

## COOKIE & PRIVACY POLICY

### COOKIES

Cookies are a small text placed on your computer, smartphone, or other device when you visit our website. They are used to store information on web browsers, and store and receive identifiers and other information on the devices used. Other technologies, including data that is stored on your web browser or devices, identifiers associated with your device, pixel tags and other softwares, are used for similar purposes. In this policy, “cookies” refer to all the aforementioned technologies which collect information in this fashion.

### HOW DO WE USE COOKIES?

Utopia Music AG uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in.
- Keeping your account and data safe and secure, and combat activity that violates our policies.
- We use cookies to better understand the information we receive about you and your behaviour, including information about your use of other websites and apps, whether or not you are registered or logged in.
- Analysing and administering the use of our website
- Helping show ads and make recommendations aligned with your interests, and help measure the performance of ad campaigns.

Cookies don't contain any information that personally identifies you. However, personal information that we store may be linked to the information obtained from cookies.

### WHAT TYPES OF COOKIES DO WE USE?

There are a number of different types of cookies, however, our website uses:

- **Functionality cookies:** Utopia Music AG uses these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and the location you are in. It helps us understand how you interact with our websites and online services, remember choices you make while browsing and provide a customized experience. A mix of first-party and third-party cookies are used.
- **Advertising cookies:** Utopia Music AG uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. We sometimes share some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.
- **Third party cookies:** Utopia Music AG uses these cookies to allow its business partners to use their cookies on our website for the same purpose identified above. Its business partners may also choose to

share information with Utopia Music AG from cookies set in their own website's domain. They serve the same purpose as cookies set in Utopia Music AG's own domain, which are to personalise content (including ads), measure ads, produce analytics and provide a better experience, as set out in this Cookies Policy.

## HOW TO MANAGE COOKIES?

You can set your browser not to accept cookies, and remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## PRIVACY

Utopia Music AG's Privacy and Cookie Policy ("Privacy Policy") will explain how our organisation uses the personal data we collect from you when you use our website, inform you as to how we look after your personal data, and tell you about your privacy rights.

## PURPOSE OF THIS PRIVACY POLICY

This Privacy Policy aims to give you information on how Utopia Music AG collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up for our newsletter or alerts.

It is important that you read this Privacy Policy together with any other Privacy Policy or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements any other notices and is not intended to override them.

## WHAT DATA DO WE COLLECT?

Utopia Music AG collects personal data, which includes any information about an individual that renders the person identifiable. The information does not include data where the identity has been removed (anonymous data). The personal data collected by Utopia Music AG includes the following categories of data:

- **Identity Data:** Includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender as well as, where applicable, any additional personal data collected as part of Anti Money Laundering and Know-Your-Customer (together "AML") procedures carried out by certain 3rd party AML service providers on our behalf, which may include ID photos, selfie photos and the results of any Watchlist (Politically Exposed Persons and Sanctions) checks
- **Contact Data:** Includes email address, address, telephone number
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and our third parties and your communication preferences
- **Technical Data:** Includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website

- **Profile Data:** Includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses
- **Usage Data:** Includes information about how you use our website and or widgets, products and services.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and our third parties and your communication preferences

Utopia Music AG also collects, uses and shares Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious, political or philosophical beliefs, sexual orientation, trade union membership, information about your health and genetic and biometric data). If at any time you go through our AML process, we may collect information about criminal convictions and offences.

## HOW DO WE COLLECT YOUR DATA?

Utopia Music AG uses different methods to collect data from and about you including through:

- **Direct interactions:** You may give us your identity, contact and financial data by filling in forms or by corresponding with us by email. This includes personal data you provide when you create an account on our website, subscribe to our newsletter, subscribe to our alerts, purchase or make use of a service or product on our website and/or widget, request marketing to be sent to you, enter a competition, promotion or survey; or, give us some feedback.
- **Automated technologies or interactions:** As you interact with our website, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites employing our cookies. Please see further details of our use of cookies below.
- **Third parties or publicly available sources:** We may receive personal data about you from various third parties and public sources as set out below:
  - Analytics providers such as Google based outside the EU; advertising networks; and search information providers
  - Contact, identity, financial and transaction data from providers of AML, other technical, payment and delivery services such as the AML service provider based inside the EU
  - Identity and contact data from publicly available sources such as Companies House and the Electoral Register based inside the EU
  - Identity, Contact, Financial and Transaction Data from Clients

## HOW WILL WE USE YOUR DATA?

Utopia Music AG will only use your personal data in compliance with the applicable regulations. We will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.

- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

We rely on general consent as a legal basis for processing your personal data, other than in relation to sending third party direct marketing communications to you via email. If such is the case, we will ask for your consent and you will have the right to withdraw consent to marketing at any time by contacting us.

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order of our products or services, or products and services provided by us to you on behalf of our token sale Clients, including: (a) Manage payments, fees and charges (b) Process AML checks	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (c) Comply with a legal or regulatory obligation
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or Privacy Policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation

To deliver relevant website content to you and measure or understand the effectiveness of the content we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

## HOW DO WE STORE YOUR DATA?

Utopia Music AG will securely store your data at a HubSpot data center.

Any data provided to Utopia Music AG may be stored and kept for an indefinite time. You are free to require that we delete your data by using the contact form on our website.

## MARKETING

Utopia Music AG would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Utopia Music AG from contacting you for marketing purposes or giving your data to other members of the company group.

If you no longer wish to be contacted for marketing purposes, please contact us.

## WHAT ARE YOUR DATA PROTECTION RIGHTS?

Utopia Music AG would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access:** You have the right to request Utopia Music AG for copies of your personal data. We may charge you a small fee for this service.

- **The right to rectification:** You have the right to request that Utopia Music AG corrects any information you believe is inaccurate. You also have the right to request Utopia Music AG to complete the information you believe is incomplete.
- **The right to erasure:** You have the right to request that Utopia Music AG erases your personal data, under certain conditions.
- **The right to restrict processing:** You have the right to request that Utopia Music AG restricts the processing of your personal data, under certain conditions.
- **The right to object to processing:** You have the right to object to Utopia Music AG's processing of your personal data, under certain conditions.
- **The right to data portability:** You have the right to request that Utopia Music AG transfers the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [compliance@utopiamusic.com](mailto:compliance@utopiamusic.com)

Or write to us: Utopia Music AG, Raingässli 1, 6300 Zug, Switzerland

## PRIVACY POLICIES OF OTHER WEBSITES

Our website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES

We will keep you notified of any changes in our Privacy Policy. It is also important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

This privacy policy was last updated on [\[enter date here\]](#).

## HOW TO CONTACT US?

If you have any questions about Utopia Music AG's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please contact us.

Email us at: [compliance@utopiamusic.com](mailto:compliance@utopiamusic.com)

Or write to us at: Utopia Music AG, Zählerweg 12, 6300 Zug, Switzerland.

## DISCLAIMER

Although all information has been provided in good faith, this report cannot and does not contain reliable legal advice. The legal information is provided for general informational purposes only, and is not intended to be a substitute for legal advice and should not be relied upon as such. Accordingly, before taking any actions based upon

such information, legal counsel with appropriate legal professionals or licensed attorney is advised. Under no circumstance shall the author be held liable for any loss or damage incurred as a result of the use of this report.