

# Unbound Sound, LLC

## Privacy Policy

**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 privacy policy (“Privacy Policy”) describes the types of information we may collect from you or that you may provide through our website, mobile or tablet applications, or other services we provide (collectively, the “Platform”), our practices regarding collection of your personal information, and how we will treat it. We may change this Privacy Policy at any time or from time to time. If we make any material changes to this Privacy Policy, 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 Privacy Policy 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 categories listed below. In addition, we have provided you with examples of personal information that we may collect, which corresponds with such categories.

Category	Examples	Collected
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	Yes
Categories of personal information described in the California Customer Records Act	Name, signature, social security number, physical characteristics or description, address, telephone number, passport 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	Yes
Geolocation data	Physical location or movements	Yes

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

- Directly from you if and when you provide it to us, including through the contact page on the Platform, if you create an account with us, when you register or interact with the Platform, through e-mail and subscription services, if you order a product or service from us, or if you participate in an activity such as a survey or sweepstakes;
- Automatically as you navigate through our Platform through cookies and other automatic forms of data collection. Personal information collected automatically may include usage details, traffic patterns, browser information, IP addresses and other information collected through automatic processes; and
- From credit bureaus, delivery services or from government entities from which public records are obtained.

We ask that you do not send us or disclose any sensitive personal information on or through the Platform or otherwise. Such sensitive information includes racial or ethnic origin, religion or other beliefs, political opinions, health, criminal background or trade union membership.

### **Information We Collect through Automatic Data Collection Technologies**

As you navigate through and interact with the Platform, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to the Platform, including traffic data, logs and other communication data and the resources that you access and use on the Platform;
- Information about your computer, mobile device and internet connection, including your IP address, operating system, and browser type; and
- The approximate physical location of your computer and mobile device.

The information we collect automatically is intended to be statistical data and may include personal information. It helps us improve the Platform, deliver a better and more personalized service, and ensure the Platform is secure and safe to use.

The technologies we use for this automatic data collection may include cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. Cookies can be used to store a unique identification number tied to your device so you can be recognized as the same user across multiple browsing sessions and multiple websites. For example, if you personalize Unbound Sound pages, or register with Unbound Sound websites or services, a cookie helps Unbound Sound to recall your specific information on subsequent visits to the Platform. This simplifies the process of recording and utilizing your personal information, such as billing addresses, shipping addresses, and so on, in order to improve your experience on the Platform. When you return to the same Unbound Sound website, the information you previously provided can be retrieved, so you can easily use the Unbound Sound features that you customized. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of the Platform. Unless you have adjusted your browser setting so that it will refuse cookies, we will issue cookies when you direct your browser to the Platform. You can opt-out of receiving targeted advertising by visiting

either of these outside websites [www.aboutads.info](http://www.aboutads.info) or [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices). For more information on how we use cookies, please refer to *How We Use Cookies and Similar Technologies* listed later in this document [<https://unboundsound.com/legal/>].

The Platform uses Google Analytics, a service which transmits website traffic data to Google servers in the United States. Google Analytics is a web analytics service provided by Google LLC (“Google”). Google Analytics uses cookies, and the information generated by the cookies about your use of the Platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Platform, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. By using the Platform, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

California Business & Professions Code Section 22575(b) provides that California residents are entitled to know how we respond to “Do Not Track” browser settings or signals. We do not currently take actions to respond to “Do Not Track” signals. It is our view that a uniform technological standard has not yet been developed. We may adopt a standard once one is created.

### **Information We Collect from Third Party Sources**

We may also collect information about you from publicly and commercially available sources, as permitted by law, which we may combine with other information we receive from or about you. For example, we may collect information about you from credit bureaus and delivery services.

### **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](mailto:info@unboundsound.com).

### **Disclosure of Your Information**

We may disclose personal information to third parties that we collect or you provide including:

- To contractors, service providers and other third parties we use to support the Platform and our services and who are bound by contractual obligations to keep your personal information confidential, including service providers who provide targeted advertisements, mailing, fax or email services, order fulfillment and shipping, delivery scheduling, marketing and promotional material distribution, data enhancement services, fraud prevention, web hosting, or analytic services;
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by us about users is among the assets transferred;
- To our affiliates and business partners;
- To the public when you provide feedback or post user content on our Platform. For example, if you post a product review on our Platform or a comment on our social media sites, your information, such as your first name, last initial, state of residence, and your comments, may appear on our Platform or on our social media pages;
- To third parties that provide advertising, content or functionality, or who analyze ad performance, on the Platform or other websites or platforms;

