

PRIVACY POLICY

Updated: July 31, 2023

This **Privacy Policy** describes the information Books Beats Box, Inc. (“**Books Beats Box**”, “**3BX** the “**Company**”, “**we**”, “**our**”, or “**us**”) collects, how we use this information, with whom we share it, and the choices you have in connection with this. This Privacy Policy applies to the Company mobile application (individually a “**App**”, collectively the “**Platform**”), the Company’s mobile application, website, and any other electronic or digital products made available by the Company that link to this Policy. (a link can be found here: <https://privacy.3bx.live>) (collectively, our “**Services**”).

INFORMATION COLLECTION AND USE

Through your use of the Services, we will collect personal information, which is information that identifies you or relates to you as an identifiable individual. We collect personal information directly and automatically as outlined below.

A. Information Collected From You

When you engage with certain features of the Services, we will collect your personal information. Except as otherwise indicated, the personal information we collect is such that we need to carry out the requested action. If you do not provide us with your personal information, we would not be able to do so. We collect personal information when you:

- **Contact us or complete a form on our Website:** When you contact us or complete a form on our Services, we collect from you, your *personal identifiers* (name and email address) and any other information you choose to include in your correspondence. We use this personal information to respond to your questions or inquiries, troubleshoot where necessary, and address any issues you may have. To the extent EU data protection law applies, the legal basis for is performance of our contract with you.
- **Create an Account:** When you create an account in our Services, we will collect from you, your *personal identifiers* (name, email address, Apple ID, Google Play ID, telephone number, city, state, country, IP address, and selected username and password). We use this personal information to create your account, communicate with you about the Services, and facilitate your access to the Services. To the extent EU data protection law applies, the legal basis for this is the performance of our contract with you.
- **Collaborate with other Creators:** When you participate in a collaboration, if you grant us permission through the permissions on your device, we will automatically capture your *geolocation* through your mobile device or browser. We will use this personal information to identify your location in proximity to other creators. The legal basis for this is your consent. You may revoke your consent at any time. Please note that certain location-based App features will not be available if you revoke your consent to the location tracking.
- **Make a payment:** Through the Company’s platform, you can purchase tickets & subscriptions. To the extent EU data protection law applies, the legal basis for this is performance of our contract with you. The Company collects payment through PayPal, Apple Pay, or Google Pay. If you decide to pay through PayPal, Apple Pay, or Google Pay, then PayPal, Apple Pay, or Google Pay will

collect your payment information directly and this personal information is governed by their respective privacy policies.

- PayPal - <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>
- Apple Pay - <https://www.apple.com/legal/privacy/data/en/apple-pay/>
- Google Pay - https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&ldt=privacynotice

The Company will receive a transaction-specific code or anonymized token from these providers to confirm your payment.

- **Subscribe to marketing emails:** If you subscribe to our marketing emails, we will collect from you, your *email address* to fulfill your request to receive information we feel may be of interest to you. The legal basis for this is your consent. You can unsubscribe at any time by clicking on the “unsubscribe” link in each email.
- **Participate in a survey or questionnaire:** If you decide to participate in one of our surveys or questionnaires, we will collect from you, your *identifiers* (name, email address) and your responses to the survey or questionnaire. We will use this information to improve our products and services. To the extent EU data protection law applies, the legal basis for this is your consent.

The Company may also use the personal information collected for the above purposes to comply with the law and for other limited circumstances as described in **HOW WE SHARE YOUR PERSONAL INFORMATION**.

B. Information Collected From Third Party Sources

C. Information Collected Automatically

In addition to the personal information you provide, we also collect information automatically via cookies as you use the Services. This information includes the following *internet and other electronic network activity information*:

- **Usage information:** We use essential, performance, and analytics cookies to collect information about your interaction with our Services, such as what you access, what you click on, the frequency of access, and how much time you spend on the Services. We use this information to: (i) track you within the Services better connect you to compatible creators ; (ii) enhance user experience; (iii) conduct analytics to improve the Services; (iv) prevent fraudulent use of the Services; and (v) diagnosis and repair Services errors, and, in cases of abuse, track and mitigate the abuse.
- **Device information:** We use essential, performance, and analytics cookies to collect certain information about the device you use to access the Services, such as hardware model, operating system, and device preferences. We use this information to: (i) track you within the Services better connect you to compatible creators (ii) enhance user experience; (iii) conduct analytics to improve the Services; (iv) prevent fraudulent use of the Services; and (v) diagnosis and repair Services errors, and, in cases of abuse, track and mitigate the abuse.
- **Location information:** We use essential, performance, and analytics cookies to collect information about your location, which may be determined through your IP address. We use this information

