

PRIVACY POLICY

Welcome to SoundLink!

SoundLink values your privacy and the protection of your personal data. This privacy policy describes what information we collect from you, how we collect it, how we use it, how we obtain your consent, how long we keep it in our databases and, if necessary, with whom we share it.

By using the platform, you are accepting the practices described in this privacy policy. Your use of the platform is also subject to our terms of service. In this privacy policy, the words "platform" refers to the SoundLink application and the SoundLink website together, unless referred to individually in the document, "we", "us", "our" and "SoundLink" refers to SoundLink and "you" and "user" refers to you, the user of SoundLink.

This privacy policy may change from time to time. Your continued use of the platform after we make changes to this privacy policy will be deemed acceptance of those changes, so please check this policy periodically for updates. This privacy policy has been developed and is maintained in accordance with all applicable national and international laws and regulations.

1. GENERAL INFORMATION

The personal data of users that are collected and processed through:

- **SoundLink application (SaaS)**
- <https://thesoundlink.com>

Will be under the responsibility and in charge of:

- **SoundLink.**
- **(Insert contact information, email, phone, etc.)**

2. HOW WE OBTAIN CONSENT

When you use the platform, register as a user and create a profile, use the functionalities available on the platform, upload content to the platform, purchase a subscription, communicate with other users through the platform, contact us through our form or contact details and provide us with personal information to communicate with you, you consent to our collection, storage and use of your information under the terms set out in this privacy policy.

3. TYPES OF INFORMATION COLLECTED

The information we collect from our users helps us to continually improve the user experience on the platform. These are the types of information we collect:

Information you provide to us. You provide information when you use the platform, register as a user and create a profile, use the functionalities available on the platform, upload content to the platform, purchase a subscription, communicate with other users through the platform, contact us through our form or contact details and provide us with personal information to communicate with you. As a result of those actions, you may provide us with the following information:

- Name
- Email
- Phone number
- Photos and profile information
- User content
- Any additional information relating to you that you provide to us directly or indirectly through your use of the platform.

Information Collected Automatically: By accessing and using the platform, you automatically provide us with the following information:

- Your IP address
- Referrer URLs

Payment Information: Your payment data will be processed by the payment processors available on this website, which will process and store your data securely and for the sole purpose of processing the purchase of subscriptions (Paddle). SoundLink reserves the right to engage any payment processor available.

See Paddle's privacy policy here:

- <https://www.paddle.com/legal/privacy>

Social Media: On our platform you will find links and functions linked to different social networks, where you can share your information. It is advisable to consult the privacy and data protection policy of each social network used on our platform.

- Facebook: <https://www.facebook.com/privacy/explanation>
- Instagram: <http://instagram.com/about/legal/privacy/>
- X (Twitter): <https://twitter.com/privacy>

Contact information: We may access some personal information about the user, such as name and email address, when the user or any third party communicates with us through our contact information. Personal information provided through our contact information is not stored on any SoundLink server and will be stored on the respective server of our email service.

4. HOW LONG WE KEEP YOUR DATA

Personal data provided by users through the platform will be retained for the time necessary to provide the functionalities available on the platform, fulfill the legitimate purposes described in this policy or until the user closes the user account or requests the deletion of their data. SoundLink may retain personal data for a longer period provided that the user has consented to such processing, as long as such consent is not withdrawn. In addition, SoundLink may be obliged to retain personal data for a longer period provided that this is required for compliance with a legal obligation or by order of an authority. Once the retention period has expired, the personal data will be deleted. Therefore, the right of access, the right of deletion, the right of rectification and the right to data portability cannot be asserted after the retention period has expired.

5. HOW WE USE YOUR INFORMATION (LEGITIMATE PURPOSES)

In general, we use the data we collect primarily to provide, maintain, protect and improve our platform and to properly deliver the functionalities available on the platform. We use the data collected through our platform as described below:

- User registration.
- Provide the functionalities available on the platform.
- Facilitate the creation of user profiles.
- Facilitate user uploading of content.
- Facilitate communication between users.
- Facilitate our chat system.
- Provide our subscriptions.
- Process payments for our subscriptions.
- Understand and improve your experience using our platform.
- Respond to your comments or questions through our contact information.
- Send you related information, including confirmations, technical notices, updates, security alerts, and support and administrative messages.
- Send you relevant information about SoundLink.
- SoundLink marketing purposes.
- Link or combine your information with other data we obtain from third parties to help us understand your needs and provide you with better service.
- Protect, investigate and deter fraudulent, unauthorized or illegal activities.

6. HOW WE SHARE INFORMATION

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below.

Third-Party Service Providers. We use third party services to perform certain functions on our platform. Some of these functions and services include: building and hosting the platform, processing payments (Paddle), sending e-mails, and performing tracking and analytics functions on the platform.

These third-party services and tools may have access to personal information needed to perform their functions, but may not use that information for other purposes. Information shared with these third-party services will be treated and stored in accordance with their respective privacy policies and our privacy policy.