- To common carriers and courier services;
- To product suppliers, including to fulfill warranty service obligations, complete drop ship transactions, for product recalls, or for transaction tracking regarding shipments or leases of the supplier's products;
- In connection with our sponsorship of promotional events which require the collection, processing and storing of individual contact and demographic information to be used for the event. We may also co-sponsor these activities with other organizations. We may merge information about you which may then be shared on an aggregated basis with co-sponsors, advertisers and our affiliates. Your personal information will not be released by us to cosponsoring third parties or non-participating organizations without your consent and, although we may request that co-sponsors of such events uphold the privacy of your personal information, we have no liability where the co-sponsors do not comply with our requests.
- To fulfill the purpose for which you provide it;
- To publish our own marketing and promotional materials;
- If required by applicable law;
- To enforce or apply the Terms of Use [<https://unboundsound.com/legal>] and other agreements, including for billing and collection purposes;
- If we believe disclosure is necessary or appropriate to protect our rights, property or safety and that of our customers or others;
- To comply with a judicial proceeding, court order, other legal obligation or a regulatory or government inquiry;
- For any other purpose disclosed by us when you provide the information; or
- With your consent.

We may disclose your personal information to a third party for business purposes. In the last 12 months, we have disclosed the following categories of personal information to the following categories of third parties:

- Identifiers to service providers and data analytics providers
- Categories of personal information described in the California Customer Records Act to service providers
- Commercial information to product suppliers and service providers
- Internet or other electronic network activity and Geolocation Data to data analytics providers

When we disclose personal information for a business purpose, we enter into a contract that describes the business purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

You have the right to opt-out of sales or the sharing of your personal information. Although we do not expressly sell your personal information, we do share your personal information with third party advertisers and cookie providers through the use of cookies. In exchange, we (i) are able to

provide more targeted marketing and advertising, which results in increased sales of our (and others) products and services; (ii) 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 (iii) better understand the effectiveness of our marketing and advertising campaigns. For more information on how we use cookies, please refer to our Cookie Notice [<https://unboundsound.com/legal>].

While we have not “sold” personal information as that term is commonly used, in the last 12 months, we have transferred certain categories of personal information to third parties as follows: Identifiers, Internet or other electronic network activity, and geolocation data to data analytics providers. We do not knowingly sell or share for consideration the personal information of consumers under the age of 21.

The California Privacy Rights and Enforcement Act of 2020 (the “CPRA”), which amended and restated The California Consumer Privacy Act of 2018 (“CCPA”), prohibits third parties who purchase the personal information we hold from reselling it unless you have received explicit notice and an opportunity to opt-out of further sales or sharing of your personal information. However, any third party with whom we are allowed to share your personal information is authorized to use your personal information in accordance with our contractual obligations with such third parties and in accordance with their own privacy policies, over which we have no control. You agree that we are not responsible or liable for any of their actions or omissions.

If you provide personal information about another person to us, you will be representing, and we will believe, that you have the consent of that individual to enable us to collect, use or disclose their information as described in this notice, and will rely on our belief and your representation.

### **Update Your Information**

You can modify your account with us by emailing us at [info@unboundsound.com](mailto:info@unboundsound.com). Even after you cancel your account or ask us to delete your personal information, copies of some information from your account may still be viewable if, for example, you have shared information with other services such as social media. Your account may not be instantly inaccessible to others due to the nature of caching technology. Additionally, we may retain information related to your account after cancellation or your request for deletion to comply with legal requirements, for our internal security or recordkeeping, or for fraud detection. We may not be able to completely delete all of your personal information due to financial, contractual or legal requirements, or technical constraints.

### **Your California Privacy Rights**

This section only applies to certain California residents who are covered and protected by the CPRA. If you are not a California resident, this section and the various rights and obligations described in this section, may not apply to you.

### **Shine the Light Protection**

California Civil Code Section §1798.83 permits users of the Platform that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes, if applicable. To make such a request, please contact us at [info@unboundsound.com](mailto:info@unboundsound.com). If you believe any of the information we possess about you is incorrect, please contact us at the same webpage listed above.

California Consumer Privacy Act of 2018, as amended by the California Privacy Rights and Enforcement Act of 2020

Consumers protected by the CPRA have specific rights regarding their personal information.

Access to Specific Information

You have the right to request that we disclose to you the following about our collection and use of your personal information over the last 12 months:

- The specific pieces of personal information we collected about you.
- The categories of personal information we have collected about you in the last 12 months.
- The categories of sources from which the personal information was collected.
- The business or commercial purpose for collecting, selling, or sharing personal information.
- The categories of third parties to whom we disclose the personal information.
- The categories of personal information that we disclosed about you for a business purpose and the categories of persons to whom it was disclosed for a business purpose in the last 12 months and, for each category identified, the categories of third parties to whom that particular category of personal information was disclosed for a business purpose.
- The categories of personal information that we sold or shared about you in the last 12 months and, for each category identified, the categories of third parties to whom that particular category of personal information was sold or shared.

