

Privacy Policy

Fluminum Music AB

Last edited: January 9th, 2025

1. INTRODUCTION

This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website, use our services, or interact with our advertisements. **Fluminum Music AB** is a company registered in Sweden under company number **559123-3423** with its registered office at Box 103, 701 42 Örebro. When we refer to "Fluminum Music", "us" or "we", we mean Fluminum Music AB (or any Fluminum Music AB 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. GENERAL

a) Purpose Limitation:

Fluminum Music will identify the purposes for which information is being collected before or at the time of collection (GDPR Art. 5.1b).

b) Lawfulness, Fairness, and Transparency:

Fluminum Music will collect and use personal data lawfully, fairly, and in a transparent manner, with the knowledge or consent of the individual where appropriate (GDPR Art. 6.1, Art. 5.1a).

c) Data Minimization and Accuracy:

Personal data will be relevant, accurate, and up-to-date (GDPR Art. 5.1c, Art. 5.1d).

d) Storage Limitation:

Fluminum Music will retain personal data for 3 years or as long as necessary for the purposes outlined (GDPR Art. 5.1e).

e) Security of Processing:

Personal data will be protected by reasonable security safeguards against unauthorized access, disclosure, or misuse (GDPR Art. 32).

f) Transparency:

Information about Fluminum Music's data management practices is readily available in this privacy policy (GDPR Art. 12.1).

3. COLLECTION OF PERSONAL DATA

We use tracking technology on our websites to collect information that helps us enhance your online experience, measure advertising effectiveness, and provide tailored advertising. We collect personal data in accordance with legitimate interests (GDPR Art. 6.1f) and consent (GDPR Art. 6.1a) where applicable. We track interactions with our content on our website, interactions with our ads on social media platforms and music streaming services. We refer to this technology as "cookies" throughout this policy but this is intended to cover all similar technologies. We use our own and third party cookies to collect the information we require. For more information see section 6 below about Cookies and other tracking technologies.

When given consent Fluminum Music uses web-based tracking technologies to receive and record information from your browser and device when you visit one of our landing pages, such as your IP address, country and device type along with data about your behaviour on our landing page. This allows us to improve our landing pages and enables us to serve ads to a relevant audience. The data is stored by us and is collected automatically. We may combine this data with other information that we or our partners collect about you e.g. Spotify, Meta, TikTok and other advertising platforms. We may also collect device-specific information when you visit our landing pages.

Data we're collecting for analytics and advertising purposes:

- Unique online identifiers (Facebook Click ID, TikTok Click ID, Spotify User ID, Cookie ID, and IP address).
- Browser and device information (user agent string).
- Demographic data (country).

4. HOW WE USE YOUR DATA

Where this is necessary for purposes which are in our legitimate interest (GDPR Art. 6.1f)

- To analyze your streaming behavior and estimate revenue generated by our ad campaigns.
- To personalize advertisements through retargeting campaigns.
- To find other music enthusiasts similar to you for marketing campaigns

Where you give us consent (GDPR Art 6.1a):

- When you enter one of our landing pages for the first time and you give us consent to place cookies and to use similar tracking technologies for advertising purposes.

5. HOW WE SHARE YOUR DATA

Third parties

With your consent we may share with our partners data described in section 3 in a secure manner with the help of server-to-server services. No personal data, such as names or email addresses, will be directly identifiable from such data. The data is used to measure the effectiveness of advertising campaigns and enables us to serve ads to people that might be interested in our music and tailor playlist suggestions for you.

Third parties we may share personal data with e.g.:

- **Service Providers:** Google LLC (Google Cloud Services, BigQuery), Microsoft Corporation, Inc. (Power BI)
- **Advertising Platforms:** Meta Platforms, Inc. (Meta formerly Facebook, inc.) and ByteDance Ltd. (TikTok)
- **Legal Obligations:** If required by law or to protect rights (GDPR Art. 6.1c)

6. 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 personalized 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:

a) **Strictly Necessary Cookies**

These cookies are essential in order to enable you to move around the website and use its features. 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 (Art. 5.1b)

b) **Analytics 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.

c) **Performance Cookies**

These cookies collect information about your browsing habits in order to make advertising more relevant to you and others. 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.

Consent to Cookies

In order to place cookies on your device, we require your consent. You'll see a cookie consent pop-up banner when you enter the site for the first time. If you're okay with us using cookies, click 'Agree'. If you want to customize your choice click on customize cookies to make a tailored selection, you will in that section also be able to reject all cookies (except for the ones that are necessary). If you're under 18, speak with a parent or legal guardian (GDPR Art. 7).

7. DATA STORAGE & YOUR RIGHTS

We retain your personal data for 3 years or as long as necessary to fulfill the purposes outlined in this policy, in compliance with storage limitation principles (GDPR Art. 5.1e).

Your Rights

- Right of Access: Request a record of your personal data (GDPR Art. 15).
- Right to Rectification: Correct inaccurate data (GDPR Art. 16).
- Right to Erasure: Request deletion of your data ("right to be forgotten") (GDPR Art. 17).
- Right to Restrict Processing: Limit how your data is processed (GDPR Art. 18).
- Right to Data Portability: Receive your data in a structured format (GDPR Art. 20).
- Right to Object: Object to data processing for direct marketing purposes (GDPR Art. 21).

If you have questions about this policy or wish to exercise your rights, contact us on privacy@moodscurated.com. We'll answer as soon as possible, latest within 1 month (GDPR Art. 12.3)