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HOW WE SHARE YOUR PERSONAL INFORMATION

The Company may share the personal information identified in this Privacy Policy in the following instances:

- **With service providers:** We share your personal information with our service providers that assist us in providing the Services, such as our IT support, payment processor, marketing provider, communications provider, cloud and hosting provider, identity verification provider, and email provider. To the extent EU data protection law applies, the legal basis for this is our legitimate interest in providing the Services more efficiently.
- **With other users of the Services:** When you request to work with another creator, we will share your personal information with the other creator to connect both creators and allow for visibility within collaboration. To the extent EU data protection law applies, the legal basis for this is performance of our contract with you.
- **Within The Company:** Where necessary, we share your personal information within The Company for legitimate business purposes in order to efficiently carry out our business and to the extent permitted by law. To the extent EU data protection law applies, the legal basis for this is our legitimate interest in carrying out our business operations efficiently.
- **In the event of a corporate reorganization:** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our organization, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our assets, we would share your personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We would also share your personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings. To the extent EU data protection law applies, the legal basis for this is our legitimate interest in carrying out our business operations.
- **For legal purposes:** We will share your personal information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of use or other contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law. To the extent EU data protection law applies, the legal basis for this is compliance the law, compliance with legal obligations, and our legitimate interest in the protection of the rights of others.
- **With your consent:** Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time.

Sharing in the Last Twelve (12) Months

For a Business Purpose. In the preceding twelve (12) months, The Company has disclosed the following categories of personal information for a business purpose to the following categories of third parties:

- We have disclosed your personal identifiers, internet and other network activity information, and customer records information to service providers that perform services on our behalf. These service providers include our hosting service provider, communications service provider, website development service provider, age and identity verification service provider, and analytics service provider.
- We have disclosed your internet or other electronic network information to our IT support to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to identify and repair website errors that impair functionality.
- We have disclosed your internet or other electronic network information and location information to our IT support and data analytics provider to maintain, improve, and upgrade The Company Services.

CALIFORNIA RESIDENTS

The California Consumer Privacy Act (CCPA) entitles California residents to certain rights. To the extent that the CCPA applies to our processing of your personal information, you would be entitled to the following rights:

- **Right to Access.** You have the right to request what personal information we have collected, used, disclosed, and sold about you within the preceding twelve (12) months. You may only submit a request for access twice within a twelve-month period.
- **Right to Deletion.** You have the right to request the deletion of your personal information that we collect or maintain, subject to certain exceptions.
- **Right to Opt Out.** You have the right to opt out of the sale of your personal information to third parties. The Company does not have actual knowledge that it sells personal information of minors under the age of eighteen (18) years.
- **Right to Non-Discrimination.** You have the right to not receive discriminatory treatment if and when you exercise your rights to access, delete, or opt out under the CCPA.

To exercise your right to access or delete your personal information, you may submit a request via email at support@booksbeatsbox.com or via our interactive webform at support.booksbeatsbox.com

For requests submitted via email, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom we collected the personal information and describe your request with sufficient detail to allow us to properly evaluate and respond to it. If we are not able to verify your identity for access and deletion requests with the information provided, we may ask you for additional pieces of information. The interactive webform contains the information that we need to verify your identity and review your request.

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf may make a request related to your personal information. If you are an authorized agent making a

request on behalf of another individual, you must provide us with signed documentation that you are authorized to act on behalf of that individual.

