

713FM PRIVACY POLICY

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This Privacy Policy describes 713FM's use and sharing of personally identifiable information ("PII"-- your full name, email address, or telephone number) that Artist Members voluntarily provide to 713FM when they register. The term "User" refers to a Visitor or an Artist Member. This Privacy Policy applies to the services offered by 713FM, including any 713FM Radio Airplay-branded URL (the "713FM Website"), other features (for example, radio music players), and any other features, content, or applications offered from time to time by 713FM in connection with the 713FM Website (collectively, the "713FM Platform"). The Platform are hosted in the United States.

The 713FM Website is a general audience site and does not knowingly collect PII from children under 13 years of age.

From time to time 713FM may modify this Privacy Policy to reflect industry initiatives or changes in the law, our PII collection and use practices, the features of the Platform, or technology, and such modifications shall be effective upon posting by 713FM on the Internet Radio Airwaves. Your continued use of the 713FM Platforms after 713FM posts a revised Privacy Policy signifies your acceptance of the revised Privacy Policy. It is therefore important that you review this Privacy Policy regularly to ensure you are updated as to any changes. If 713FM materially changes its practices regarding the collection or use of your PII, your PII will continue to be governed by the Policy under which it was collected unless you have been provided notice of, and have not objected to, the change.

COLLECTION AND SUBMISSION OF PII AND NON-PII ON 713FM.ORG

General. When 713FM collects PII from you it is because you are voluntarily submitting Registration PII to us in order to register as an Artist Member of 713FM.

713FM may also collect PII from you if you choose to participate in 713FM Platform activities like sweepstakes, contests, and surveys because you want us to furnish you with products, third-party services, newsletters, or information, in connection with content or suggestions you submit to 713FM for review.

In addition, 713FM collects other non-PII including IP address, aggregate user data, and browser type. This data is used to manage and improve the Platform, track usage, and for security purposes.

713FM Artist Members may also choose to provide or store non-PII information in their profiles, including but not limited to date of birth, gender, zip code, interests, hobbies, lifestyle choices, groups with whom they are affiliated (schools, companies), pictures, private messages, bulletins

or personal statements (collectively "Profile Information"). The Profile Information in an Artist Member's profile is provided at his or her sole discretion.

713FM Artist Members can change their Registration PII and Profile Information at any time by emailing us at info@713fm.org or if available controlling their account settings, available within the Platform profile.

Cookies. Cookies are small bits of information that 713FM places on your computer. 713FM uses cookies to identify your Internet browser and store Users' preferences. Data in cookies may be read to authenticate user sessions.

Third-party advertisements displayed on 713FM Platforms may also contain cookies set by Internet advertising companies or advertisers (known as "third-party cookies"). 713FM does not control these third-party cookies and Users of the 713FM Platform should check the privacy policy of the Internet advertising company or advertiser to see whether and how it uses cookies. See the "Notice" section below for more information on customized advertising on 713FM. A pixel tag is a tiny image inserted in a webpage and used to record the number and types of views for that page. 713FM may allow third-party pixel tags to be present on the Platforms for purposes of advertising, or data and statistics collection.

You can program your computer to warn you each time a cookie is being sent, block third-party cookies, or block all cookies. However, by blocking all cookies you may not have access to certain features on the 713FM Platform.

NOTICE: 713FM WILL PROVIDE YOU WITH NOTICE ABOUT ITS PII COLLECTION PRACTICES

When you voluntarily provide PII to 713FM, we will make sure you are informed about who is collecting the information, how and why the information is being collected, and the types of uses 713FM will make of the information to the extent it is being used in a manner that differs from what is allowed pursuant to this Privacy Policy.

713FM Platform may be linked to Internet sites operated by other companies. 713FM Platform may also carry advertisements from other companies. 713FM is not responsible for the privacy practices of websites or other services operated by third parties that are linked to or integrated with the 713FM Platforms or for the privacy practices of third-party Internet advertising companies. Once you leave 713FM Platforms via such a link, access a third-party application (such as widgets or sweepstakes), or click on an advertisement, you should check the applicable privacy policy of the third party or advertiser site to determine, among other things, how they will handle any PII they collect from you.

