

PRIVACY AND COOKIE POLICY

Last updated 1st September 2021



SONY MUSIC

Under 18? Try one of [these versions](#) instead.

1. WHO WE ARE

This privacy and cookie policy explains the data protection practices of **Sony Music Entertainment Sweden AB**. Sony Music Entertainment Sweden AB is a company registered in Sweden under company number 556333-6857 with its registered office at Box 3187, 103 63 Stockholm. Where we refer to "Sony Music", "Sony Music Entertainment", "us" or "we", we mean Sony Music Entertainment Sweden AB (or any Sony Music Entertainment entity using your data in accordance with this policy).

We are committed to protecting and respecting your privacy and the following sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed. Please read the text carefully to understand our views and practices regarding your personal data and how we will treat it.

2. KEY POINTS

- We use personal data to allow you to use the features in our website content, to process your registration, and to provide you with requested content related to our music and other offerings.
- Our Sony Music Sweden website and artist websites provide interactive features that engage with social media sites, such as Facebook and Twitter, as well as with content streaming services such as Spotify and YouTube. If you use these features, or complete one of our forms by using your social media or streaming service account credentials, these sites will send us personal data about you and information on how you use their platforms.
- Most of our content is not designed for children. We do not knowingly collect personal information of children under the age of 13 and may ask for your age before you can sign up to newsletters, participate in a contest or use our content.
- If you give us permission, we will send you news and promotional material about Sony Music, including our artists. You can change your mind about this at any time and ask us not to process your personal data for direct marketing purposes. To be able to send you more relevant and personalised marketing we may create a profile with the information provided by you and gathered by monitoring your behavior during your navigation on our sites, stores and newsletters and on the aforementioned social media and streaming platforms (should you participate or register using your account credentials from a third-party platform). This policy

also explains when we process personal data for our legitimate interests. You can ask us to stop processing this data. [Click here](#) to learn more about your wider data protection rights and how you can exercise them.

- We disclose your personal data publicly when you post content via our sites or apps. We disclose personal data when you agree that we can share data with business partners or other Sony group companies. We also share data with: artists and their management companies where you consent to receive marketing related to the artist; and third parties we engage to process data on our behalf; or when such sharing is required by law or by competent authorities, or in certain other situations.
- We may transfer certain personal data to the United States and to other countries outside the EEA (European Economic Area).
- We use cookies and other tracking technologies to personalise content and advertising and to make our content function better. To learn about our use of tracking technologies [click here](#).

3. A SPECIAL NOTE TO CHILDREN UNDER 13 YEARS OF AGE

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

If you're under 13, some of our music and videos might not be right for you. 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](#).

4. 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 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.

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

From the user:

We may collect and process personal data relating to you that you provide to us by filling in forms on our sites (whether that's our Sony Music Entertainment Sweden site, or our artists' or labels' sites, our artists' stores, or pages relating to our podcast or voice activated content, or any sites dedicated to the release of Sony Music products or services), or by you contacting us. This includes, but is not limited to, information provided at the time of registering to use (or become a member of) any of our or our artists' sites, subscribing to any of our services (such as newsletters, podcasts or voice activated content), purchasing downloads or other products, posting material, participating in a contest or opportunity, or requesting further services.

If you contact us by email, 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 the user's consent:

We may collect your personal data when you access our services, participate in a label or artist campaign or contest, or otherwise contact Sony Music, by using your account credentials from your social media accounts (such as Facebook or Twitter) or content streaming services (such as Spotify or YouTube), or by clicking "like" or "share" on such third party platforms. For example, you might use your Spotify credentials to participate in an artist's pre-save contest or a campaign that generates a personalised playlist, or you might submit a form using your Facebook credentials to sign up to receive an artist's newsletter.

Depending on the platform, Sony Music may receive general information and contact information (such as, name, username, profile picture, email address, age, date of birth, gender, country), technical or financial information (such as type of computer, or type of service or chosen subscription model), and/or information about your actions and behaviours on the applicable platform (which may include frequency of use, activity, followers, date of registration, artists and songs most listened to and artists or pages followed or liked). We will delete on receipt any personal data that may be provided by the platform by default (such as your profile picture) which is not required by us for a legitimate purpose.

