

PRIVACY AND COOKIE POLICY



SONY MUSIC

WHO WE ARE

This privacy and cookie policy explains the data protection practices of **Sony Music Entertainment Africa (Pty) Ltd**. Sony Music Entertainment Africa (Pty) Ltd is a company registered in the Republic of South Africa under company number 1995/006916/07 with its registered office at 1st Floor, 6 Parks Boulevard, Oxford Parks, Dunkeld, 2196. Where we refer to "Sony Music", "Sony Music Entertainment" "us" or "we", we mean Sony Music Entertainment Africa (Pty) Ltd (or any Sony Music Entertainment 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.

A SPECIAL NOTE TO CHILDREN UNDER 18 YEARS OF AGE

YOU MUST BE 18 YEARS OF AGE OR OLDER TO REGISTER WITH OUR SITE OR MAILING LIST. PLEASE DO NOT REGISTER IF YOU ARE UNDER 18 YEARS OF AGE.

A SPECIAL NOTE TO PARENTS

While we prohibit registration by children under the age of 18, parents should supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address, and other personal information without parental permission.

HOW WE COLLECT YOUR DATA

(a) From you

We may collect and process personal data relating to you by you providing such personal data by filling in forms on our site or by you contacting us. This includes, but is not limited to, information provided at the time of registering to use (or become a member of) our site, subscribing to any services (e.g. newsletters), purchasing downloads, posting material or requesting further services.

(b) By using cookies and other tracking technologies

In addition, we use technology on our website to collect information that helps us to enhance your online experience, measure our audience and provide you with tailored advertising. We refer to this technology as "cookies" throughout this policy but this is intended to cover all similar technologies including web beacons, log files, pixel tags, gifs (also described below). We use our own and third party cookies to collect the information we require. Please note that we have no control over third party cookies.

What is a cookie?

Cookies are text files containing small amounts of information which 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 site and to deliver a better and more personalised 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 website:

Category 1: Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like any shopping basket items cannot be provided. 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.

Category 2: Performance 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.

Category 3: Functionality Cookies

These cookies remember choices you make such as the country you visit our website from, language or the region you are in. These can then be used to provide you with an experience more appropriate to your selections and to make the visits more tailored and pleasant. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Category 4: Targeting cookies or advertising cookies

These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. 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. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

Category 5: Social Media Cookies

These cookies allow you to share what you've been doing on the website on social media such as Pinterest, Facebook and Twitter. These cookies are not within our control. This information may be linked to targeting/advertising activities. Please refer to the respective social media's privacy policies for how their cookies work.

Use of Web Beacons

Some of our web pages may contain electronic images known as web beacons, among other things, that allow us to count users who have visited these pages. Web beacons collect only limited information including a cookie number, time and date of a page view, and a description of the page on which the web page resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Consent to Cookies

In order to place cookies on your device, we require your consent. If you don't want to receive cookies at all, you can modify your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether.

Please note that if you continue to browse the site, this will be deemed to constitute your consent to our use of cookies.

You can withdraw your consent to our use of cookies at any time. If you wish to restrict or block web browser cookies which have been set on your device then you can do this through your browser settings; the Help function within your browser should tell you how. You can also use your browser settings to delete cookies that have already been set.

However, please note that if you select such settings you may be unable to access certain parts of our site or certain content or functionality may not be available.

Opting out of third party cookies relating to behavioral advertising does not mean you will no longer receive online advertising. It does mean that the company or companies from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

TRANSMISSION OF YOUR DATA VIA THE INTERNET

Unfortunately, the transmission of information via the internet is not completely secure. Any transmission is therefore at your own risk.

Once we have received your data, we will use strict procedures and security features to try to prevent unauthorised access. However, in acknowledgement that perfect or impenetrable security features or procedures do not exist, we cannot guarantee that any information you submit to us will be free from unauthorized third party intrusion.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share the password with anyone.

WHERE YOUR DATA IS KEPT OR TRANSFERRED

The data that we collect may be transferred to, and stored at, a destination within the Republic of South Africa("RSA"), for instance if any of our, or any of our RSA based service provider's, servers from time to time are located outside the RSA or if one of our service providers or suppliers is themselves located in a country outside the RSA or if we share your data (in accordance with the 'With whom we share your data' section below).

Where any of those destinations are countries that do not have data protection laws as stringent as those to which we are subject, for example the United States, we will take all steps necessary to ensure that your data is only

transferred lawfully out of the RSA, for example ensuring that any such non-RSA based service provider has so-called 'Safe Harbor status', and that your data is only used in accordance with this privacy policy.

HOW WE USE YOUR DATA

We use the data collected from our site in the following ways:

- to ensure that content from our site is presented in the most effective manner for you and for your computer.
- to provide you with information, products or services that you have requested from us (or third parties, where appropriate) or which, based on your musical preferences or use, we feel may interest you.
- to carry out our obligations arising from any contracts entered into between you and us.
- to allow you to participate in interactive features of our service, when you choose to do so.
- to notify you about changes to our service.

WITH WHOM WE SHARE YOUR DATA

Subject to the other terms of this policy, we may share your personal data with the following:

(a) Group companies and third party service providers

We may share your personal data with our affiliated or group companies worldwide and third party service providers.

(b) Artists

We may share your personal data with those artists (and their management companies) that you have expressed an interest in, who may then use your data, in accordance with this policy, to keep you updated with information about them.

(c) Other third parties

We may transfer, sell or assign any data, including personally identifiable data, to third parties, only in connection with the sale, merger, consolidation, change in control, transfer of substantial assets, reorganization or liquidation of Sony Music, or any part of it.

We may share with others, at our discretion, certain aggregate statistical data about purchases and the use of our content, which data may include demographic data such as the age range and/or geographic location of groups of users. No personal data (such as names or email addresses) will be identifiable from such statistics.

(d) In special circumstances

We may disclose personal data in special cases when we have reason to believe that disclosing this data is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with the rights or property of those described above in paragraph (a) or (b). We may also disclose your personal data when we believe in good faith that the law requires us to do so.

YOUR RIGHT TO OBTAIN, CHANGE OR REMOVE YOUR DATA

You can opt out of receiving any further messages from Sony Music or anyone with whom we share your data (as described above) at any time by following the unsubscribe instructions in any message sent to you. If you wish to unsubscribe from messages we send you, you can also send an email to musicinfoza@sonymusic.com.

You have a right to access the personal data we hold about you. To obtain a copy of the personal information we hold about you, please write to us at our registered address provided at the beginning of this privacy and cookie policy.

OTHER WEBSITES

Our website may contain links to other websites which are outside our control and are not covered by this privacy and cookie policy. If you access other sites using the links provided, the operators of these sites may collect and process information from you in a way which is different to how we do so.

CHANGES TO OUR PRIVACY AND COOKIE POLICY

We may modify, alter or otherwise update this privacy and cookie policy at any time. We will indicate any changes by updating the date at the top of the policy. You accept the most recent version of our Privacy Policy every time you enter and use this website. We encourage you to review this policy from time to time.