RIGHTS OF INDIVIDUALS IN THE EUROPEAN UNION

Individuals in the European Union are entitled to certain rights under the General Data Protection Regulation (GDPR). If our processing of your personal information is subject to the GDPR, you may be entitled to the following rights:

- **Right to access:** You have the right to ask us for copies of your personal information. This right has some exemptions, which means you may not always receive all the personal information we process.
- **Right to rectification:** You have the right to ask us to rectify personal information you think is inaccurate or incomplete.
- **Right to erasure:** You have the right to ask us to erase your personal information in certain circumstances.
- **Right to restrict processing:** You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Right to object to processing:** You have the right to object at any time, for reasons arising from your particular situation, to processing of your personal information, which is carried out on the basis of our legitimate interests.
- **Right to data portability:** You have the right to ask that we transfer the personal information you gave us from one organization to another, or give it to you. Please note this only applies to personal information you have given us.
- **Right to lodge a complaint:** You have the right to lodge a complaint with the relevant Supervisory Authority.

To exercise these rights, please contact us at support@booksbeatsbox.com

NEVADA RESIDENTS

If you are a consumer in the State of Nevada, you may request to opt-out of the current or future sale of your personal information. We do not currently sell any of your personal information under Nevada law, nor do we plan to do so in the future. However, you can submit a request to opt-out of future sales by contacting us at support@booksbeatsbox.com Please include “Opt-Out Request Under Nevada Law” in the subject line of your message.

YOUR INFORMATION CHOICES

- **Correct or view your personal information:** You may access your user account profile at the Company Services to correct or view certain personal information of yours in our possession and which is associated with your profile.

- **Location settings:** You can prevent your mobile device from sharing your location data by adjusting the permissions on your mobile device or within the Services.
- **Marketing emails:** You may opt-out of receiving marketing emails from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you emails necessary to the Services or any assistance you request.
- **Push notifications:** If you have enabled push notifications, you may disable these at any time by updating your device settings.
- **Opt Out of Other Cookies:** All session cookies are temporary and expire after you close your web browser. Persistent cookies can be removed by following your web browser’s directions. To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. Please note that each web browser is different. For information on reviewing or deleting cookies from specific browsers, click on the appropriate browser: [Firefox](#), [Firefox IOS](#), [Firefox Android](#), [Safari](#), [Safari Mobile](#), [Chrome](#), [Internet Explorer](#), [Microsoft Edge](#), [Opera](#). To find information relating to other browsers, visit the browser developer’s Website and mobile application. If you reset your web browser to refuse all cookies or to indicate when a cookie is being sent, some features of our website and mobile application may not function properly. If you choose to opt out, we will place an "opt-out cookie" on your computer. The "opt-out cookie" is browser specific and device specific and only lasts until cookies are cleared from your browser or device. The opt-out cookie will not work for essential cookies. If the cookie is removed or deleted, if you upgrade your browser or if you visit us from a different computer, you will need to return and update your preferences.
- **Uninstall the Application:** You can stop all further collection of your personal information by the Services by uninstalling the Application.

RETENTION OF PERSONAL INFORMATION

We will retain your personal information until the earlier of: (i) the personal information is no longer necessary to accomplish the purpose for which it was provided; or (ii) we delete your information pursuant to your request. We may retain your personal information for longer periods for specific purposes to the extent that we are obliged to do so in accordance with applicable laws and regulations and/or as necessary to protect our legal rights or for certain business requirements. This includes for security, fraud, and abuse prevention, for financial record-keeping, or to comply with legal or regulatory requirements.

DO NOT TRACK

We do not support Do Not Track (DNT). Do Not Track is a preference you can set to inform websites and applications that you do not want to be tracked.

INFORMATION SECURITY

We implement and maintain reasonable security measures, such as SSL, MD5, SHA256, and limited encryption to identifiable sensitive data to protect the personal information we collect and maintain. However, no security measure or modality of data transmission over the Internet is 100% secure and we are unable to guarantee the absolute security of the information we have collected from you.

AGE RESTRICTION

The Services are not intended for individuals under the age of eighteen (18). If we learn that we have collected or received personal information from a child under the age of eighteen (18), we will delete that information. If you believe we might have information from or about a child under the age of eighteen (18), please contact us at support@booksbeatsbox.com

CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time. We will post the changes to this page and will indicate the date the changes go into effect. We encourage you to review our Privacy Policy to stay informed. If we make changes that materially affect your privacy rights, we will notify you with a prominent post on our Services and obtain your consent, if required.

CONTACT

If you have any questions about this Privacy Policy, please contact us at:

Books Beats Box, Inc.
info@booksbeatsbox.com

This Privacy Policy was last updated on July 31, 2023