



# IDENTITY MUSIC LTD

## PRIVACY POLICY 2024

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The Website (“[www.identitymusic.com](http://www.identitymusic.com)”) is operated by the Data Controller Identity Music Ltd, you the user acknowledge that by visiting domains or websites managed by Identity Music Ltd you agree to the policies outlined within the Privacy Policy (“Privacy Policy”).

It is noted that the Privacy Policy only applies to the Website managed by Identity Music Ltd, we may provide links to websites of third parties. Identity Music Ltd is not responsible for the Privacy Policies or practices of third party sites therefore the user should enquire with the relevant party directly regarding their Privacy Policy.

## WHAT INFORMATION DOES IDENTITY MUSIC LTD COLLECT?

The Information we gather from consumers and customers enables Identity Music Ltd to personalise and improve the consumers experience as well as to allow our consumers and customers to set up accounts on the Website. In connection with the Website, we request and display some Information to other consumers and visitors of the Website, which allows consumers to identify artists and goods on the Website.

**Identity Music Ltd collects data into two capacities information provided to us and information that is collected automatically:**

### Information you provide to us

Identity Music Ltd will receive and store information you enter on our website. This may include your full name, email address, phone number and any information entered into our contact form.

### Information we automatically collect

Identity Music Ltd may automatically collect information upon a visit to the site, the information collected may be an IP address, Browser Information such as type and version, Browser plugin information, Operating System, Pages viewed, Site Interaction Information such as clicks and scrolling, Site Errors, Geographical Information such as timezone and country visiting from.



## HOW WILL IDENTITY MUSIC LTD USE YOUR DATA

**Identity Music Ltd may hold and use the information collected for the following purposes:**

- Identity Music Ltd may use your information for the purpose of communicating with you regarding requested services.
- Identity Music Ltd may use your information for general support purposes such as responding to problems with our services and general support tickets.
- Identity Music Ltd may use your information to assist in improving site performance through analysing visitor usage trends.
- Identity Music Ltd may use your information to identify your location using geolocation information to limit or change content or services on the website based upon availability or legal requirements.

## HOW WILL IDENTITY MUSIC LTD STORE YOUR DATA

### **Identity Music Responsibility:**

At Identity Music Ltd, we are committed to protecting your personal information, and we have appropriate procedures and security features in place to keep it secure and prevent unauthorised access.

### **Your Responsibility:**

Your Identity Music Ltd account Information is protected by a password for your privacy and security. You need to protect unauthorised access to your account and Information by selecting and protecting your password appropriately and limiting access to your computer and browser by signing off after you have finished accessing your account. You are prohibited from sharing your exclusive login information and if you share your password or your Information with others, remember that you are responsible for all actions taken in the name of your account. If you lose control of your password, you may lose substantial control over your Information and may be subject to legally binding actions taken on your behalf. Therefore, if your password has been compromised for any reason, you should immediately notify Identity Music Ltd and change your password.

Unfortunately, transmission of information via the internet is not completely secure. Although we do our best to protect your information, we cannot guarantee its security and when giving us your information you do so at your own risk.



# KEEPING DATA RETAINED WITHIN IDENTITY MUSIC LTD

Identity Music Ltd will never sell your personal data to third parties without your full consent. Identity Music Ltd agrees that they will not disclose, divulge, reveal, report or use, for any purpose, except as authorised by the Client or as required by law.

## HOW WE SHARE YOUR INFORMATION

Identity Music Ltd may share information for the following purposes:

- Legally Required, we may disclose any information if we are legally required to do so by law.
- Affiliates, subject to this privacy policy we may share your information collected with affiliates of Identity Music Ltd.
- Service Providers, we may share information with service providers who will use the information to carry out services on our behalf such as, hosting providers, payment processors, asset managers, digital rights managers, customer service and support.



## RIGHT TO ACCESS, RECTIFY, ERASE, RESTRICT, TRANSPORT, AND OBJECT TO PROCESSING OF YOUR INFORMATION:

**You as the user are entitled to the following rights when it comes to your personal data stored by Identity Music Ltd:**

### **The right to access**

You have the right to request a copy of all personal data stored or processed by Identity Music Ltd.

### **The right to rectification**

You have the right to request that Identity Music Ltd alter any incorrect or incomplete personal data.

### **The right to erasure**

You have the right to request that Identity Music Ltd erase all personal data stored.

### **The right to restrict processing**

You have the right to request that Identity Music Ltd restrict processing of your personal data under certain circumstances.

### **The right to object to processing**

You have the right to stop all personal data storage and processing by Identity Music Ltd.

### **The right to data portability**

You have the right to request to receive personal data you have provided to Identity Music Ltd or request that Identity Music Ltd transfers your personal data directly to a specified Data Controller.

You may have certain rights regarding your Information that collects and processes. To exercise these rights, please submit a request to [contact@identitymusic.com](mailto:contact@identitymusic.com). Identity Music Ltd may ask for additional information, as reasonable, to confirm your identity before taking any further actions. Note that some of our services and special features require certain Information and erasing, restricting, or objecting to processing of your Information may prevent Identity Music Ltd from providing these services or special features to you.



## COOKIES AND HOW WE USE THEM

Cookies may be used for many different purposes. In the first place, these cookies ensure that you can use the basic functionality of the website: they remember your selection and the choices you make to improve your experience on our website. They help make the shopping cart and checkout process possible as well as assist in security issues and conforming to regulations. We call them “functional cookies”.

Cookies can also be used to allow us to further develop and improve the functionality of our website by tracking usage. In some cases they improve the speed with which we can process your request, allowing us to remember site preferences you have selected. You can make a choice to not consent to our use of these “analytical cookies”.

## CHANGES TO OUR PRIVACY POLICY

Identity Music Ltd keeps its Privacy Policy under regular review and places any updates on this web page. This Privacy Policy was last updated on 2nd January 2024.



## HOW TO CONTACT US

If you have any questions about Identity Music Ltd's Privacy Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [contact@identitymusic.com](mailto:contact@identitymusic.com)

Call us: +44 (0) 1892 280 448

Write to us: Identity Music Ltd, Lamberhurst Vineyard, Furnace Lane, Tunbridge Wells, TN3 8LA, UK

Monday to Friday, 10am to 6pm

## HOW TO CONTACT THE APPROPRIATE AUTHORITY

Should you wish to report a complaint or if you feel that Identity Music Ltd has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Commissioner's Office:

Information Commissioner's Office  
Wycliffe House Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
UK

[casework@ico.org.uk](mailto:casework@ico.org.uk)

Telephone: 0303 123 1113  
Textphone: 01625 545860  
Monday to Friday, 9am to 4:30pm