SoundCloud Privacy Policy

This Privacy Policy ("Privacy Policy") explains the collection, use and disclosure of your personally identifiable information ("PII") by SoundCloud Ltd. ("SOUNDCLOUD") in relation to your use of SOUNDCLOUD's Internet platform at www.soundcloud.com (hereinafter "Website") and any services that SOUNDCLOUD provides through this Website (hereinafter "Services").

When we use the term personally identifiable information ("PII") in this Privacy Policy, we mean information that would allow someone to identify you, such as your name, address, location or email address.

You decide which personal information you provide to SOUNDCLOUD. SOUNDCLOUD is fully committed to respecting your privacy, protecting the information you provide to us and to complying with the applicable data protection laws and regulations.

1. What kind of PII do we collect?
You can visit our Website and use some of our Services without registering and providing any personal data. In the following instances, SOUNDCLOUD may collect PII you provide:

(a) When you register to establish a free user account for our Service on our Website, you provide your email address and may also provide additional information, e.g. a pseudonym or your real name, your location, information on how you use music, the URL of your website and information regarding other music services you are using, e.g. your Discog name or your MySpace URL. You may also upload a picture of yourself or another image as an avatar/profile picture on your profile. You may change or delete this information at any time under "Settings" in your account.

(b) When you register to establish a premium user account for our Service on our Website you also provide your real name, address and payment information necessary for us to receive payment.

(c) When you send us an email, you provide your email address and may also provide additional PII.

(d) When you participate in our forums or blogs, you may provide PII.

2. What do we do with your PII?
(a) Registered Users. When you register to obtain a user account on our Website ("Registered User"), we ask you to provide your email address to create your account and establish a password and profile. Providing your real name and any additional PII is optional for the free account. Providing your email address will allow us to send you your password if you should forget it. If you voluntarily provide your real name in connection with any content you submit to the Website, in addition to your email address, your name may be associated with the content you contributed. We will also use that PII to establish and maintain your account (e.g. to send you important information about Service updates or customer surveys) and provide you with the features we provide for Registered Users, e.g. for the purpose of sending you our monthly newsletter as provided in Section 2(e) below.

(b) Public Page. Registered Users on the Website are automatically provided with a public page where you may post PII for public viewing. You are not required to post PII or any other information or content on this page, but may post it in your own sole discretion (although any information posted remains subject to SOUNDCLOUD's Terms of Use). Please note that the information you publish on your public page, including your PII but not your email address, becomes public information that can be viewed by others and that the data shown on the Website including PII you provide in your public profile can be accessed through the Internet (directly on our Website or through SOUNDCLOUD's Application Programming Interface) and thus worldwide.

(c) "Connect with SoundCloud". You may share the information from your public page on SOUNDCLOUD with other websites through "Connect with SoundCloud" upon your explicit prior consent and may revoke access of such other websites to your public profile on SOUNDCLOUD at any time. This Privacy Policy does not apply to, and we cannot control the activities of, such other websites. You should consult the respective privacy policies of these third-party sites.

(d) Premium Account. If you subscribe to a premium account, we use and retain your PII to provide you with the relevant agreement, to process your application and to collect payment. If we ask you for your payment information, we transfer this information in a secured format. SOUNDCLOUD uses the industry standard security protocol SSL (Secure Socket Layer). SOUNDCLOUD does not sell or otherwise distribute your payment information.

(e) Emails, Newsletters and Notifications. We use the PII you provide to us when you send us emails to respond to your request, for example to reply to your email. We also use your PII when you sign up as a Registered User to use our Services in order to send you notifications relating to your account and if you do not object to the use of your email address for that purpose, to send you our newsletter. You can unsubscribe from our newsletter at any time directly through a link in each of our newsletters or by changing the newsletter settings under "Settings" in your account. You can change the kind and frequency of notifications you receive under "Email notifications" under "Settings" in your account.

3. Does SOUNDCLOUD disclose or share your PII?
As far as SOUNDCLOUD works together with contractors and service providers to deliver the Services, your PII will be accessible to such third parties only if and in so far as this is necessary for technical administration and maintenance of the Services. SOUNDCLOUD may disclose your PII to third parties if you explicitly consent to it and if and, as SOUNDCLOUD is required to do so by applicable law.

4. How do we protect and secure the PII you provide on our Website?

SOUNDCLOUD has implemented a variety of measures to protect against unauthorized access to and unlawful interception or processing of PII that SOUNDCLOUD stores and controls. However, no website can fully eliminate security risks. Third parties may circumvent our security measures to unlawfully intercept or access transmissions or private communications.

5. Data Usage Policy: Non-Personal Browsing and Site Usage Information

Our Data Usage Policy covers how we maintain and use information about you that is collected by our Website and server logs.

(a) Non-Personal Browsing Information We Collect. When you use the Website, our servers (which are hosted by a third party service provider) may collect anonymous information indirectly and automatically about your activities while visiting the Website and information about the browser you are using solely for the purposes stated below.

(b) Use of Non-Personal Browsing Information We Collect. We do not link browsing information or information from our server logs to the personal information you submit to us. We use this information for internal purposes only, such as to help understand how the Website is being used, to improve our Website and the features we provide, and for systems administration purposes. We may use a third party analytics provider to help us collect and analyze non-personal browsing information through operation of our Website for those same purposes.

(c) Google Analytics. This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your truncated IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using the Website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

(d) Cookies. We use cookies to help you use the Services and to collect data that we can use to improve the efficiency and quality of our Service. We use these cookies to identify you as a valid user and to help personalize your SOUNDCLOUD experience in conjunction with your profile. We currently employ non-persistent session cookies and persistent cookies, which stay on your computer after you have gone offline. Persistent cookies remain in the "cookies" folder after you have closed your web browser. Most browsers have cookies turned on as a default, but you can always disable cookies or only allow non-persistent session cookies via your browser preferences. If you choose to disable cookies, however, you will not be able enjoy a significant proportion of SOUNDCLOUD's functionality. Please remember that a cookie set by SOUNDCLOUD stays at SOUNDCLOUD. Cookies cannot read your hard drive or give any information collected to any third party.

6. Third-Party Sites

The Websites may include links to other websites. This Privacy Policy does not apply to, and we cannot control the activities of, such other websites. You should consult the respective privacy policies of these third-party sites.

7. Changes and Updates to this Privacy Policy

We may occasionally update this Privacy Policy. When we do, we will also revise the Effective Date below. Any changes to our Privacy Policy will always be available here on our homepage so that our visitors are always aware of what information we gather, how we might use that information, and whether we will disclose it to third parties

8. Questions?

If you have questions about this Privacy Policy, want to suggest changes to this Privacy Policy or want to know, which PII we store about you, please contact us by email at privacy@soundcloud.com.

10. Don't want to give us your information?

If you decide that you do not want that we use your PII in the way described in this Privacy Policy, you can send us a notice that you wish to withdraw your consent as set out above by emailing privacy@soundcloud.com. Withdrawing your consent will mean that you will not be able to receive the full benefits of our Services as a user. Additionally, if you do not provide your consent, or if you withdraw your consent, you should not use the Website and our Services as a Registered User.

Effective Date: April 29, 2010
Last Update: May 28, 2010

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