



# PRIVACY POLICY

Effective Date: January 1, 2025

At Priselle Management, we are passionate about nurturing artistic talent and driving innovation in the music industry. Our mission is to support a vibrant community of artists, creators, and visionaries who are shaping the future of music. As the digital realm continues to evolve, we strive to lead with innovative services and platforms that foster meaningful connections between artists and their audiences.

To enhance these connections, Priselle Management operates a range of platforms and applications (collectively known as "Platforms") that allow our artists to interact with their fans in unique and dynamic ways.

This privacy policy explains how Priselle Management manages data, including the collection, utilisation, and sharing of information through the Platforms linked to this policy. It also outlines your rights and options regarding these data practices.

## **WHO WE ARE: ABOUT PRISELLE MANAGEMENT**

The Platforms linked to this privacy policy are managed by Priselle Management, a dedicated team focused on empowering artists and connecting them with their fans. In this policy, references to "Priselle Management," "we," and "our" pertain to our organisation, which acts as the data controller responsible for managing personal data through our Platforms in compliance with applicable privacy and data protection regulations.

In addition, other associated entities within the Priselle Management network may handle or process data related to the operation of our Platforms. These may include various partners and collaborators who share our commitment to fostering artistic talent. Where necessary, we will clearly identify these entities in this privacy policy or during the data collection process.



The Platforms may also be operated on behalf of our artists or partners, who may process personal data in relation to the Platforms. In such instances, we will inform you of the relevant third parties involved at the point of data collection or within the Platforms themselves.

## **GATHERING AND UTILISING YOUR PERSONAL INFORMATION**

When you use our Service, we may request specific information that can help us identify or contact you. This information might include, but is not limited to:

- Your email address
- Your full name (first and last)
- Your phone number
- Your physical address (including city, state, province, and ZIP/postal code)
- Data related to how you use the Service

### *Data on Usage Patterns*

We automatically gather data related to your usage of our Service.

This usage data may consist of details such as your device's Internet Protocol (IP) address, the type and version of the browser you are using, the specific pages you visit within our Service, the timestamps of your visits, the duration spent on those pages, unique identifiers for your device, and other diagnostic information.

If you access our Service via a mobile device, we may also collect certain information automatically, which can include the model of your device, its unique identifier, the device's IP address, the mobile operating system you use, the browser you access the internet with, as well as other relevant diagnostic information. Additionally, we may gather information transmitted by your browser whenever you interact with our Service, whether from a computer or mobile device.

Category of Information	What may be Collected	How it is collected, where applicable
Information You Choose to Share through Priselle Management's	<ul style="list-style-type: none"><li>- Your full name</li><li>- Country where you reside</li></ul>	<ul style="list-style-type: none"><li>- Information submitted through our platform, such as when you subscribe</li></ul>

# Priselle

## MANAGEMENT

Platform or Other Interactions, Including Email, Social Media, SMS, Phone Communication, or Other Methods	<ul style="list-style-type: none"> <li>- Email address</li> <li>- Phone number</li> <li>- Login credentials, including relevant social media profile details if you access the service via a social media account</li> <li>- Gender</li> <li>- Age or date of birth</li> <li>- Payment card details</li> <li>- Billing and/or shipping address</li> <li>- Clothing sizes or comparable physical characteristics</li> <li>- Personal description</li> <li>- Photos, videos, or images</li> <li>- Feedback or comments</li> </ul>	<p>to marketing communications, set up an account, conduct searches, upload files or media, or connect a social media account</p> <ul style="list-style-type: none"> <li>- Communication with us, including emails, phone records, or other forms of correspondence</li> <li>- Transactions or orders made through the platform</li> <li>- Engagement in discussions, chats, or social media features on the platform</li> <li>- Participation in contests, promotions, or surveys</li> <li>- Reporting issues on the platform or seeking assistance</li> </ul>
Information Gathered While You Use Our Platform	<ul style="list-style-type: none"> <li>- Your IP address and network details</li> <li>- Geolocation data (determined by IP address)</li> <li>- User agent information, including your browser type and operating system</li> <li>- Preferred language and time zone settings</li> <li>- Identifiers from cookies or similar tracking technologies (see our cookies policy below)</li> <li>- Unique identifiers for your device and its hardware version</li> <li>- Time taken for page responses</li> <li>- Errors related to downloads or content access</li> <li>- Engagement metrics (including scrolling behavior, clicks, mouse movements, duration of visits, and pages visited)</li> <li>- Methods you use to navigate away from the page</li> </ul>	Accessing Our Platform or Communicating with Us
Data Obtained from External Sources	<ul style="list-style-type: none"> <li>- Your name or username</li> <li>- Age or date of birth</li> <li>- Residential address</li> <li>- Contact number</li> <li>- Gender identity</li> </ul>	In accordance with relevant laws, we may enhance and match the information you provide, such as your email address or phone number, with data from third-party data providers or brokers.