Marketing: By using our services and platform, you consent to the use of your personal information, including name and email address, for the sole purpose of receiving marketing communications about our platform. SoundLink respects your privacy and does not share this information with unaffiliated third parties. If you wish to stop receiving marketing communications, you can unsubscribe at any time by using the "unsubscribe" option available in the same marketing emails or by sending your request through our contact information.

Business Transfers. In the event SoundLink creates, merges with, or is acquired by another entity, your information will likely be transferred. SoundLink will send you an email or post a prominent notice on our platform before your information becomes subject to another privacy policy.

Protection of SoundLink and Others. We release personal information when we believe release is appropriate to comply with the law, enforce or apply our terms and conditions and other agreements, or protect the rights, property, or safety of SoundLink, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Anonymous Information. SoundLink uses anonymous browsing information collected automatically by our servers primarily to help us administer and improve the platform. We may also use aggregated anonymous information to provide information about the platform to potential business partners and other unaffiliated entities. This information is not personally identifiable.

7. DATA BREACH NOTIFICATIONS

In the event of a security breach that compromises the confidentiality of the personal data of our users, SoundLink undertakes to notify those affected in a timely manner. This notification will be made through the means of contact that have been provided by the user on our platform. We will take all reasonable measures to protect the information and remedy any situation that compromises the security of your data.

8. INTERNATIONAL DATA TRANSFER

By using our platform, you agree that your personal data may be transferred and processed outside your home country, where data protection laws may be different from those of your country. SoundLink is committed to taking the necessary steps to ensure that your data is treated in accordance with applicable privacy protection rules and is adequately protected during any international transfer.

9. PROTECTION OF YOUR INFORMATION

We grant access to your personal information only to those outside persons or services that have a legitimate need to know it and in accordance with our privacy policy. We adhere to industry-recognized security standards to protect your personal information, both during transmission and in storage. However, it is important to note that no method of transmission over the Internet or electronic storage is foolproof and 100% secure. Therefore, while we at SoundLink strive to implement commercially viable data protection methods, we cannot ensure absolute security of your personal information. We undertake not to sell, distribute or transfer your personal data to unauthorized third parties, unless we have your explicit consent or are required by law to do so.

10. RIGHTS

Users who provide information through our platform, as data subjects, have the right to access, rectify, download or delete their information, as well as to restrict and oppose certain processing of their information. While some of these rights apply generally, others only apply in certain limited circumstances. These rights are described below:

- **Access and portability:** to access and know what information is stored on our servers, you can send us your request through our contact information.
- **Rectification, restriction, limitation and deletion:** You may also rectify, restrict, limit or delete much of your information.
- **Right to be informed:** Users of our platform will be informed, upon request, about what data we collect, how it is used, how long it is kept and whether it is shared with third parties.
- **Object:** Where we process your data based on our legitimate interests, as explained above, or in the public interest, you may object to this processing in certain circumstances. In such cases, we will stop processing your information unless we have legitimate grounds to continue processing it or where necessary for legal reasons.
- **Withdraw consent:** Where you have previously given your consent, for example to allow us to process and store your personal information, you have the right to withdraw your consent to the processing and storage of your information at any time. For example, you can withdraw your consent by updating your settings. In certain cases, we may continue to process your information after you have withdrawn your consent if we have a lawful basis for doing so or if your withdrawal of consent was limited to certain processing activities.

- **Complaint:** If you wish to lodge a complaint about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local supervisory authority. Users may exercise all of these rights by contacting us via the contact information or contact page.
- **Rights related to automated decision-making, including profiling:** Users may request that we provide them with a copy of the automated processing activities we conduct if they believe that data is being unlawfully processed.

Users or holders of personal data provided through the platform may exercise these rights over their personal data at any time and without limitation by sending their request through our contact information. The request to exercise their rights will be attended and answered within a maximum period of 10 working days.

11. PROTECTION OF CHILDREN'S ONLINE PRIVACY

We comply with the requirements of state and federal data protection regulations regarding the protection of personal data of minors. Our platform is intended for persons over the age of 13. We do not collect any information from children under the age of 13. If we become aware that a child under the age of 13 has provided us with personal information, we will take immediate steps to delete that information.

12. THIRD PARTIES

Except as expressly included in this privacy policy, this document addresses only the use and disclosure of information SoundLink collects from you. If you disclose your information to others, whether other users or SoundLink vendors, different rules may apply to their use or disclosure of the information you disclose to them. SoundLink does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. SoundLink is not responsible for the privacy or security practices of another Internet platform, including those linked to or from the SoundLink platform. Please review the privacy policies of third-party websites or services that you access through the SoundLink platform.

13. CONTACT

If you have questions or concerns about this privacy policy and the treatment and security of your data, please contact us through our contact forms or by using the following contact information:

SoundLink.

(Insert contact information, email, phone, etc.)