This information will only be collected by Sony Music should you subscribe or engage with Sony Music or its artists or content by using the log-in credentials of your social media or streaming platform account, and only after you have been informed about the sharing of such information by way of this policy and the privacy notice served to you by the applicable platform setting out the

permissions to be granted to Sony Music and how your data shall be processed in these cases subject to your consent to such processing.

In addition to fulfilling the purpose(s) of your registration (such as pre-saving an artist's release, signing up to an artist newsletter, or entering a contest), so that we may enhance your online experience, measure our audience, and provide you with tailored marketing content (only if you have consented to receive marketing, or do so at later date), Sony Music may file, organise, consult, store, use for profiling, and cross-compare such personal and behavioural information with the personal data provided by you as described above.

At any time, you can remove Sony Music's access permissions on your account and stop the applicable platform sharing with us further personal and behavioural data relating to your account, either by emailing Sony Music Entertainment Sweden at info.sweden@sonymusic.com and/or changing the data privacy settings on your account page on the applicable platform.

You don't need to share account information to enjoy Sony Music content. You can still sign up to an artist's 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. However, without account information and permissions we won't be able to generate certain personalised content, such as playlists based on your favourite songs, but you'll still be able to 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 make a purchase from a Sony Music artist’s official store, your personal data (such as email, name, country, as provided by you at checkout or when registering an account with the store) may be shared with Sony Music. The store may also share certain transactional data (such as what you purchased, how much you spent and your billing city, but never your payment details) and/or information about your actions and behaviours on the store, which we will use for the purpose of internal analytics so that we may 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

undertake limited profiling by combining certain transactional and behavioural data (such as previous purchases and most recent billing city) with the personal data you 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:

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

We refer to this technology as "cookies" throughout this policy but this is intended to cover all similar technologies including web beacons, log files, pixel tags, gifs (also described below). We use our own and third party cookies to collect the information we require. For more information see "[Cookies and other tracking technologies](#)" 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 application, you may allow us to have access to personal data held by Facebook, or other site or app owners as applicable.

If, at some point, we provide online services to a child under 13 years old, where we need parental consent for this, we may ask for a parent's or legal guardian's email address in order to ask for consent.

6. HOW WE USE YOUR DATA

We use personal data collected via our content, sites and services in accordance with this policy for the following purposes:

(a) To fulfil a contract, or take steps linked to a contract;

- i. to process your registration on one of our websites or apps;
- ii. to process your entry to any contest or user-generated-content opportunity we run, and to record your agreement to the corresponding contest rules and, if applicable, the accompanying disclaimer / release form; or
- iii. to send you information about changes to our terms or policies.

(b) Where this is necessary for purposes which are in our, or third parties', legitimate interests. These interests are (without limitation):

- i. to provide you with access to content and features on Sony Music's and our artists' sites and apps;
- ii. to send you information you have requested from us or our artists;
- iii. to ensure the security of our sites and apps by trying to prevent unauthorised or malicious activities;
- iv. to enforce compliance with our terms of use and other policies and to help other organisations (such as copyright owners) to enforce their rights;
- v. to tailor content, advertisements and offers for you (if you've asked to receive marketing or do so at a later date); and
- vi. for internal analysis to measure our audience, improve our product range and enhance the Sony Music user experience.

(c) Where you give us consent:

- i. Where you ask us to send marketing information to you via a medium where we ask for your consent (for example, email or SMS marketing), and you tick the box on the sign-up form giving us your permission to collect and process your data for the purpose of sending you updates.

When submitting your details to sign-up to receive marketing from Sony Music, for the purposes of personalising communications and for internal analysis so as to improve the overall Sony Music user experience, we may undertake limited profiling activities whereby we combine the personal data and any other information provided by you with additional information lawfully collected by Sony Music, such as your navigation of Sony Music's websites and apps, and how you interact with Sony Music communications you may have received by any means authorised by you.

