



## **The Creative Passport Privacy Policy**

Last Updated: October 7, 2020

### **Introduction**

At the Creative Passport, we value your support and respect your privacy rights. This Privacy Policy transparently explains how and why we collect, use, share, and store the personal data received from your use of the Creative Passport website and services. We also want to outline the controls and choices you have around when and how you choose to share your personal data.

Except as set forth in this Privacy Policy, our Terms of Use Agreement ("Terms of Use") and other published guidelines, we do not release personal data about our users without obtaining their consent.

### **Personal Data We Collect**

Due to the nature of our services, we will need to collect personal information from you to support your networking and career goals in the music industry. Under the European Union's General Data Protection Regulation (GDPR), "personal data" is "any information relating to an identified or identifiable natural person." We may request that you provide us with your personal data when you are in contact with the Creative Passport or when you are using the Creative Passport's website or services. You are not required to provide the personal data that we have requested, but, if you choose not to do so, in many cases the Creative Passport will not be able to provide you with our services or respond to any queries you may have. Additionally, in some cases, if you decide not to provide certain pieces of suggested information, the effectiveness of our services may be limited. By choosing to provide us with your personal information, you consent to our processing of that information.

Below are the different types of personal data we collect.

#### **1. Personal Data You Give Us**

We collect the following personal data provided by you when you sign up for our services and as part of the ongoing process to build your Creative Passport:

- User data including real name, date of birth, gender, nationality, home location/home address, and current location/current address.
- Data linked to your Creative Passport including your username, password, and assigned Creative Passport ID.
- Personal contact information including your email address and phone number.
- Artist profile data including your persona name, aliases, biography information, photos, music and non-music roles, skills, instruments played, hardware/software used, favourite instrument manufacturer, interests, current projects, artist inspirations, charities supported, and favourite quote.
- Artist identifiers including ISNI, IPN, IPI, CP ID, and other proprietary IDs.
- Data on your representatives and associated contacts including contact information for associated record labels, publishers, collection societies, distributors, PR agencies, agents, legal representatives, sync agencies, and managers.
- Official social media and digital accounts including personal websites, merchandising, Facebook, Instagram, Twitter, Spotify, Apple, Tidal, and YouTube.



- Data on your collaborations, including verified collaborators, collaboration type, and collaboration role.
- We will also ask for government issued IDs such as passports or driver's licenses as part of our identity verification process.

## **2. Your Personal Data We Receive from Other Sources**

We may connect with third party data sources to collect additional personal data. This may include sourcing data from external online sources which provide open information on artists and their work. We plan to make available to you any personal data we source externally so that you are aware of what exists about you online.

- Some existing third party data sources we may source personal data from include MusicBrainz, iTunes/Apple Music, Discogs, Wikipedia, and ISNI
- Personal data we may externally source include information regarding credits, Grammy awards, other awards, live performances, public appearances, commissioned works, hardware/software used, charities supported, brands, and sponsors. You may also choose to provide this information to us as well.

## **3. Data We Collect Automatically**

We may automatically collect usage data through your use of our service including interactions such as search queries, browsing history, date and time you logged in, and features you've been using. We may also automatically collect device information including online identifiers such as cookie data and IP addresses, device ID and type, and network and connection types. The individual data may be retained for [X] number of days before being aggregated for Security Development Support.

Please note that with your consent, we will retain location information that is manually entered into the site.

### **Cookies and Other Identifiers**

Your device stores small pieces of data called cookies when you browse and use websites and online services. We use cookies and other identifiers such as web beacons, to recognize you and/or your device(s). We use cookies to authenticate you, remember your preferences and settings, and analyze site traffic and trends.

Web browsers such as Safari, Internet Explorer, Firefox, and Chrome have a "Do Not Track" ("DNT") feature that notifies a website that a user does not want to have their online activity tracked. If a website responds to DNT signals, then when that website receives a DNT signal, the browser can block that website from collecting certain information about the browser's user. But not all browsers have the DNT feature, and many websites, including the Creative Passport, do not currently respond to DNT signals.

You may also manually disable cookies. Most browsers offer instructions on how to reset the browser to reject cookies in the "Help" section of the toolbar. Please note though that if you choose to disable cookies for our website and online services, certain features and conveniences of our website may not work properly.

### **What We Use Your Personal Data For**

The Creative Passport processes the personal data we collect about you for various reasons. In this section, we outline our different processing purposes, and the legal bases we rely upon to legally permit us to process your personal data.



