your username if available
 - your website, if applicable
 - your birthday
 - your gender
 - your city.
- Sony Music will be able to view your activity on Facebook (limited to your 25 most recent statuses unless otherwise stated), as follows:
 - the pages you 'like' (limited to your 25 most recently liked pages)
 - if you 'like' a Sony Music artist's page
 - if you've mentioned a Sony Music artist in a post or on your profile
 - if you've posted on a Sony Music artist's page
 - if you've shared on your profile a photo from a Sony Music artist's page
 - if you've shared on your profile a status from a Sony Music artist's page
 - if you've tagged a post or photo with a Sony Music campaign hashtag.

Google

By submitting your details on a Sony Music form by clicking the "Google" button, and clicking "Next" on the permissions pop-up, you agree to Google sharing the following personal data and user preferences with Sony Music:

- Sony Music will collect and be able to view your Google account data, as follows:
 - your email address
 - your name
 - your language preferences
 - your profile picture, if applicable
 - your username
 - your bio, if applicable
 - your gender
 - your city
 - your country.

Twitter

By submitting your details on a Sony Music form by clicking the "Twitter" button, and clicking "Authorize app" on the permissions pop-up, you agree to Twitter sharing the following personal and account information with Sony Music (until you remove those permissions and stop Spotify sharing your information with us):

- Sony Music will collect and/or be able to view your Twitter account data, as follows:
 - your email address
 - your name
 - your profile picture, if applicable
 - your username
 - your website, if applicable
 - your bio
 - your city or country.
- Sony Music will be able to view your activity on Twitter (limited to your 60 most recent tweets unless otherwise stated), as follows:
 - the accounts you follow, mute and block (limited to 5,000)
 - your tweets
 - if you've mentioned a Sony Music artist in a tweet on your account
 - if you've retweeted a Sony Music artist's tweet
 - if you've shared on your Twitter account a Sony Music artist's TikTok video
 - if you've shared on your Twitter account a Sony Music artist's Discord server
 - if you've tweeted using a Sony Music campaign hashtag.

YouTube

By clicking the "YouTube" button, and clicking "Next" on the permissions pop-up, you agree to YouTube sharing the following personal and account information with Sony Music and letting us take certain actions on your account (until you remove those permissions and stop YouTube sharing your information with us):

- Sony Music will be able to view your YouTube account data, as follows:
 - your email address
 - your name and username
 - your gender
 - your profile picture, if applicable.
- Sony Music will be able to view your activity on YouTube (limited to the 50 most recent records), as follows:
 - videos you've liked
 - videos you've marked as a favourite
 - your channel subscriptions.
- Sony Music will be able to take the following actions on YouTube on your behalf (solely for the purpose of subscribing to the applicable artist's or label's channel if that is the purpose of your interaction):
 - manage your channel subscriptions.

Deezer

By clicking the "Deezer" button, and clicking "Accept" on the permissions pop-up, you agree to Deezer sharing the following personal and account information with Sony Music and letting us take certain actions on your account (until you remove those permissions and stop Deezer sharing your information with us):

- Sony Music will be able to view your Deezer account data, as follows:
 - your email address
 - your name and username
 - your birthday
 - your gender
 - your country
 - your profile picture, if applicable.
- Sony Music will be able to view your activity on Deezer (limited to the 25 most recent records unless otherwise stated), as follows:
 - content you've recently played
 - artists you've added as a favourite
 - tracks you've added as a favourite (limited to the most recent 50)
 - albums you've added to your library or a collection
 - playlists you follow
 - your top content (limited to your 25 most played tracks since opening your account).
- Sony Music will be able to take the following actions on Deezer on your behalf (solely for the purpose of following the applicable artist on Deezer and saving or pre-saving the applicable playlist or release, or generating

your personalised playlist, as applicable depending on the purpose of your interaction):

- upload images to personalise your profile or playlist cover
- add and remove items in your library
- create, edit, and follow private playlists
- create, edit, and follow playlists
- manage who you follow on Deezer.

From Sony Music artists' official online stores:

When you buy something from a Sony Music artist's official store, the company that runs the store will share with us the following information:

- your personal data (such as email, name, country, as provided by you at checkout or when registering an account with the store);
- transactional data (such as what you purchased, how much you spent and your billing city, but never your payment details); and
- information about your actions and behaviours on the store.