When you access our services, participate in a campaign, or otherwise interact with Sony Music by using your social media or content streaming service account credentials, Sony Music may also take into account your behavior on the applicable platform based on the data shared with Sony Music by such platform with your consent. However, as explained in [Section 5 above](#), such information shall only be used for internal analysis so as to measure our audience and enhance the Sony Music user experience, and to identify and create audiences for the applicable Sony Music artist or product, and where possible to send you more personalised information about the artists about which you have requested to receive updates. In no event shall automated decisions be taken which may have legal effects on the recipients or significantly affect them.

- ii. 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.

- iii. 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.
- iv. Where you allow us to contact you to participate in market research studies (such as a survey or focus group) conducted by Sony Music or third party companies on Sony Music's behalf, about Sony's artists, content and products or the entertainment sector generally.
- v. Where you give us consent to place cookies and to use similar tracking technologies.
- vi. On other occasions where we ask you for consent, for a purpose which we explain at that time.

(d) For purposes which are required by law:

- i. Where we need parental consent to provide online services to children under 13, or the relevant age below which parental consent is required. However, our sites and apps are not generally designed for children under 13.
- ii. In response to requests by government or law enforcement authorities conducting an investigation.

7. HOW WE SHARE YOUR DATA

Subject to the other terms of this policy, we may share your personal, behavioural and transactional data with the following:

- (a) **Group companies** - We may share your personal data with our affiliated or group companies worldwide, based on our legitimate interests for the purposes listed [above](#). Where you give your permission via the registration process, we will also share your personal data with other Sony affiliates for them to use for direct marketing.
- (b) **Artists & artists' representatives** - Where you have consented to receive direct marketing, we may also share your personal data with those artists (and their management companies) about which you have requested to receive updates, who may then use your personal data to keep you updated with information about them.
- (c) **Event promoters** - Where you have asked to receive updates from an event promoter, by ticking their newsletter opt-in on a Sony Music form, we will share your name and email address as requested by you. 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** - Where a Sony Music related contest is managed or co-promoted by a third party, or the prize is provided and/or fulfilled (in part or in full) by a third party, we will share each winner's basic contact information for the purpose of managing the contest and fulfilling the prizes. Where a prize includes attending an

event, each winner's full name will also be shared with the venue or event promoter, and they may request to see the winner's ID before allowing entry to the event. 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** - We may transfer or assign personal data to third parties in connection with the sale, merger, consolidation, change in control, transfer of substantial assets, reorganisation or liquidation of Sony Music, or any part of it.

We may share with others, at our discretion, certain aggregate statistical data about purchases and the use of our content, which data may include demographic data such as the age range and/or geographic location of groups of users. No personal data (such as names or email addresses) will be identifiable from such statistics.

- (f) **In special circumstances** - We may disclose personal data in special cases when we have reason to believe that disclosing this data is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with the rights or property of Sony group companies or artists. Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.
- (g) **Suppliers or partners** - We also share data with third parties who perform functions on our behalf, such as 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. Particularly if you are under 18, we encourage you 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. Users aged under 18, will need parental permission before sharing such content with us.

8. INTERNATIONAL TRANSFER

The data that we collect may be transferred to, and stored at, a destination within the United States or some other country outside Sweden or the European Economic Area ("EEA"). For instance, if any of our, or any of our Swedish or EEA-based service providers', servers from time to time are located outside Sweden

or EEA; or if one of our service providers or suppliers is themselves located in a country outside Sweden or EEA; or if we share your data (in accordance with the ['How we share your data'](#) section above).

Where information is transferred outside the EEA, and where this is to a stakeholder or vendor in a country that is not subject to an adequacy decision by the EU Commission, data is adequately protected by EU Commission-approved standard contractual clauses, or a vendor's Processor Binding Corporate Rules.

9. 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 subsequent 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 service, for instance by storing information about your preferences and allowing us to recognise you when you return to our site. You may refuse to accept cookies by activating settings on your internet browser, however please note that if you select such settings 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 your viewing preferences.

