



WorldMusicLink™

## WorldMusicLink.com Privacy Policy:

*Effective as of July 8, 2009*

WorldMusicLink™ strives to create and foster a community where Music Industry Professional Groups and Talent can interact and engage each other using our Web Tools and Services in an effort to better their businesses and careers within the music business. All Products, Services, Features, and Tools (the “Services”) which include all aspects housed within the Web Site (the “Site”, “Company”), found at [http://www.WorldMusicLink.com] and unless explicitly stated elsewhere includes the User Agreement, shall be subject to the rules, regulations, and agreements as set forth within this Privacy Policy.

**By accessing, registering, entering, or otherwise utilizing any Services with the WorldMusicLink™ Site, you agree in full to consent and be legally-bound by the terms set forth here no matter your Role, Subscription-base level (Basic/PRO), or Status defined elsewhere.**

### **I. Our Mission to Protect your Privacy:**

The crux of the WorldMusicLink.com site involves various Web-based tools that enhance the communication, interaction, and business-oriented networks of music professionals. Users can access and evaluate others’ professional information via electronic Profiles, promote their services and musical abilities via various showcasing sections to include “Talent”, “Company” “Media”, and can create purposeful coteries of contacts via “Search”, “Contacts” and the “Connect” features. Users within our community are here on a strictly professional business basis, and join and remain within our community based on their own personal decision to do so. As outlined within the User Agreement, there are inherent risks to joining and exposing various information via our Site, and we urge all Users to proceed with caution and discretion at all times.

*Of our highest priority is the privacy and security of our User community, and we ask for your help in the maintenance and enforcement of that atmosphere. If at any time you have any questions, concerns, or comments regarding our Privacy Policy, we ask that you notify us via email at [ [privacy@worldmusiclink.com](mailto:privacy@worldmusiclink.com) ].*

### **II. Collection & Use of Information:**

WorldMusicLink™ collects information, data, and media submitted to our Site from our Users via our Services (Home, Profile, Mail, Connect, Search, Settings, Registration, and all parts and services within). We DO collect, but will NEVER share your personally identifiable information that describes information associated with a specific person and can be used to identify that person. We do not consider personal information to include information that has been anonymized so as it does not identify a specific user.

We collect this information when you register and create an Account (either Basic or PRO) by becoming a member (user) of WorldMusicLink™, entering your name, e-mail,

location, industry role, and a password during the Trial period or upon registration as a subscriber. When you add information to your Home, Profile, Mail, Connect, Search, Settings, and share information about yourself or your private contacts, we also collect this information.

We also utilize cookies and other technologies to identify you upon registration, log-in, and during the normal operating time within the system to help customize and enhance your experience and serve relevant advertisements to you. We automatically receive from your Internet connection: IP Address, the URLs of the sites from which you link to or leave our website to, and your type of browser, operating system, and ISP (Internet Service Provider).

With that information, we utilize the information received to perform and efficiently execute the following:

- a) a new registration;
- b) verify the validity of a user;
- c) return / retrieve information to a returning Users' Account;
- d) send reminders, notifications, receipts, and special offers, events & contests.

WorldMusicLink™ utilizes an industry standardized practice of keeping logs of non-personally identifiable information to include: IP (Internet Protocol) address, inputted user data, usage statistics, and Web browser type. We use aggregated User data to monitor site traffic, analyze trends, administer the Site and Services, gather demographic information, and to best understand how the Services are being used in an effort to maximize the value received for our community members. We do store IP Addresses in an effort to maximize our community's security.

**Please note that we may share this non-personally identifiable information with 3<sup>rd</sup> party Affiliates to help them offer more accurate products and services to you and our Users via Advertisements.**

We may at any time utilize Pixel Tags – small graphical images that are used to indicate if you have read or accessed a certain page, email, or notification. Again, all of this information is used in an effort to help better and improve our Service, enhance the value received by our members, and reduce the error and unwanted messages received by our members in the future (if any should exist). WorldMusicLink™ stores this information and the aforementioned on secure servers housed by a validated server hosting company (3<sup>rd</sup> party).

Notifications:

We may send you notifications of updates, Site / Service improvements, and offers that are geared to help enhance your experience while using WorldMusicLink™. Please note that we may use URL links contained within the emails sent to you, that once clicked, may take you to our Site as its destination. The information gathered from these types of emails are stored and tracked to help monitor the response rate(s) and proper delivery and action(s) that are taken by our community members and Service users. If you prefer not to be tracked via these email notifications, please DO NOT click on any URL site links.