#### **4. Processing Purposes**

We process your personal data for the following purposes:

- To administer your Creative Passport account and provide our services to you.
- To provide you with client support and respond to your requests.
- To communicate with you about our services, including communications about account and profile management, and communications about any new developments or changes to the Creative Passport website and services.
- To improve and develop our services, including using information to diagnose, troubleshoot, and fix issues with the Creative Passport website, as well as developing new features for our services.
- To implement a consistent experience across your devices.
- To prevent and fight fraud or other illegal or unauthorized activities.
- To fulfill legal obligations, including complying with legal requirements, and assisting law enforcement when requested to do so.
- To fulfill contractual obligations with third parties and partners, for example obligations to third party music service providers that pay to access the Creative Passport's database.

#### **5. Legal Basis**

To process your personal data for the purposes described above, we rely on the following legal bases:

- Contract performance
  - When you sign up for our services, we are contractually bound to process your information to perform our services per our Terms of Use. When you provide information to create your artist profile and Creative Passport, we consolidate, maintain, and store that information, and make that information viewable to our partners and certain third parties with your consent.
- Legitimate interests
  - We will use your personal data when we have legitimate interests to do so. Legitimate interests include analyzing data to improve, fix, or develop our services. Legitimate interests also include processing information for client support, client communications, fraud detection and other legal purposes.
- Consent
  - We may request for your consent to use your personal data for certain specific reasons. You may withdraw your consent at any time for such processing by contacting us.

#### **Collection and Use of Non-Personal Data**

We may collect aggregated data of user activity on our website and services. Aggregated data is non-personal data for the purposes of this Privacy Policy but can still provide us with useful insight to help us understand which parts of our website and services are of most interest.



If we combine non-personal data with personal data, the combined information will be treated as personal data for as long as it remains combined.

### **Automated Decision-Making, Including Profiling**

You have the right not to be subject to automated decision-making, including profiling. The Creative Passport does not use algorithms or profiling to make decisions significantly affecting you. We do not engage in automated decision-making.

### **Your Rights**

The GDPR grants individuals certain rights in relation to the processing of their personal data. We outline these rights in this section.

- Right to access
  - You have the right to be informed of and request access to the personal data we hold and process on you. You also have the right to obtain information about our processing of your personal data.
- Right to rectification
  - You have the right to request that your personal data be amended or updated if it is inaccurate or incomplete.
- Right to erasure

You have the right to request deletion of your personal data. If we fulfill your deletion request, we will take reasonable steps to inform any other data controllers also processing your personal data about your deletion request.

- Right to restrict
  - You have the right to request a temporary or permanent stop to our processing of all or some of your personal data.
- Right to object
  - You have the right at any time to object to us processing your personal data on grounds relating to your particular situation, or for direct marketing, and statistical, scientific, or historical research purposes.
- Right to data portability
  - You have the right to request a copy of your personal data in electronic format, and you also have the right to transmit your personal data for use in another party's service, including the right to request we directly transmit your personal data to another data controller.

Please note that we may decline deletion or access requests if we believe fulfilling such requests would undermine our legitimate use of data for anti-fraud and security purposes. We may also reject requests regarding your personal data if the request is unlawful or if it may infringe on trade secrets or intellectual property or the privacy of another user. Requests that are unreasonable or not required by law, including requests which may be extremely impractical or disproportionately difficult to technically implement may be rejected as well.

Please contact our Data Protection Officer for all requests regarding your personal data. Our contact information can be found at the end of this Privacy Policy.



Additionally, please note that users can also download their personal data directly from the Creative Passport website.

### **Your Choices**

The Creative Passport has features which allow you to access and update your account and profile information. You can access a visualization of your account information and all of your personal data fields such as biography information, skills information, contact information, etc. on the Creative Passport platform. You decide what information you want to enter in each data field. You also decide which data fields are made public or shared. When you update your information, old copies of information may be retained by external services partnered with the Creative Passport.

You may also delete your account to stop all ongoing personal data collection and processing by the Creative Passport. However, even in these circumstances, data may be retained by partners of the Creative Passport for an indefinite period of time.

In the European Union, you may also lodge a complaint with appropriate data protection authority if you have concerns about our processing of your personal data.

### **Sharing Your Personal Data**

After you create your Creative Passport account, you can choose to share your personal data and profile. The goal of the Creative Passport is to consolidate your artist information so that it is easier for you to share your credentials and artist profile with other service providers and players within the music industry.

The Creative Passport is not in the business of selling or exposing our users' behavioural data to third parties. Any behavioural data we collect will be for internal use only. Please note, however, that the Creative Passport service is based around a subscription model for third parties and partners. Although artists sign-up for free, third parties and service providers in the music industry will have to pay a subscription fee to access the Creative Passport's artist database.