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

Category 1: Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like any 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 visitors use our website. For example, which pages visitors go to most often, and if you get error messages from web pages. These cookies don't collect information that identifies you as a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

Category 3: Functionality Cookies

These cookies remember choices you make such as the country you visit our website from, language or the region you are in. These can then be used to provide you with an experience more appropriate to your selections and to make your subsequent visits easier and more tailored to your preferences. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Category 4: Targeting cookies or advertising cookies

These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advert as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third party advertising networks with the website operator's permission. They remember the websites you visit, and that information is shared with other parties 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. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

Category 5: Social Media Cookies

These cookies allow you to share what you've been doing on our websites on social media such as Pinterest, Facebook and Twitter. These cookies are not within our control. This information may be linked to targeting/advertising activities. Please refer to the respective social media platform's privacy policies for how their cookies work. Please review the applicable social media platform's privacy and cookie policies to understand how their cookies work.

Use of Web Beacons

Some of our web pages may contain electronic images known as web beacons, among other things, that allow us to count users who have visited these pages. Web beacons collect only limited information including a cookie number, time and date of a page view, and a description of the page on which the web page resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Consent to Cookies

In order to place cookies on your device, we require your consent. 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 modify your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether. If you're under 18, speak to your parent or guardian if you're not sure how to change those settings.

Please note that if you continue to browse the site, you will be considered to have agreed to our use of cookies.

You can withdraw your consent to our use of cookies at any time. If you wish to restrict or block web browser cookies that have been set on your device, then you can do this through your browser settings (it's often found under "clear history" or "clear cookie cache"); the Help function within your browser should tell you how. You can also use your browser settings to delete cookies that have already been set.

Alternatively, you may wish to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of desktop browsers. However, please note that if you select such settings you may be unable to access certain parts of our sites, or certain content or functionality may not be available.

If you'd like to opt out of other third party cookies relating to behavioural advertising, please go to www.youronlinechoices.eu. Opting out does not mean you will no longer receive online advertising. It does mean that the company or companies from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

10. YOUR RIGHTS

If you live in Sweden or Europe, you are entitled to exercise, freely and without charge, the following data protection related rights, at any time:

- (a) Wherever we rely on your consent, you will always be able to **withdraw that consent** at any time, although we may have other legal grounds for processing your data for other purposes, such as those set out above in [section 6](#). In some cases, we are able to send you direct marketing without your consent, where we rely on our legitimate interests. At any time, you have an absolute right to opt out of direct marketing or withdraw your consent to Sony Music carrying out profiling for marketing purposes through the use of personal and behavioural data from other platforms.
 - You can do this by emailing Sony Music Entertainment Sweden AB at info.sweden@sonymusic.com, or clicking the unsubscribe link in the footer of any marketing email we send you, or by updating your subscriptions in the Sony Music preference centre (a link to which can also be found in the footer of any marketing email we send you).
 - Where you have previously used your account credentials to register with Sony Music and consented to certain data being shared with us, to stop your social media or streaming accounts sharing any more information with us, you will need to change your data-sharing preferences in the account section of each relevant platform.
 - Withdrawal of consent will not affect the legitimacy of the data processing based on consent given prior to the withdrawal.
- (b) You have the right to access and ask us for a copy of your personal data. This means at any time you may ask Sony Music to confirm whether Sony Music is processing your personal data, and if so, the categories of personal data being processed, and any other relevant information about the way your personal data is being processed. You may also request a copy of such personal data, which Sony Music will provide as long as doing so will not negatively affect a third party's rights.
- (c) You have the right at any time to modify or correct the personal data Sony Music may hold about you if you believe the information is inaccurate or incomplete. You can do this by emailing info.sweden@sonymusic.com or by updating your information in the Sony Music preference centre (a link to which can be found in the footer of any marketing email we send you).
- (d) You have the right to request deletion of your personal data processed by Sony Music:
 - if you believe that Sony Music's processing of your personal data is no longer necessary for the purposes for which it was collected;
 - where your consent was the only legal basis for the data processing, and you have withdrawn your consent;
 - where you object to such data processing, as set out below;
 - if you believe your personal data has been processed unlawfully;

- if your personal data must be eliminated to comply with a legal obligation pursuant to applicable legislation.