713FM may use cookies and similar tools to customize the content and advertising you receive based on the Profile Information you have provided. Profile Information you provide in structured profile fields or questions (multiple choice questions like "Gender" and "Country") ("Structured Profile Information"), the information you add to open-ended profile fields and questions ("About Me", "Movies") ("Non-Structured Profile Information") and other non-PII about you may also be

used to customize the online ads you encounter to those we believe are aligned with your interests. For example, based on your music interests we might display an advertisement to make sure you are advised when your favorite band is coming to town. The information used for this feature does not provide your PII or identify you as an individual to third parties.

Some of the advertisements that appear on the 713FM Platform may also be delivered to you by third-party Internet advertising companies. These companies utilize certain technologies to deliver advertisements and marketing messages and to collect non-PII about your visit to or use of the 713FM Platform, including information about the ads they display, via a cookie placed on your computer that reads your IP address.

USE: 713FM'S USE OF PII

713FM will only use the PII you provide under this Privacy Policy in a manner that is consistent with this Privacy Policy. 713FM does not rent, sell, or share any of your personal information, including your email and password, with any third party. 713FM may send you emails related to the 713FM Platform and your use of that Platform and regarding your artist account. 713FM will not send you third-party promotional emails or newsletters without requesting your permission beforehand.

If 713FM obtains PII from a third party, such as a business partner, our use of that information is also governed by this Privacy Policy.

In order to locate other 713FM Artist Members that you may already know in the physical world, 713FM allows Users to search for Artist Members using the Request of a Song feature. 713FM also allows Users to browse for certain Profile Information in order to help connect with Artist Members. 713FM may also enable Artist Members to publicly display some Registration PII as an element of their Profile Information if they choose to do so if a profile account is available.

By using the 713FM, you consent to receive promotional materials (e.g., newsletters) or notifications from 713FM. If you want to stop receiving such materials from 713FM, email us at info@713fm.org.

713FM employees, agents, and contractors must have a business reason to obtain access to your PII. 713FM may share your PII with those who help us manage or provide 713FM Platforms' information activities (for example, statistical analyses, and data processing), or with outside contractors, agents, or sponsors who help us with the administration, judging, and prize fulfillment aspects of contests, promotions and sweepstakes.

These outside contractors, agents, or sponsors may temporarily store some information on their servers, but they may only use your PII to provide 713FM with a specific service and not for any other purpose. 713FM may also provide your PII to a third party in those instances where you have chosen to receive certain information and have been notified that the fulfillment of such a request requires the sharing of your PII. 713FM also may share your PII with Affiliated Companies if it has a business reason to do so.

As described above, 713FM may customize the advertising and marketing messages you receive on the 713FM Website or may work with outside companies to do so. Your non-PII and/or Profile Information may be shared with these companies so this customization can be accomplished. 713FM prohibits these companies from sharing your non-PII and/or Profile Information with any third party or from using it for any other purpose. Anonymous click stream, number of page views calculated by pixel tags, and aggregated demographic information may also be shared with 713FM's advertisers and business partners.

There may be instances when 713FM may access or disclose PII, Profile Information, or non-PII without providing you a choice in order to: (i) protect or defend the legal rights or property of 713FM, our Affiliated Companies or their employees, agents, and contractors (including enforcement of our agreements); (ii) protect the safety and security of Users of the 713FM Platforms or artist members of the public including acting in urgent circumstances; (iii) protect against fraud or for risk management purposes; or (iv) comply with the law or legal process. In addition, if 713FM sells all or part of its business or makes a sale or transfer of all or a material part of its assets or is otherwise involved in a merger or transfer of all or a material part of its business, 713FM may transfer your PII to the party or parties involved in the transaction as part of that transaction.

When a Member who is located in the European Union chooses to post Profile Information that will be publicly disclosed, that Member is responsible for ensuring that such information conforms to all local data protection laws. 713FM is not responsible under the EU local data protection laws for Member-posted information.

SECURITY: 713FM PROTECTS THE SECURITY OF PII

713FM uses commercially reasonable administrative, technical, personnel, and physical measures to safeguard PII in its possession against loss, theft, and unauthorized use, disclosure, or modification. In addition, 713FM uses reasonable methods to make sure that PII is accurate, up-to-date, and appropriately complete.

If you would like to communicate with us about this Privacy Policy or 713FM's collection and use of your PII, please contact 713FM at: info@713fm.org.

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