Sony Music uses the above information for internal analytics so that we can better measure our audience, improve our product range and enhance the Sony Music user experience. We also need to keep certain transactional data for reporting and accounting purposes.

Where you already receive marketing updates from Sony Music, or you opt-in to receive marketing when checking out on the store or at a later date, we may carry out limited profiling by combining certain transactional and behavioural data (such as what you've bought previously and most recent billing city) with the personal data provided when registering for marketing updates. We use this information to send you the marketing updates you've requested and to personalise that marketing content. For example, we might let you know about new releases you may like, or relevant artists' shows in your city.

By using cookies and other tracking technologies:

We use technology on our websites, services and content to collect information that helps us enhance your online experience, measure our audience, and provide you with personalised advertising and content based on your behaviour on Sony Music's sites and artists' stores, and interactions with our content, and, if applicable, your behaviour on the social media platforms and streaming services listed above.

We call this technology "cookies" throughout this policy but we mean all similar technologies including web beacons, log files, pixel tags, gifs (also described below). For more information see the "Cookies and other tracking technologies" section below.

Sometimes we receive information about you from third parties. For example, if you use a "like" or a "share" button for a feature on our sites or apps, then the third party platform will share information with us. If you participate in activities on other sites or apps, such as participating in a Facebook app, you may allow us to have access to personal data held by Facebook, or other site or app owners, as applicable.

5. HOW WE USE YOUR DATA

We use the data collected via our content, sites and services:

(a) To fulfil a contract, or take actions linked to a contract, such as;

- to process your details if you register on a Sony Music website or app;
- to process your entry to any Sony Music Sweden contest, and to record your agreement to the contest's rules;
- to process your details when you share with us content you've created as part of an artist's campaign, and to record your agreement to our disclaimer / release form;
- to send you information about changes to our terms or policies.

(b) Where you give us consent:

- Where you ask us to send marketing information to you via email or SMS, and you tick the box on the sign-up form giving us your permission to collect and process your data so we can send you updates.
- Where you access our services, or participate in a campaign, or otherwise interact with Sony Music by logging-in using your social media or streaming service account details, and you give that platform permission to share certain personal and behavioural data with us. We'll need the basic contact information and account access to carry out your request, but we may also combine your personal data with your behavioural data to:
 - measure our audience and enhance the Sony Music user experience;
 - identify and create audiences for the applicable Sony Music artist or product;
 - send you more personalised marketing (if you've signed up to receive marketing or sign up at a later date).
- Where you allow us to share your data with third parties so they can send you marketing, such as artists and their management, or event promoters.
- Where you allow us to contact you to participate in a survey or focus group about Sony Music's artists, content and products.

- Where you allow us to contact you on social media for the purpose of inviting you to submit your content for potential inclusion in an artist's campaign.
 - Where you give us consent to place cookies and to use similar tracking technologies.
 - On other occasions where we ask you for consent, for a purpose which we explain at that time.
- (c) **Where Sony Music (or a company we work with) has a valid and important business reason for using the data. Those reasons are called our 'legitimate interests'.** For example:
- to provide you with access to content and features on our sites and apps;
 - to send you information you have requested from us or our artists;
 - to ensure the security of our sites, services and apps by trying to prevent unauthorised or malicious activities;
 - to make sure users comply with our terms of use and other policies, and to help other organisations protect their rights;
 - to personalise content, advertisements and offers for you (if you've asked to receive marketing)
 - for internal analysis so that we can measure our audience, improve our product range and enhance the Sony Music user experience.
- (d) **For reasons required by law:**
- Where we need parental consent to provide online services to children under 13. However, our sites and services are not generally designed for children under 13.
 - In response to requests by government, the police or other law enforcement authorities as part of an investigation.

6. HOW WE SHARE YOUR DATA

We may share your personal and behavioural data with:

- (a) **Sony group companies** worldwide, based on our legitimate interests (see [section 5](#) above). Where you give your permission, we may share your personal data with other Sony companies for them to use for direct marketing.
- (b) **Artists & artists' managers** so they can send you updates (where you have asked to receive marketing information about the artist).
- (c) **Event promoters** so they can send you marketing if you've asked to receive updates from them by ticking their newsletter opt-in on a Sony

Music form. The promoter will have their own privacy policy, which we encourage you to read before you choose to receive marketing from them.