However, Sony Music may deny your request for deletion if continuing to process the personal data is necessary (i) in order to exercise the right of freedom of expression and information, or (ii) for the fulfilment of a legal obligation, or (iii) for reasons of public interest in matters of health, or (iv) for statistical purposes, or (v) for the initiation of legal action, or the raising of and/or defence against claims.

- (e) You have the right to limit or restrict the active processing of your personal data (i) for as long as it may take to verify the accuracy of such personal data: where you have contested such accuracy, or (ii) where you object to the deletion of your data but you believe its processing is unlawful, or (iii) where you need the data in order to initiate, exercise or defend yourself against claims, or (iv) while Sony Music verifies the validity of the grounds on which you objected to your data being processed.
- (f) You have the right to request the portability of your personal data and to obtain the personal data you provide to us for a contract or with your consent in a structured, machine-readable format. This right includes the possibility of requesting the transfer of your data to another data controller, provided that this would not negatively affect the rights of third parties.
- (g) In addition, you have the right to object to the processing of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct or indirect marketing). Sony Music will stop processing your personal data in these cases unless there are prevailing and compelling legitimate reasons to continue processing your data, or unless Sony Music needs to process your data in order to exercise its rights or defend itself against claims.

These rights may be limited, for example if fulfilling your request would reveal personal data about another person, where it would infringe the rights of a third party (including our rights), or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping. Relevant exemptions are included in both the UK GDPR (UK General Data Protection Regulation) and in the Data Protection Act 2018. We will inform you of relevant exemptions we rely upon when responding to any request you make.

To exercise any of these rights, you can get in touch with us by emailing info.sweden@sonymusic.com. If you have unresolved concerns, you have the right to complain to an EU data protection authority where you live, work, or where you believe a breach of your data protection rights may have occurred. In Sweden, the relevant authority is Integritetsskyddsmyndigheten (<https://www.imy.se/>).

Data that is mandatory in order to carry out your request is indicated on relevant forms that you may complete. Where provision of data is mandatory, if relevant data is not provided then we will not be able to fulfil your requests to

receive newsletter updates, enter a contest or opportunity, or otherwise engage with Sony Music or its artists. All other provision of your information is optional.

11. HOW DO I GET IN TOUCH?

We hope that we can satisfy queries you may have about the way we process your data. If you have any concerns about how we process your data, or would like to opt out of direct marketing, you can get in touch via info.sweden@sonymusic.com.

Alternatively, you can write to us at: Sony Music Entertainment Sweden AB, Box 3187, 103 63 Stockholm.

12. HOW LONG IS MY DATA STORED?

Where we process your data in connection with your registration to use our sites or services, we do this for as long as you remain an active user of our sites.

Where we process personal, behavioural or transactional data for marketing or other purposes with your consent, we process the data until you ask us to stop and for a short period after this (to allow us to implement your requests). We also keep a record of the fact that you have asked us not to send you direct marketing or to process your data indefinitely so that we can respect your request in future.

Where we process personal data in connection with performing a contract or administering a contest, we keep the data for as long as required under relevant country laws pertaining to the type of data and instance that the data has been collected.

Where we process your personal and transactional data collected from Sony Music artists' stores, we shall retain this information for as long as is legally required for the purposes of reporting and accounting.

13. 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 operators of these sites may collect and process information from you in a way that is different to how we do so. We encourage you to review such other sites' privacy and cookie policies.

14. CHANGES TO OUR PRIVACY AND COOKIE POLICY

We may modify, alter or otherwise update this privacy and cookie policy at any time. We will indicate any changes by updating the date at the top of the policy and contacting you as appropriate. We encourage you to review this policy from time to time.