## **6. Service Providers and Partners**

With your consent, we share your personal data with our partners and other third party service providers in the music industry. In doing so, we can help you seamlessly and efficiently update and accurately maintain your artist information across our partners and other service providers in the music industry. We also share your personal data with our authentication partners as part of our identity verification process. Identity verification is an important step in our operations. We make sure that the service providers and partners we share your personal data with are secure and obligated to protect your information. Please note that if you consent to integrate your personal data with other service providers like Spotify, then the process will be separated from the Creative Passport's own processes.

## **7. Other Users**

You share your personal data with other users on the Creative Passport platform when you voluntarily make your profile information public. This sharing is completely consent-based and you have control over what information you would like to share. Other users will be able to search for your artist profile through our search function. Please be careful with your information and make sure that the personal data you share is information you are comfortable with being viewable on our platform through



our user search function. We cannot control what others do with your information once you share it.

#### **8. Protection of Creative Passport and Others**

We may share your personal data with data protection authorities and law enforcement if required to do so under the law. This may involve disclosing information to public and government officials, or in connection to litigation. We will disclose your personal data if we determine doing so is necessary for national security. We will also disclose your personal data if we have a lawful basis for doing so and if we determine that disclosure is reasonably necessary for the protection of the Creative Passport and our users, or to enforce our terms and conditions.

#### **9. With Your Consent or at Your Request**

You have the right to request that we share your personal data with other third party service providers. Additionally, we may ask for your consent to share your personal data with third parties. In these cases, we will make it clear why we want to share your personal data.

#### **Cross-Border Data Transfers**

The Creative Passport website is provided for users worldwide. The Creative Passport may share your personal data globally with multinational third party service providers in the music industry or artists in other countries in order to carry out the activities specified in this Privacy Policy. The Creative Passport may also partner with identity authentication companies in countries other than your country. As a result of these cross-border data transfers, your personal data may be subject to different sets of privacy laws when transferred to parties located in different jurisdictions.

#### **Data Retention and Deletion**

We retain your personal data as required and permitted by applicable laws and regulations, to honour your choices and to fulfill purposes described in this Privacy Policy. We only keep your personal data as long as necessary to perform our legitimate services.

If you delete your account or request we delete your personal data, please keep in mind that because your personal data is often shared through our model, we cannot promise that all data will be deleted within a specific timeframe if data has already been widely disseminated to other users and third party service providers and partners. While the Creative Passport will not retain information after a user deletes their account, our partners may have different policies (and should be consulted individually for their policies regarding data retention and deletion)

#### **Links to Third Party Sites and Services**

We may display links to third party sites, content, and services on our website. We cannot control or be held responsible for third parties' privacy practices. If you click on a third party link on our website, please understand that you are leaving the Creative Passport service and any personal data you provide will not be covered by this Privacy Policy. We recommend you read the privacy policies of these third parties to find out how they collect and process your personal data.



### **Protection of Personal Data**

We are committed to protecting your personal data and have security measures in place to guard against unauthorized access and unnecessary retention of your personal data in our systems. We implement appropriate technical measures to help protect your personal data. Data is encrypted and stored in the Cloud. This means that the Creative Passport and others cannot see any of your personal data unless you decide to make your data public or decide to share your data.

Additionally, we encourage you to limit outside access to your computer and browser. We also recommend refraining from sharing your password with anyone and using a strong and unique password to protect your user account.

Please remember that although we work hard to put measures in place to protect your personal data, we cannot guarantee 100% security.

### **Children**

The Creative Passport is offered and available to users who are 18 years of age or older. The Creative Passport is only available for children under the age of 18 who are 13 years old or older with verifiable parental consent. We do not knowingly collect personal data from children under 13 years old. If you are under this age limit, please do not use the Creative Passport's services and do not provide any personal data to us. If we learn that we have collected the personal data of a child under 13 years old we will take steps to immediately delete the data.

### **Changes to this Policy**

The Creative Passport may update its Privacy Policy from time to time. If there are any material changes to this Privacy Policy, we will post a notice provision on our website along with the updated Privacy Policy and send communications to our users to notify them of such changes.

### **How to Contact Us**

If you have any questions, concerns, or requests regarding your personal data or this Privacy Policy, please contact our Data Protection Officer:

[Insert contact information for Data Protection Officer/established contact person for privacy issues]

The data controller of your personal data is the Creative Passport. Please note that if you contact us to assist you, for security reasons, we may need to authenticate your identity before fulfilling your request.

### **California Consumer Privacy Act Supplement**

California recently passed a new privacy act, the California Consumer Privacy Act (CCPA). Although the Creative Passport does not fall under the CCPA's jurisdiction, we try our best to incorporate some of the CCPA's privacy standards into our broader privacy policy. If you are a California resident please see our California Consumer Privacy Act Supplement to learn more about your privacy rights under the CCPA.