### Promotions, Sweepstakes, and more:

As a feature of our Service, WorldMusicLink™ may offer sweepstakes, contests, raffles, prizes, discounts, or special offers independently or collectively with an Affiliate (3<sup>rd</sup> party) company. We may occasionally send or forward to you via standard USPS mail post cards / mailers, email(s), or announcements explaining our exciting news and offers. If you would like NOT to receive these, you may submit an email to us at [ [unsubscribe@worldmusiclink.com](mailto:unsubscribe@worldmusiclink.com) ] containing your Account name and email address, and indicate in writing that you would like to be removed from the subscriber list. You may also click on the ‘Unsubscribe’ or ‘Remove me from this List’ URL links contained within our email notifications [if made available]. Know that not all marketing or promotional materials sent to you via the aforementioned forms may contain an unsubscribe link. However, within the Settings tab of your Account, it is your responsibility to manage and adjust your privacy, communication, and notification settings as per your demand.

### III. Use(s) of Personal Information:

We use the information provided by you to:

- Properly administer your Account with us and customize the Service(s) that we provide to you.
- To forward / send you personal notifications, communications, promotions, and notices via email and on this Site.
- We will NEVER sell, rent, or otherwise provide your personal identifiable information to any 3<sup>rd</sup> parties for marketing or promotional purposes.
- **If you do not want any personal or contact information shared publicly with the users or our Site, please do NOT post, publish, share, transmit, upload, or make available to other users.**
- In order to best deliver our Service(s), we may share information with 3<sup>rd</sup> parties, such as the credit card processing company we use, to process subscription payments made by you.
- Enable you to share and communicate your information and Content (information, data, code, graphics, photographs, images, links, text, software, files, music, pictures, videos, messages, documents, or other Content) that are allowable and within the authorized context of our Service(s) with other users, or provide your personal details to 3<sup>rd</sup> parties offering combined services with WorldMusicLink™ (typically, at your discretion).

### Your Information Dissemination Choices:

You have the option(s) to:

- Evaluate, review, enhance, edit or change your personal information throughout your Account Profile and Settings page(s) at any time to decrease your public Site visibility to our Users.
- Choose what information you decide to make available to public Site review via your Profile.

- Control whether messages you receive or send from WorldMusicLink™ to / from other users, and how they are delivered [i.e. sent only a copy on your WorldMusicLink.com Account or also to your email address provided, etc].
- Indicate to us that you would like to de-activate and close your Account.

WorldMusicLink™ Privacy Policy:

It is our goal to provide you with world-class Service(s) via our unique WorldMusicLink.com Site. It is our top priority to help ensure and safeguard your experience and information transferred throughout the process. We strive to build and keep your trust, and so we adhere to the following to protect you:

- We will NEVER rent or sell your personally identifiable information to 3<sup>rd</sup> party services for promotional / marketing-related purposes.
- We will NEVER share your contact information (provided to us during the billing / registration cycle) with another user without your authorized consent. **\*Please note however, that contact information entered into your Account Profile Bio (Contact Info.) section IS NOT covered in this section – and is entered at your own discretion and risk to include, but is not limited to, your: Full Name, Email Address(es), Telephone, Mobile or Fax Number(s), Physical or Mailing Address(es), Website(s), Based In / On Location Areas, and your represented Professionals’ (Agency, Management, Record Label) contact information.**
- Any personally identifiable information provided to us via our Service(s) will attempt to be protected by industry standard protocol and procedures.

**\*\*\*The Company (WorldMusicLink™) reserves the right to modify, amend, and change this Privacy Statement at any time, for any reason. If we do, we will notify you, by email of the modifications. If you should continue to use our Service(s) after notice of changes have been sent to you or published on our Site, you agree to uphold and abide by our modifications. \*\*\***

**IV. User Personal Information Collected:**

Trial / Basic (Free) Registration:

WorldMusicLink™ may grant user(s) access (at our discretion) to our Services for a part-time, limited Trial-Period (the “Trial” or “Basic” version), to demo and ‘try-out’ our Services. We require and store the following information to gain access for a Trial:

- Valid E-mail address
- User-generated Log-in Password

We utilize the aforementioned information as well during a normal registration by a subscribing user. If and when a Basic user decides to join our Site, and registers through the payment processing system as a subscriber, the aforementioned information will be transferred from their Basic Account to their subscribed PRO account. Basic Accounts are Free from the point a user registers onwards.

Typically, the Company will administer PRO Trial accounts that will run for a defined period of time, and will be timed from the point of user sign-up / registration. After the PRO Trial expires, users are required to pay a subscription (at various rates for varied

duration of PRO Account access) to use our Services and maintain their Account status – or else their PRO Account will be demoted to a Basic Account (free), whereby some content / media / previously uploaded or accessed information / data will be unavailable.

