

Unbound Sound, LLC

Notice at Point of Collection of Personal Information

Last updated: July 8, 2024

Unbound Sound, LLC (also referred to as “we,” “us,” and “our”) understands the importance of protecting your personal information. This notice at point of collection of personal information (“Notice”) describes the types of information we may collect from you or that you may provide when you use our website, mobile or tablet applications, or other services we provide (collectively, the “Platform”).

We provide this Notice to comply with the California Privacy Rights and Enforcement Act of 2020 (“CPRA”), which amended and restated the California Consumer Privacy Act of 2018 (“CCPA”). Any terms defined in the CPRA, not otherwise defined in this Notice, shall have the meaning given them in the CPRA. We may change this Notice at any time or from time to time. If we make any material changes to this Notice, we will notify you by posting an announcement on our website, emailing or texting you a notice, or by other appropriate means of communication. Your continued use of our Platform after we make changes is deemed to be acceptance of those changes, so please check the Notice periodically for updates.

Information We May Collect About You and How We Collect It

We may collect several types of personally identifiable information from and about you including information that falls within the below categories:

Category	Examples	Length of Time We Retain Such Information	Why We Retain Such Information
Identifiers	Real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, account name, social security number, driver’s license number, passport number or other similar identifiers	Until user requests deletion	To allow company to organize and manage contact information; To show you personalized content; To facilitate the gathering of analytics about your visit to our website; And to facilitate the management and organization of a user’s account
Categories of personal information	Name, signature, social security number, physical	Until user requests deletion	To allow company to organize and manage contact information; To show you personalized content;

described in the California	characteristics or description, address, telephone number, passport		
Category	Examples	Length of Time We Retain Such Information	Why We Retain Such Information
Customer Records Act	number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number or any other financial, medical or health insurance information		To facilitate the gathering of analytics about your visit to our website; And to facilitate the management and organization of a user's account
Geolocation data	Physical location or movements	14 months	Retained for understanding usage activity

Collectively, the information described above and any other personally identifying information we may collect from you shall be referred to as “personal information.”

How We Use Your Personal Information

We use information that we collect about you or your devices:

- To present the Platform and its content to you;
- To provide you with information, products or services that you request from us;
- To fulfill any other purpose for which you provide it;
- To provide you with information regarding the services we offer, including new products and services that we may introduce from time to time;
- To provide you with product literature;
- To notify you about changes to the Platform or any products or services we offer or provide through it;
- To maintain and manage your account;
- To allow you to participate in interactive features on the Platform or access restricted areas of the Platform;
- To conduct research on our users' demographics, interests and behavior;

- To perform analyses or for other purposes to improve the quality of the Platform and our business;
- To publish our own marketing and promotional materials, including online newsletters;
- To invite you to and register you for events;
- To provide you with offers and information about the Platform and our affiliates;
- To deliver targeted advertising, promotions and offers, on behalf of ourselves and advertisers, on and off the Platform;
- To process your requests, purchases, transactions and payments, and prevent transactional fraud;
- To manage credit risks;
- To report and file tax and other information to state tax agencies;
- To validate our customer base against sanctions lists;
- To ensure compliance across various segments of our business;
- To track and aggregate Platform visitors' activity for purposes of analyzing general traffic flow on the Platform;
- In any other way we may describe when you provide the information; or
- For any other purpose with your consent.

We may also use your information to contact you, via your e-mail address or phone numbers, about our services that may be of interest to you. If you do not want us to use your information in this way, please do not sign up for our subscription services. If you have already received e-mails, phone calls or text messages through our subscription services, and you wish to discontinue the services, you may opt-out by contacting us at info@unboundsound.com.

We will not collect additional categories of personal information without providing you notice, which may be in the form of an updated Notice.

Sale or Sharing of Personal Information

California residents have the right to opt-out of sale or sharing of your personal information. Although we do not sell your personal information, we may share your personal information with third-party advertisers through the use of cookies and other automatic forms of data collection. In exchange, we are able to provide more targeted marketing and advertising, which may result in increased sales of our products and services; we are able to better understand if the Platform is functioning as intended, enabling us to refine the Platform, accordingly, potentially resulting in increased sales of products and services; and we are better able to understand the effectiveness of our marketing and advertising campaigns. For more information on how we use cookies, please see our Cookie Notice [<https://unboundsound.com/legal>].

You can opt-out of this sale or sharing by following the instructions on the Do Not Sell or Share My Personal Information [<https://unboundsound.com/legal>] page or by contacting us at info@unboundsound.com.

Privacy Policy

Our Privacy Policy provides further information regarding the collection and use of your personal information, as well as certain rights of California residents pursuant to the CPRA. Our Privacy Policy can be found at [<https://unboundsound.com/legal>], and the sections of our Privacy Policy dealing with our collection of personal information can be found here [<https://unboundsound.com/legal>].

If you do not consent to the collection, use and disclosure of your personal information, please do not provide us with personal information.