- (d) **Co-promoters and prize providers of Sony Music related contests** so they can manage the contest and arrange the prizes for the winners. Where a prize includes attending an event, the winner's full name is also shared with the venue or event promoter. Each winner's surname and city may also be included on a winners' list if another contest entrant asks who won.
- (e) **Other third parties** if we need to for a valid business reason or legal purpose. For example, if Sony Music, or any part of it, is sold to another company.
- (f) **In special circumstances** based on our legitimate interests, where sharing personal data is necessary to identify, contact or take action against someone who is trying to harm Sony Music's or our artists' rights or property
- (g) **Third party suppliers** so they can carry out services on Sony Music's behalf. For example, we share data with other companies and individuals that help us run our business by hosting or operating our sites and apps, sending e-mails, and carrying out data analysis.

If you post content directly to a Sony Music site or app, or to an artist's social media account, anyone may be able to see it. If you're under 18, it's safer to set your social media accounts to 'private' so that only people you know can see your posts and personal information.

When you upload your content via a Sony Music form as part of a 'user-generated-content' opportunity, if we include your content in the final product then anyone will be able to see it. For example, we may publish an online gallery, or make a video for social media featuring contest winner's videos. In order to credit you for your creation, we may share your first name and city. **If you're under 18, you'll need your parent's or guardian's permission before you can share your content with us.**

7. INTERNATIONAL TRANSFER

We might store or transfer data we collect about you to a place in the USA, or another country outside Sweden or Europe. For example, if we or a company that we work with (a "service provider") has servers located outside Sweden or Europe; or if one of our service providers is based in a country outside Sweden or Europe; or if we share your data (as described in the '[How we share your data](#)' section above).

We make sure your data is safe in these other places by checking the relevant country's data privacy laws, and adding special wording in our contracts if extra protection is needed.

8. COOKIES AND OTHER TRACKING TECHNOLOGIES

What is a cookie?

Cookies are text files containing small amounts of coded information that are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each future visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

Cookies help us to improve our sites and to deliver a better and more personalised experience, for example, by storing information about how you use our sites and allowing us to recognise you when you return. You may refuse to accept cookies by changing the privacy settings on your internet browser (such as Internet Explorer, Firefox or Google Chrome), but this can mean certain parts of our site may not work properly.

The information we collect may include IP addresses, browser version, number of visits, which pages you access and what you do and the choices you make on the site.

We use the following categories of cookies on our websites, marketing content and services:

Category 1: Strictly Necessary Cookies

We need these cookies so that you can move around the website and use its features. Without these cookies, services you have asked for (like shopping basket items) cannot be provided. We don't use these cookies to gather information about you that could be used for profiling, advertising or remembering where you've been on the internet.

Category 2: Performance Cookies

These cookies collect information on how a website is used. For example, which pages are most popular, or if a page doesn't work properly. We can't identify you from these cookies. They're only used to improve how a website works.

Category 3: Functionality Cookies

These cookies remember choices you make on the website, for example your language or the country you're in. These can then be used to make your future visits easier for you. We don't identify you personally from these cookies, and they cannot track your activity on other websites.

Category 4: Targeting cookies or advertising cookies

These cookies collect information about your habits online, so the adverts you see are more relevant to you. They are also used to limit the number of times you see an advert, and to help measure how well an advertising campaign is working. The cookies are usually placed by advertising companies with the website owner's permission. These cookies remember the websites you visit, which is then shared with other companies, such as advertisers. This is why you

might have seen adverts on your social media feed about something you've just been looking at on another website.

If you're under 18, you won't see personalised adverts anymore on certain sites, like your Facebook feed or Google.

Category 5: Social Media Cookies

These cookies allow you to share on your social media accounts what you've been doing on our websites. We don't control these cookies, and this information may be used for advertising purposes. Check out each social media platform's privacy & cookie policies to understand how their cookies work.

Consent to Cookies

We need your consent to place cookies on your device. You'll see a cookies banner at the bottom of all our sites. If you're okay with us using cookies, click 'Agree' or close the banner by clicking the 'X', or continue using the site.

If you don't want to receive cookies at all, you can change your internet browser settings, but this can mean certain parts of our sites may not work properly. If you're under 18, speak to your parent or guardian if you're not sure how to change those settings.