	<ul style="list-style-type: none"><li>- Household income level</li><li>- Operating system of your device</li><li>- Brand preferences</li><li>- Consumer profile classification</li><li>- Music intent metrics</li><li>- Spending categories for music events</li><li>- Interests in music genres</li></ul>	
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## HOW YOUR INFORMATION MAY BE UTILISED

We may utilise the information we gather to:

- Address requests and inquiries, including customer support issues
- Complete orders, process payments, and provide updates related to those orders
- Send marketing communications that you have requested via email, SMS, or direct messages
- Promote our products or third-party products that may interest you
- Create user segments with similar characteristics for targeted advertising or to generate lookalike audiences
- Operate, assess, and audit online advertisements
- Develop user profiles to help us understand your preferences, create marketing or advertising segments, and predict potential sales or advertising results
- Train AI or machine learning models that analyse or forecast sales, marketing, or advertising results
- Customise and enhance our services, products, and platforms
- Manage promotions, contests, or sweepstakes
- Operate and maintain our platforms, including troubleshooting, data analysis, testing, research, statistics, and other internal processes
- Regulate your access to our platforms, including informing you of any changes
- Evaluate the usage of our platforms
- Safeguard our platforms and deter fraudulent or illegal activities



- Resolve disputes and/or enforce our agreements
- Adhere to legal and regulatory requirements

## **HOW YOUR INFORMATION MAY BE DISCLOSED**

In accordance with relevant laws, we may disclose information about you to third parties to facilitate the uses outlined above, including:

- Our affiliates and potential joint venture partners
- Our business partners, suppliers, agents, and subcontractors providing services on our behalf
- Relevant artists under Priselle Management and/or their representatives
- Other users when you leave comments or contribute content on our platforms
- Advertisers, advertising networks, and social media platforms
- As part of an actual or potential corporate sale, merger, acquisition, or any transfer of all or part of Priselle Management
- In response to subpoenas, court orders, governmental inquiries, or other legal processes, or as otherwise required by law to protect our rights or those of third parties, or to ensure the safety and security of any individual or entity
- With your consent or as disclosed at the time of data collection or sharing

## **USER RIGHTS**

As a user, you have the following rights concerning your personal data:

1. **Right to Access:** You can request access to the personal data we hold about you and obtain a copy of that data.
2. **Right to Rectification:** If your personal data is inaccurate or incomplete, you have the right to request that we correct it.
3. **Right to Erasure (Right to be Forgotten):** You can request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected or if you withdraw your consent.



4. Right to Restrict Processing: You have the right to request that we restrict the processing of your personal data under certain conditions.
5. Right to Data Portability: You can request to receive your personal data in a structured, commonly used, and machine-readable format, and have the right to transmit that data to another controller.
6. Right to Withdraw Consent: If we are processing your personal data based on your consent, you have the right to withdraw that consent at any time.
7. Right to Object: You can object to the processing of your personal data for direct marketing purposes or based on legitimate interests.

To exercise any of these rights, please contact us using the details provided in this privacy policy.

## **INFORMATION STORAGE AND RETENTION**

We will keep the information we gather in compliance with applicable regulations and only as long as necessary for the purposes outlined in this privacy policy. This includes managing disputes, enforcing our agreements, ensuring the security of our platforms, and fulfilling legal obligations. When your personal information is no longer required for these purposes, we will either permanently delete it or anonymise it to prevent identification.

To safeguard your information, we have implemented various security measures in line with this Privacy Policy. Our approach includes technical and organisational safeguards designed to protect the data we collect.

It is important to understand that while we aim to protect your information, online data transmission is never completely risk-free. Although we will take all reasonable precautions to protect your information, we cannot ensure its absolute security.



## **POLICY ON CHILDREN: PROTECTING MINORS**

Our services are not directed to individuals under the age of 14, or the minimum age required by applicable local law. We do not knowingly collect personally identifiable information from anyone under this age.

If you are a parent or guardian and become aware that your child has provided us with personal data, please contact us immediately. We will promptly take steps to remove such information from our servers.

If we find that we have inadvertently collected personal data from a child under the age of 14 without the necessary parental consent, we will take appropriate actions to delete that information. In instances where consent is required by law for processing personal data of children, we may seek parental or guardian consent before collecting or using that information.

