

KRUE PRIVACY POLICY

Welcome to Krue, a service provided by nPerson, LLC (hereinafter “Krue”, “we”, “our”, “us”). Krue provides a multimedia hosting service whereby users (hereinafter “Users”) can access Channels (hereinafter “Channels”) and streams (hereinafter “Streams”) created by artists (hereinafter “Artists”).

Krue knows that you care about how your personally identifiable information (hereinafter “Personal Information”) is used and shared, and we take your privacy seriously. This Privacy Policy explains how we collect, store, use, and disclose your Personal Information when you use the Krue service and any other linked pages, features, or content, our mobile and desktop services, including all features and functionalities, music and video streaming, user interfaces, and all content and software associated therewith (hereinafter, collectively, the “Service”).

This Privacy Policy covers Krue’s treatment of Personal Information that Krue gathers when you are accessing and/or using our Service. This policy does not apply to the practices of companies that Krue does not own or control, or to individuals that Krue does not employ or manage. When using this Service, you may find links to other websites, apps and services, or tools that enable you to share information with other websites, apps and services. Krue is not responsible for the privacy practices of these other websites, apps and services and we recommend that you review the privacy policies of each of these websites, apps or services before connecting your Krue account or sharing any Personal Information.

For your convenience, information relating to our use of cookies and similar technologies is set out in a separate Cookies Policy. The Cookies Policy forms part of this Privacy Policy, and whenever we refer to the Privacy Policy, we are referring to the Privacy Policy incorporating the Cookies Policy.

By using the Service, you acknowledge that you accept the use of your Personal Information and the practices and policies outlined in this Privacy Policy. Please take the time to read this Privacy Policy (including the Cookies Policy), and make sure you are content with our use and disclosure of your Personal Information. **If you do not agree to any of the provisions of this Privacy Policy, you should not use the Service.** If you have questions or concerns, you can contact us at legal@krue.tv.

I. What Personal Information Does Krue Collect?

The Personal Information we gather from our Users enables us to personalize and improve our services and to allow our Users to set up a user account and public profile that can be used to interact with artists and other Users through the Service. We collect the following types of information from our Users:

(a) Personal Information You Provide to Us

You are not obliged to register to use the Service. However, access to certain Channels, Archived Streams and other services is only available to registered users. When you register to use the Service, you will provide us with your email address, and will choose a username and password for your account (alternatively, you may register via your Facebook account).

You may choose, at your discretion, to provide additional Personal Information for your public profile on Krue, for example: your zip code and country of origin, your real name, your date of birth, your gender, your street address, your payment verification and billing information, a profile picture or avatar, your interests, websites, other social media profiles, and other affiliations. None of this public profile information is mandatory, and any information you provide may be deleted, edited, amended, or changed at any time. For more information, please see the [Access, Choice and Control](#) section below.

You will also provide certain Personal Information if you open an email or similar digital communication from Krue, or contact us via email or other communication (including, but not limited to, mail, fax, phone, or other offline means). Krue uses this information to make our communications more interesting and helpful and to improve our Service. If you do not wish to receive email or other communications from us, please see the [Access, Choice and Control](#) section below.

(b) **Personal Information Collected Automatically**

We receive and store certain types of information as a result of your interaction with our Service, or through the use of web analytics services as described in our Cookie Policy. Krue automatically receives and records information on our server logs from your browser including:

- (1) The Internet Protocol (“IP”) address of the device from which you access the Service (which can sometimes be used to derive the country or city from which you are accessing the Service);
- (2) Information collected through cookies and similar technology, as described in our Cookie Policy;
- (3) The page you requested and the page that you visited immediately prior to visiting the Service;
- (4) The specific actions you take on the Service and any search terms you may enter on the Service;
- (5) The time, frequency, and duration of your visits to the Service;
- (6) Your browser type, operating system and mobile provider;
- (7) The nature of the device from which you are accessing the Service, for example, whether you are accessing from a personal computer or from a mobile device; and
- (8) Information regarding your interaction with messages, for example, whether you opened, clicked on, or forwarded the message.

II. **How Does Krue Use the Personal Information We Collect?**

Personal Information about our Users is an integral part of our business. Krue uses the Personal Information that we collect about you for the following purposes:

- (a) Your email address and password are used to identify you when you log into the Service.
- (b) Any additional information you provide to us as a part of your public profile will be published on your profile page and will be accessible by other Users, who may view your profile information, or otherwise interact with you via the Service’s features.