If you've given us permission to use cookies, you can still change your mind at any time by changing your browser settings. You can also use your browser settings to delete cookies that have already been set (it might be called "clear history" or "clear cookie cache"). The 'Help' function on your browser should tell you how; or ask your parent or guardian for help.

If you want to know more about cookies, visit www.aboutcookies.org,

If don't want to see any personalised advertising, visit www.youronlinechoices.eu. Opting out doesn't mean you won't receive online advertising, just that the adverts you see won't be based on the website pages you've visited.

9. YOUR DATA PROTECTION RIGHTS

If you live in Sweden or Europe, you have the following data protection rights, and you can use them at any time:

- (a) **Withdraw your consent** – If you've given us permission to collect and use your data, you can change your mind at any time. We'll stop using your data when you withdraw consent, unless we have another valid reason to carry on using it for another purpose (see [section 5](#) above).

At any time, you can change your mind about receiving direct marketing (that's called "opting-out"), and you can ask us to stop using your data for profiling (that's where we personalise your marketing content).

- It's easy to withdraw consent – you can:
 - email us at info.sweden@sonymusic.com; or
 - click the 'unsubscribe' link at the bottom of any marketing email we send you; or
 - click on the 'Manage Your Preferences' link at the bottom of any marketing email we send you, and then update your newsletter subscriptions in the Sony Music preference centre.
 - To stop your social media or streaming accounts sharing any more information with us, just change your data-sharing preferences in the account section of each relevant platform.
- (b) **Access your data** – You can ask Sony Music to confirm whether we're processing your personal data, and if we are, the types of data and how we're using it. You can also request a copy of your personal data, which we'll send to you in a simple format, as long as that won't negatively affect someone else's rights. Email your request to info.sweden@sonymusic.com.

- (c) **Modify, correct, delete or restrict your data** -

- If you think the personal data we might have about you is wrong or incomplete, you can ask us to change or fix it by:
 - emailing us at info.sweden@sonymusic.com; or
 - clicking on the 'Manage Your Preferences' link at the bottom of any marketing email we send you, and then updating your newsletter subscriptions in the Sony Music preference centre.
- You can email info.sweden@sonymusic.com to ask us to delete your personal data or stop actively using it:
 - if you think we don't need to process your data any more for the original reason it was collected; or
 - you've withdrawn your consent, and that is our only valid reason for processing your data; or
 - if you think your data has been processed unlawfully; or

- if your data needs to be deleted for legal reasons.

If there is a valid reason why we can't carry out your request we will let you know.

You also have the **right to complain** to the relevant 'data protection authority'. In Sweden, that's the Integritetsskyddsmyndigheten (or the IMY). Here's a link: <https://www.imy.se/privatperson/utfora-arenden/lamna-ett-klagomal/>.

If you want to learn more about data privacy and your rights, please talk to your parent or guardian, and have a read together of our more detailed privacy policy [here](#).

10. HOW DO I GET IN TOUCH?

EMAIL: info.sweden@sonymusic.com

ADDRESS: Sony Music Entertainment Sweden AB, Box 3187, 103 63 Stockholm

11. HOW LONG IS MY DATA STORED?

- Where we process data in connection with your registration to use any of our sites or services, we do this for as long as you're an active user of our sites and services.
- Where we process your personal and behavioural data for marketing or other purposes with your consent, we process the data until you ask us to stop and for a short amount of time after this (to allow us to carry out your requests). So that we can respect your request in future, we also keep a record that you have asked us not to send you direct marketing or to process your data anymore.
- Where we process personal data in connection with a contract or running a contest, we keep the data for as long as we need to under the relevant country's laws.
- Where we process personal and transactional data collected from Sony Music artists' stores, we retain this information for as long as is legally required for the purposes of reporting and accounting.

12. OTHER WEBSITES

Our websites may contain links to other websites that are outside our control and are not covered by this privacy and cookie policy. If you access other sites using the links provided, the companies that own these sites may collect and process information from you in a way that is different to how we do so. We encourage you to read these other sites' privacy and cookie policies.

13. CHANGES TO OUR PRIVACY AND COOKIE POLICY

We might update this policy at any time, so check back for the latest version or if you want to remind yourself of your data privacy rights or access more information.

Last updated: 1st September 2021