Demotion to a Basic Account User:

After a PRO Trial period or PRO subscription period has ended, the Company will automatically reduce your PRO Account to a Basic Account (free). Information gathered during the PRO Trial, PRO Subscription, or Basic period will remain with and of the property of the Company, and will be used in a similar manner to maintain and operate your Account.

**We will however reduce the number of features, capabilities, storage amounts, and levels of communication, exposure, and access to you once your PRO / PRO Trial account is reduced to a Basic Account. As consideration to you, our Company will archive your previously uploaded information, Content, data, messages and materials for a period of 30-days from the point your PRO Account / PRO Trial has been downgraded to a Basic Account – giving users a duration of time to consider upgrading to a PRO Account.**

**We are under NO OBLIGATION to notify you of a demotion, reduction of your Account status, or further removal of any Content if this such event shall occur. Furthermore, we are under NO OBLIGATION to reduce your Account to any lesser Account such as a Basic Account if we have not implemented or decided to implement and offer such features or abilities into our Product / Service.**

**During the process, some information, data, media, Content, messages, and other Account and Biographical information MAY be lost, terminated, delete, and purged as a result. We are not held responsible for ANY loss, deletion, removal, or disruption of any Services, Content, or Data as a result of the aforementioned action. You agree to indemnify and hold the Company and all of its Affiliates and staff harmless, free from obligation to assist and resurrect any lost or destroyed information or Content, and furthermore will accept your demotion of your Account status in all of its forms.**

Any information entered into our System beyond the required aforementioned is at the sole discretion and caution by you, the User. By providing additional information beyond what is required at Trial registration, is ENTIRELY OPTIONAL – but enables you to better identify, promote, and find new opportunities through the Site.

To the extent, that any information provided by you that is not personally identifiable, may be used in the same way which other information that is not personally identifiable is used by our Site, including, without limitation, for the purpose of serving 3<sup>rd</sup> party or WorldMusicLink™ advertisements.

Pro. Account Registration / Sign-up:

At the user's discretion, they may subscribe for a period of time to the WorldMusicLink™ Account services. These services are called the PRO. Account Services, and are similar to the ones that were granted to you during your Trial / Basic period – yet offer a greater array of Profile features (biographical / professional information areas, media / content storage, message / recommendation capabilities, search results, etc.).

Passing beyond the Trial / Basic Account is entirely up to you. Information gathered during the Pro. Account Registration / Sign-up includes, but is not limited to:

- First, Middle, Last Name
- Billing Address (City, State, Country, Zip code)
- Credit Card or PayPal Account Information (including Security Code - CSC)
- Type of Account Role (Industry or Talent)
- Billing Cycle: (i.e. Monthly, Quarterly, Annual) & Cost of Service selected
- User I.D. Number
- Telephone (optional)
- Email Address

The aforementioned information is submitted by you, at your discretion, and is used to process and create your Pro. Account. Some of the information may be shared with our credit card processing company in an effort to process your request.

Information Shared with WorldMusicLink™ Users:

Your Billing and Personally-Identifiable information (gathered during the Pre-Registration and Registration processes) will **NOT BE SHARED** with others on our Site.

However, any information above-and-beyond that entered into your Profile (and all of its sections) **WILL BE MADE VIEWABLE AND ACCESSIBLE to ALL SITE USERS**, unless explicitly stated elsewhere in that section of the Product. **Please proceed with caution when you upload any Content, information, data, ideas, or other forms of creative works as it may be viewed by other Site users.**

Customer and Technical Support:

To properly organize, process, and attend to any customer or technical support claim issued by you, we may utilize and collect information through our Site about you and your Account. This is in an effort to respond in a fast and accurate manner to answer your question(s), and resolve any issue(s) that you may face.

To submit a customer or technical support claim, please redirect your claim electronically to one of the following as it pertains to that matter:

- |  |  |
|--|--|
| User Abuse & Infringement issues:          | [ <a href="mailto:abuse@worldmusiclink.com">abuse@worldmusiclink.com</a> ]             |
| Technical Support Issues:                  | [ <a href="mailto:support@worldmusiclink.com">support@worldmusiclink.com</a> ]         |
| Mis & Wrongly Charged Accounts / Services: | [ <a href="mailto:support@worldmusiclink.com">support@worldmusiclink.com</a> ]         |
| Update(s) Removal / Acct. Unsubscribe:     | [ <a href="mailto:unsubscribe@worldmusiclink.com">unsubscribe@worldmusiclink.com</a> ] |
| Privacy Policy Issues:                     | [ <a href="mailto:privacy@worldmusiclink.com">privacy@worldmusiclink.com</a> ]         |

Cookies and Persistent Cookies:

Our Site uses a common IT practice of storing Cookies (client-side) to help ensure the accuracy and proper log-in, log-out, and duration of a user 'session' as a logged-in customer to our Service(s). Cookies and Web log files are tiny files that reside on your computer that allows our Site to recognize you when you log-in, log-out, and use any combination of our Service(s). We use this type of Cookie to facilitate your experience with the Site so that you do not need to log-in every time you want to access your Account; rather you can simply access our URL and go directly to your Account.