- (c) Your name, address, and payment verification and billing information will be used to process your various station subscriptions, and other purchases (including, but not limited to, downloads and monetary donations), and to collect your payment. All payment verification information is transmitted using industry-standard Secure Socket Layer (“SSL”) encryption. For more information about the how payment collection is processed, please see the [Subscription and Billing](#) section of the Krue’s Terms of Use.
- (d) Your email address will be used to send you service updates and notifications regarding your account, newsletters, marketing communications, billing and subscriptions, and certain email notifications. For information on how to change your preferences, and to unsubscribe from various Krue communications, please see the [Access, Choice and Control](#) section below.

Your Personal Information is also used for the following general purposes:

- (a) To operate and maintain your Krue subscriber account, and to provide you with access to the Service that you may request from time to time;
- (b) To identify you as the creator of the content you upload, including, but not limited to comments and other contributions that you make to the Service;
- (c) To seek your participation in surveys and/or contests, and to conduct and analyze the results of those surveys and/or contests if you choose to participate;
- (d) To provide you with technical support;
- (e) To respond to you about any comment or inquiry you have submitted;
- (f) To customize your use of the Service and/or content of any email or other material we may send you from time to time;
- (g) To conduct research and analysis, and to improve our marketing efforts;
- (h) To display content based upon your location and/or interests, and to provide location services such as “tagging”;
- (i) To prevent or take action against activities that are, or may be, in breach of our Terms of Use or applicable law; and
- (j) For other purposes, provided that we disclose this to you at a relevant time.

III. **Personal Information Provided to Artists**

As a condition of using certain features of the Service, certain Personal Information will be provided to Artists who you interact with by subscribing to the Artist’s Channel, streaming content, donating monetary tips, or otherwise. Such Personal Information includes, but is not limited to your email address, country of residence, and zip/postal code (hereinafter, “Fan Information”). **Specifically, in addition to the information you include in your public profile, Artists that you are subscribed to will be able to see your name, email address, location, and, if your Facebook account is connected to your Krue account, any data that you have included on Facebook. They may send you marketing messages through email unless you opt out of such messages, but per our policy such Artist may not share your information with third parties.** Notwithstanding the foregoing, Krue has no control or liability for the use of the Fan Information by Artists. You can choose not to provide such Fan Information by refraining from interacting with Artists via subscriptions, downloads, and other associated services, and opting out of sharing such information through the Service.

IV. **How Does Krue Share Your Personal Information?**

Unless listed in this Privacy Policy, Krue only uses Personal Information in aggregate form, that is, as a statistical measure, and not in a manner that would identify you personally. This type of aggregate data enables us to figure out how often Users use parts of the Users so that we can make the Service appealing to as many Users as possible, and improve those services. As part of this use of information, we may provide aggregate information to Artists, our partners, our advertisers, and other third parties about how our Users collectively use our Service. We share this type of statistical data so that the aforementioned parties may also understand how often people use their services and our Service, so that they, too, may provide you with an optimal experience. **Krue never discloses aggregate information to third parties in a manner that would reveal your email address or contact information, or in a manner that would identify you individually, either online or in real life.**

There are circumstances where we need to share some of the personal information we collect about you or which you provide to us:

- (a) We will disclose your Personal Information if you have explicitly agreed that we may do so. We will make this clear to you at the point at which we collect your Personal Information.
- (b) We will disclose your Personal Information if we believe in good faith that we are permitted or required to do so by law, including in response to a court order, subpoena or other legal demand or request.
- (c) We may disclose your Personal Information if we feel it is necessary in order to protect our defend our legitimate rights, property, and interests, or those of our Users, Artists, employees, directors, shareholders, or any other third party, and/or to ensure the safety and security of the Service and/or the Krue community.
- (d) We may transfer your Personal Information to any person or company that acquires all or substantially all of Krue, or on a merger of our business or in the case of our insolvency. You acknowledge that such transfers may occur, and that any transferee may continue to use your Personal Information as set forth in this Privacy Policy.

If you choose to connect your Krue profile to other apps or social networks, you will be sharing certain information with those apps or networks. Krue is not responsible for these other apps or networks, so please make sure you only connect your account with apps or services that you trust.

