



## **PRIVACY POLICY**

Date of Last Revision: August 1, 2009

Our Privacy Policy was developed as an extension of our commitment to combine quality products and services with integrity in dealing with our customers. The Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our website and our products and services.

YOUR USE OF THIS SITE AND/OR PARTICIPATION IN OUR PROGRAMS MEAN THAT YOU ACCEPT THE PRACTICES SET FORTH IN THIS POLICY. WE RESERVE THE RIGHT TO MAKE CHANGES TO THE POLICY BY POSTING THE NEW VERSION WITH A NEW DATE. YOUR CONTINUED USE INDICATES YOUR AGREEMENT TO THE CHANGES.

### **California Residents**

If you are a California resident, you have the right to receive: a) information identifying any third party company(ies) to whom we may have disclosed, within the past calendar year, personal information pertaining to you and your family for the company's direct marketing purposes; and b) a description of the categories of personal information disclosed. To obtain such information you must make a request in writing. Your request must include your name and email address, the URL for the website you visited, and a return address or it will not be processed. We will not honor such requests more than once per calendar year. Please mail your request to Pacifica Music LLC, 4121 Redwood Ave Ste. 202 Los Angeles, CA 90066.

### **No Use of Our Site by Persons Under 18**

*No person under 18 should disclose information on this website or sign up for any information or newsletter.* You may learn more about protecting children's privacy online by visiting [www.ftc.gov/kidzprivacy](http://www.ftc.gov/kidzprivacy).

### **What Information Do We Collect?**

When you visit our website you may provide us with two types of information: personal information you actively choose to disclose ("Active Information") and information collected, in a way not visible to you, on an aggregate anonymous basis as you and others browse our website ("Passive Information").

### **Active Information You Choose to Provide**

In order to become a "registered user" and save Projects and Download music (subject to the sole discretion of Pacifica Music), we require you to disclose personal information such as your name, company, industry, phone number, email address, username and password during the registration process. You must be over 18 years of age to participate. By providing your contact information, you agree that you may be called, mailed or emailed with information related to your request, and/or information regarding our or other parties' related products and services.

In addition, you agree that by submitting your Active Information, you are making a purchase, an inquiry and/or an application for purposes of the Telemarketing Sales Rule, 16 CFR §310 et seq., and for the purposes of the state and federal law. Notwithstanding that your telephone number may be listed on the Federal Trade Commission's or a state Do-Not-Call List, we retain the right to contact you via telemarketing in accordance with the state and federal law.

**Passive Information Collected** (*e.g. search terms, site access times, IP address, Internet browser type and language*)

## **What is a Cookie?**

Our Site utilizes cookies to collect information about how our Site is used. Passive Information gathered from cookies may include the date and time of visits, the Site pages viewed, and time spent at our Site. To find out more about cookies, please visit [www.cookiecentral.com](http://www.cookiecentral.com). If you do not wish to transmit "cookie" information about yourself, you may turn off the cookie function in your web browser. Please consult the "Help" section of your web browser in order to correctly turn off or disable the cookie functions. However, please be advised that turning off or disabling the cookie functions on your web browser may prevent our system from properly recognizing you when you visit our Site, and consequently may make your participation in our Site more difficult or invalid.

Our Site's servers also automatically identify your computer by its Internet protocol ("IP") address, which is a unique string of numbers that is assigned to your computer by your Internet service provider. While the IP address does not identify an individual by name, it may, with the cooperation of the ISP, be used to locate and identify an individual using the Internet. Your IP address can, however, reveal what geographic area you are connecting from, or which ISP you are using. Your IP address may be used to address problems with our server, administer our Site and/or to gather broad demographic information about our Users.

## **How Do We Use the Information Collected?**

Broadly speaking, persons we employ directly, or as contractors or agents at our direction, use Active Information for purposes of administering our business activities, providing customer services such as support, and distributing information about products and services that you have requested. We may use the Active Information or Passive Information you provide to us to contact you about changes to our website, new services, features or products we offer, or other information we think you may find valuable individually or by our periodic newsletter. If at any time you do not wish to receive such information by newsletter, you may "opt-out" by changing your preferences in the Account section of the Site and unchecking the Newsletter box. If you would not like to receive this information at all, either by individual contact or newsletter, please contact us at Pacifica Music LLC, 4121 Redwood Ave Ste. 202 Los Angeles, CA 90066 or by email at [info@pacificamusic.com](mailto:info@pacificamusic.com). However, it may take up to ten (10) days for the change to be fully effective.

We use Passive Information to gather information about our Users and to enhance and design our website to make it easier, faster and friendlier to use. We use the search parameters you use, such as Keywords, to increase the accuracy of our clients searches for music. Additionally, cookies help us know information about how many people visit our website, when they visit and how they use our service. Passive Information may result in your viewing of particular songs, Projects and Playlists based on your user habits and a customized experience for you in content, services and goods.

## **Sharing Information in Other Scenarios**

We also reserve the right to release your information (both Active Information and Passive Information) in the event that: (1) we believe that the Site is being or has been used to commit unlawful acts; (2) if the information is subpoenaed or otherwise required in a court proceeding; (3) in the event that you violate or breach an agreement with the Site including, but not limited to, this Privacy Policy; (4) in the event that you have submitted fraudulent or otherwise invalid information to this Site; (5) we believe that you may harm, or have harmed, the property or rights of us, the Program's other Users or any other third party; (6) if we are sold or acquired; or (7) when we otherwise deem it necessary or appropriate. By agreeing to this Privacy Policy, you hereby consent to disclosure of any record or communication to any third-party when we, in our sole discretion, determine the disclosure to be appropriate including, without limitation, sharing your e-mail address with other third-parties for suppression purposes in compliance with the requirements of the CAN-SPAM Act of 2003, as amended from time to time ("CAN-SPAM") or any other applicable state or federal law, rule or regulation.

### **How Do We Secure Active Information and Passive Information?**

We secure your personal information submitted by you by using reasonable technical efforts to prevent unauthorized access or disclosure, or accidental loss or destruction of Active Information and Passive Information. Efforts we may take to ensure security include but are not limited to: maintaining our own servers under our control or the control of authorized professionals and/or monitoring of our network and data for intrusions. Communications you may have with us via email or mail may not be secure unless we advise you that security measures are in place prior to your sending information. Therefore, if you choose to communicate with us through these means, you are assuming the risk of doing so and we request that you do not send or post sensitive information through these means.

### **How Can You Choose Not to Receive Information about Products or Services by Us or to Correct, Delete or Access Your Information**

If you do not want to receive information about products or services we think may be of interest to you or if you wish to access, delete or correct your information, please contact us at Pacifica Music LLC, 4121 Redwood Ave Ste. 202, Los Angeles, CA 90066 or by email at [info@pacificamusic.com](mailto:info@pacificamusic.com).