If your browser settings block the storage of cookies, then you may still use our Site, however you will have to log-in each and every time that you wish to use our Site.

**\*We always recommend that you access our Site / Service(s) using trusted computers, networks, and devices in secure locations, however if you do access our Service(s) in a non-routine spot (i.e. coffee shop, on the road, etc.) then we STRONGLY RECOMMEND that you disable the Cookie settings on the web browser that you are using to access your Account. This should help to ensure that no one else can gain access to your Account, Content, or information after you leave the session. We recommend that if you wish to access ANY BILLING or PERSONAL information using our Services / Site; you also DISABLE the COOKIES from your machine and log-in and securely log-out once completed from a trusted network using safeguarded and trusted computer equipment.**

To some degree, depending on how your browser is configured to expire cookies, you may or may not have to enter your Log-in credentials each and every time you attempt to access our Site. **We suggest that you clean / delete all cookies each time that you use our Site if you are at all concerned and want to maintain the highest level of security.** Please note that we use cookies to improve the quality of our offerings, track Site frequency traffic, and may use them to optimize the service of delivering advertisements. Any information provided by you to 3<sup>rd</sup> parties via Cookies will NOT BE personally-identifiable, but may provide general information such as broad geographic location, user type (role, sector), and frequency of site usage. WorldMusicLink™ does NOT store personally-identifiable information via our Cookies.

Log Files, IP Address, and Client IT information:

When using or accessing our Service(s), we receive information about your computer to include IP Address, ISP, geographic region, and frequency of visitation. The information received is used to analyze overall trends and help provide you with a more detailed and better experience. We never share this information, and will never combine the IP Address and your personally-identifiable information and share it with other parties.

**V. Use of User Personal Information:**

WorldMusicLink™ is a web portal that is committed to help maximize opportunities for aspiring and established music industry professionals and talent around the globe. The personally identifiable information and data you choose to provide on this Site is utilized

to showcase you, your services, abilities, and work-related experiences with others on the Site – in an effort to enhance business networks, opportunity exploration, and personal achievement. Other information that doesn't personally identify you is collected and analyzed by our Company, and is exclusively owned by WorldMusicLink™ Corporation. This information can only be used by WorldMusicLink™ in such ways as the Company, in its sole and exclusive discretion, deems appropriate.

User Communications & Notices:

WorldMusicLink™ will use our email and message service to notify you of updates, promotions, technical / support issues, conflict resolutions, and billing notices. If we send you ANY notifications or communications, via the carrier service with which you have a mobile communications contract or subscription with (or access to), you agree and understand that **YOU MUST PAY FOR ALL CHARGES AND SERVICE FEES** associated with such communications. These include, but are not limited to, a series of Welcome or New Registration emails, User Tips, and Site, Service, or Account update messages. It is never our intention to SPAM or annoy our users, however if at any point in time you wish to not receive ANY messages besides critical Account or Billing notifications, you may adjust your PROFILE SETTINGS as you wish to allow messages, notifications, or updates / service (support) requests to your email address provided (on file). Additionally, you may at any time opt out of any promotional, User tips, or Welcome messages by emailing us at [ [unsubscribe@worldmusiclink.com](mailto:unsubscribe@worldmusiclink.com) ], and indicating what type(s) of messages that you would like not to receive.

Surveys & User Polls:

We may, from time-to-time, poll our user community on a series of issues, questions, or topics. At your sole discretion, you may or may not choose to participate in these. If you do, please know that your results may be stored, analyzed by our Company, and shared with 3<sup>rd</sup> party advertisers to optimize your experience.

User Contributed (Posted, Submitted, Transmitted) Content:

The majority of our Service(s), rely on Users contributing Content and information. The transmission, submission, posting, and ultimate display of this Content can be seen by almost all users on the Site. **We urge you to always think before posting or submitting any information or Content by way of our Services, especially to other users or by way of your Profile. You should be aware that any information or personally identifiable information submitted, posted, or transmitted via the Site can and may be read, collected, or used by other users of these Services.**

**\*Unless a user adds their email address to their own profile for others to see, it is NOT possible for users to find your email address through our Site.**

Custom-tailored User Experience:

To best provide you with a customized and more enjoyable user experience, we seek to utilize information provided to us at time of registration and via the information submitted to us by way of your Profile, to display relevant information and Content to you, that you might find useful. Examples include: When you modify your Interested-In

information in your Bio, whereby we will deliver relevant results to you in the form of users who may match that criteria.