V. Cookies and Similar Technology

In common with most websites, we use cookies and other standard Internet technologies to help us improve the Service. We have included information about our use of cookies and similar technology in a separate Cookies Policy that forms party of this Privacy Policy. The Cookies Policy includes information about how to block or disable third party cookies (which we only use for the purposes of analyzing the use of our Service and optimizing the content on our Service), and how to opt out of other technologies such as bug reporting within our mobile apps.

If you choose to use the Service without blocking or disabling these cookies or opting out of other technologies as described in our Cookies policy, you will indicate your consent to our use of these technologies and to our use (in accordance with the Privacy Policy and our Cookies Policy) of any Personal Information that we collect using these technologies.

VI. Security

Your Krue account Personal Information is protected by a password for your privacy and security. You need to prevent unauthorized access to your account and Personal 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.

Krue endeavors to protect User account information to ensure that account information is kept private, however, Krue cannot guarantee the security of User account information. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

The Service may contain links to other sites. Krue is not responsible for the privacy policies and/or practices on other sites. When linking to another site you should read the privacy policy state on that site. This Privacy Policy only governs information collected on the Service.

VII. Access, Choice and Control

You can always opt not to disclose information, even though it may be needed to take advantage of certain features. You are able to add or update certain information in your account settings, as well as on your public profile. When you update your information, however, we often maintain a copy of the unrevised information in our records. You can unsubscribe from email newsletters and notifications (other than essential email notifications) at any time by clicking on the link at the end of each email.

If you wish to access, amend or delete any other personal information we hold about you, or if you have any objection to the processing of any information that we hold about you, please contact us at legal@krue.tv

VIII. Deleting Your Account

You may terminate this Agreement at any time by sending notice in writing to Krue confirming such termination, by removing all of Your Content from your account, by deleting your account and thereafter by ceasing to use the Service. If you ask us to delete your account, we will do so within a reasonable period of time.

Once your account has been terminated, any and all Content residing in your account, or pertaining to activity from your account (for example, data relating to the distribution or consumption of your sounds), will be irretrievably deleted by Krue, except to the extent that we are obliged or permitted to retain such Content, data or information for a certain period of time in accordance with applicable laws and regulations and/or to protect our legitimate business interests. You are advised to save or back up any material that you have uploaded to your account before terminating your account, as Krue assumes no liability for any material that is irretrievably deleted following any termination of your account.

Even if you delete your Krue account, it is possible that your information may still show up in some internet search results for a short while afterwards, if the search engine maintains a temporary cache of web pages. Search engines' caching processes are outside of Krue's control and therefore we cannot be responsible for any information that remains cached by search engines after that information has been removed from the Service.

Please note that deleting any Krue apps or third party apps to which your Krue account is connected, will not delete your Krue account, nor will it delete all data from within that third

party app. You will need to refer to the app provider's terms of use and privacy policy to find out how to delete your data from that third party app.

IX. Changes and Updates to this Privacy Policy

We may occasionally update this Privacy Policy, and when we do so, we will also revise the Effective Date set out below. Any changes to our Privacy Policy will always be available here so that Krue Users are always aware of what information we gather, and how we might use and share that information. Please be sure to check back here from time to time to ensure that you are aware of any changes to this Privacy Policy. Any material changes to this Privacy Policy will be communicated to Users by a notification to their account and/or by posting a notice of the change on the Service website.

X. UserAge Restrictions (TBD)

Krue is not intended for use by children. Anyone under the age of 13 is not permitted to use the Service and must not attempt to register an account or submit any Personal Information to us. We do not knowingly collect any Personal Information from any person who is under the age of 13 or allow them to register an account. If it comes to our attention that we have collected personal data from a person under the age of 13, we will delete this information as quickly as possible. If you have reason to believe that we may have collected any such data, please notify us immediately at legal@krue.tv

XI. Questions or Concerns

If you have any questions or concerns regarding privacy at Krue, please send us a detailed message to legal@krue.tv . We will make every effort to resolve your concerns.

If you decide that you do not want us to use your personal information in the manner described in the Privacy Policy (including our Cookies Policy), please do not use the Service. If you have already registered an account, you can find out how to terminate or cancel your account in the [Deleting Your Account](#) section above.

Effective Date: October 30, 2015