## **USE OF COOKIES AND TRACKING TECHNOLOGIES**

To enhance your experience while using our services, we utilise cookies and other tracking technologies. Cookies are small text files that are stored on your device when you visit a website. These cookies allow us to recognise your device, track your activity on our services, and improve your overall experience by:

- **Understanding User Behavior:** Cookies help us analyse how users interact with our platforms, enabling us to enhance user experience and site functionality.
- **Providing Personalised Content:** We may use cookies to tailor our communications and marketing efforts based on your preferences and usage patterns.
- **Enabling Core Features:** Certain cookies are essential for the basic functions of our services, ensuring that you can navigate and use the features of our platforms smoothly.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser settings to decline cookies if you



prefer. Please note that if you choose to decline cookies, some parts of our services may not function properly or may have limited functionality.

## **DATA STORAGE AND RETENTION**

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including but not limited to:

- Compliance with Legal Obligations: Retaining data as required by law or regulation.
- Resolving Disputes: Maintaining records for resolving potential disputes.
- Operational Needs: Supporting our operational requirements, such as data analysis and service improvement.

When your personal data is no longer required for the purposes outlined in this policy, we will delete or anonymise the information to prevent any unauthorized access or use.

## **DATA BREACH NOTIFICATION**

In the event of a data breach that compromises your personal data, we will promptly notify you and the relevant supervisory authority as required by applicable data protection laws. Our notification will include:

- A description of the nature of the breach.
- The categories and approximate number of affected individuals and personal data records.
- The likely consequences of the breach.
- The measures we have taken or plan to take to address the breach.

We take data security seriously and will implement appropriate technical and organisational measures to mitigate any potential harm.





## **INTERNATIONAL DATA TRANSFERS**

Your personal data may be transferred to and processed in countries outside your home country, including countries that may have different data protection laws. We will ensure that any such transfers are conducted in compliance with applicable data protection regulations, including:

- Adequacy Decisions: Transferring personal data to countries recognised by the European Commission as providing an adequate level of data protection.
- Standard Contractual Clauses (SCCs): Using contractual agreements that include SCCs approved by the European Commission to ensure appropriate safeguards for data protection.
- Binding Corporate Rules (BCRs): Implementing BCRs where applicable for intra-group data transfers.

Before transferring your personal data internationally, we will take appropriate measures to ensure that your rights are protected and that your data is secure. You can request further information regarding our international data transfer mechanisms by contacting us.

## **PERSONAL DATA TRANSFERS**

Your personal data may be transferred to and maintained on computers located outside your jurisdiction, where the data protection laws may differ from those in your area.

If you are located outside Nigeria and choose to provide us with information, please note that we will transfer the data, including personal data, to Nigeria and process it there. By using our services, you consent to the transfer of your information to locations outside your country and the processing of your data in accordance with this privacy policy.



## **SHARING YOUR PERSONAL INFORMATION**

We may disclose your personal data to third parties in the following circumstances:

- **Business Transactions:** If we are involved in a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of that transaction. We will notify you before your personal information is transferred and becomes subject to a different privacy policy.
- **Law Enforcement and Legal Obligations:** We may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency). This may also include sharing information to protect our rights, your safety, or the safety of others.
- **Other Legal Requirements:** We may disclose your personal information in the belief that such action is necessary to comply with applicable laws, enforce our policies, protect our rights or the rights of others, or to prevent fraud or other illegal activities.

## **PROTECTING YOUR PERSONAL DATA**

We are committed to ensuring the security of your personal data. We implement various technical and organisational measures designed to safeguard your information from unauthorised access, use, alteration, or destruction. These measures include:

- **Data Encryption:** Where appropriate, we employ encryption technologies to protect your data during transmission and storage.
- **Access Controls:** We limit access to your personal data to authorised personnel who require it for processing purposes.
- **Regular Security Assessments:** We conduct regular assessments of our security practices to identify and address potential vulnerabilities.

While we strive to protect your information, please be aware that no method of transmission over the Internet or electronic storage is completely secure. Therefore, while we make every effort to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.



## **EXTERNAL LINKS**

Our platforms may contain links to third-party websites or services that are not operated by us. We do not have control over these external sites and are not responsible for their content or privacy practices. We encourage you to review the privacy policies of any third-party sites you visit.

The inclusion of any links does not imply endorsement by us of the site or any association with its operators. We are not liable for the practices or the content of such external sites.

## **MODIFICATIONS TO THIS PRIVACY POLICY**

We may update our privacy policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any updates will be posted on this page with an updated effective date. We encourage you to review this policy periodically for the latest information on our privacy practices.

## **GET IN TOUCH WITH US**

If you have any questions about this privacy policy, please contact us at:

Email: [hello@prisellemanagement.com](mailto:hello@prisellemanagement.com)