Combined (3<sup>rd</sup> party) Services:

We may, from time-to-time, partner with 3<sup>rd</sup> party services (advertisers or other companies) to offer you sponsored ads that are relevant to you, and may be desired by you at some point. Please know that we will only share non-personally identifiable information with 3<sup>rd</sup> parties in an effort to best prepare relevant advertisements that you find useful.

Disclosure of Information to Others:

We may disclose your personal and other information you provide, to another 3<sup>rd</sup> party as part of a Corporate reorganization or a sale of the assets of a WorldMusicLink™ Corporation division or Company. We will do so only after taking precautionary steps to ensure that your privacy rights continue to be served and protected. Any 3<sup>rd</sup> party to which we transfer or sell WorldMusicLink™ assets will have the right to continue to use the personal and other information that you provide to us via our Services, past or present.

Legal Disclaimer for Sharing of Personal Information:

If required by Law, we may be asked to provide authorities with your personally-identifiable information. We will disclose such information only if we have a good-faith belief that it is necessary to comply with that court order or legal / judicial process, or other legal process served on our Company or to exercise our legal rights or defend against legal claims.

**VI. Your Information Options:**

You may, at any time, alter your personally-identifiable information provided to us via your Account Profile or Settings page(s). This includes your email address, User log-in name, password, contact / notification settings, or other Content submitted by you through our Services to our Site.

**If you close, de-activate, or have your Account closed by our Staff for any reason as outlined in the User Agreement, than all of the information and Content contained within will be purged and deleted permanently within thirty days (30) from time of action.**

However, we may for our records, retain certain data contributed by you if it may be necessary to prevent fraud, future abuse, or for legitimate business purposes (analyzing trends) of non personally-identifiable information, data, or account recovery, or if required by law or a government agency. All retained data will continue to be subject to the terms of the WorldMusicLink™ Privacy Policy in effect at the time of your request or our termination of your Account.

To request that we close your Account and remove your information from the WorldMusicLink™ Service, please send your request to [ [support@worldmusiclink.com](mailto:support@worldmusiclink.com) ]

] Please send you request using the email account that you registered with, to include your full name. You will receive a response to that request within three (3) business days of our receiving it.

**VII. Use of Site Services by Children:**

The utilization of our Site, its Service(s), or any Content or materials contained within is strictly **prohibited by children under the age of 18**. We simply ask that minors do not submit any personal information to us to ask to use our Services.

**VIII. Security Information & Practices:**

In order to best protect your security, we utilize common I.T. security protocols, practices, and operational procedures both electronically and physically to include:

- Use of an email verification process during registration;
- Use of a Password-Protected System during Logins;
- Use of SSL / HTTPS Encryption for Credit Card processing during exchange between your web browser and our Site;
- Maintenance of Site back-ups;
- Use of strategically geographically located, monitored, and secured servers.

To help protect your information and Account from possible vulnerabilities, loopholes, or attacks, we regularly monitor the Site and its potential threats, and seek to mitigate risks.

Future Changes to this Privacy Policy:

WorldMusicLink™ may update this Privacy Policy at any time, for any reason. In the event we do opt to update the Privacy Policy with respect to major changes to how we treat and handle your personally-identifiable information, we will display a notice on our Site found at [www.worldmusiclink.com](http://www.worldmusiclink.com), and may opt (at or discretion) to send you a notification of the modification(s) via the email address provided on file.

**\*\*\* If you continue to use the WorldMusicLink™ Service(s) or your Account after notice of the changes have been sent or posted on our Site, you hereby consent to the altered, modified, or changed practices. \*\*\***

**VIII. How to Contact Us Regarding this Privacy Policy:**

If you have any questions regarding this Policy, please contact us via the following email address: [ [privacy@worldmusiclink.com](mailto:privacy@worldmusiclink.com) ].

WorldMusicLink™ Corporation  
Attn: Privacy Policy Matters  
200 Clocktower Place  
Suite 201-A  
Carmel, CA 93923 U.S.A.

\*\*\*

**I HAVE READ THE ABOVE TERMS, AND AGREE IN FULL TO ALL OF THE RULES AND REGULATIONS OULTINED HEREIN.**

*Last updated on July 8<sup>th</sup>, 2009*