We are not required to provide you with these disclosures more than twice within a 12-month period.

For requests seeking disclosure of specific pieces of information, we will not disclose any such information if we cannot verify the identity of the requestor. Similarly, for requests seeking categories of personal information, we may deny the request if we cannot verify the identity of the requestor. In either case, we will inform the requestor that we cannot verify their identity, and direct them to the general business practices regarding collection, maintenance, sale and sharing of personal information in our privacy policy.

If we deny your request for specific pieces of personal information, in whole or in part, because of a conflict with applicable laws or an exception to the CPRA we will inform you and explain the basis for the denial.

At no point will we ever disclose pursuant to a verifiable consumer request a consumer's social security number, driver's license number, other government-issued identification number, financial account number, health insurance or medical identification number, account password, security questions and answers, or unique biometric data generated from measurements or technical analysis of human characteristics. If applicable, we will notify you in response to a request for information that we have collected such information from you.

### Right to Request Deletion

You have the right to request that we delete any personal information about you which we have collected from you. Upon receipt of a verifiable consumer request to delete your personal information, we will delete such information and direct our service providers and contractors to delete your information from their records, subject to certain exceptions provided in the CPRA including, but not limited to, if it is necessary for us or our service providers to maintain the personal information in order to:

- (1) complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated by the consumer within the context of our ongoing business relationship with you, or otherwise perform a contract between us;
- (2) help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes;
- (3) debug to identify and repair errors that impair existing intended functionality;
- (4) exercise free speech, ensure the right of another consumer to exercise that consumer's free speech, or exercise another right provided for by law;
- (5) comply with the California Electronic Communications Privacy Act;
- (6) engage in public or peer-reviewed scientific, historical, or statistical research that conforms or adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the ability to complete such research, if you have provided informed consent;
- (7) enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us and compatible with the context in which the consumer provided the information; or
- (8) to comply with a legal obligation.

We use a two-step process for requests to delete personal information. First, you must make a verifiable consumer request. After receiving your request, we will contact you to separately confirm that you want your personal information deleted. We will contact you further once your personal information has been deleted.



If we cannot verify the identity of the person requesting deletion of personal information, we may deny the request and will inform the requestor we cannot verify their identity. If we deny your request to delete personal information, we will notify you of the reasons why. We will delete any part of your personal information not covered by the exception allowing us to deny deletion of a portion of your personal information.

We may maintain a confidential record of deletion requests solely for the purpose of preventing the personal information of a consumer who has submitted a deletion request from being sold, for compliance with laws, or for other purposes solely to the extent permissible under the CPRA.

#### *Right to Correct Inaccurate Personal Information*

You also have the right to request that we correct any inaccurate personal information, taking into account the nature of the personal information and the purposes of the processing of the personal information.

If we receive a verifiable request to correct inaccurate personal information, we will use commercially reasonable efforts to correct the inaccurate personal information.

#### *Non-Discrimination*

If you are covered by the CPRA we will not discriminate against you merely because you have exercised any of your rights thereunder. Except as permitted by the CPRA, we will not, merely because you have exercised your rights thereunder, do any of the following:

- Deny you goods or services;
- Charge you different prices or rates for goods or services, including through the use of discounts or other benefits or by imposing penalties;
- Provide you with a different level or quality of goods or services; or
- Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

#### *Opt-Out Right*

The CPRA defines “selling” and “sharing” in part, as releasing, disclosing, disseminating, making available, transferring, or otherwise communicating a consumer’s personal information to a third party for monetary or “other valuable consideration.” Under this broad definition, the sharing of personal information through the use of certain cookies could be interpreted as a “sale” or “sharing” of personal information for valuable consideration. Therefore, out of an abundance of caution, if you are covered by the CPRA we provide you with the right to opt-out of the “sale” or “sharing” of your personal information even though such “sale” or “sharing” relates only to the use of certain cookies on our site.

To that end, you have the right to opt-out of the “sale” or “sharing” of your personal information by following the instructions by contacting us at [info@unboundsound.com](mailto:info@unboundsound.com). If you have opted-out of the “sale” or “sharing” of your personal information, we will wait at least 12 months before

expressly asking you to reauthorize the “sale” or “sharing” of your personal information; though you will continue to have the ability to determine how certain cookies may be used on our site. For more information on how we use cookies, please see our Cookie Notice [<https://unboundsound.com/legal>].

You can use an authorized agent to submit your request to opt-out. Your authorized agent must have written permission to act on your behalf. If we believe a request to opt-out is fraudulent, we will notify the requestor that we will not comply with the request and provide an explanation as to why we think it is fraudulent.

You can opt back in to the “sale” or “sharing” of your personal information at any time by contacting us at [info@unboundsound.com](mailto:info@unboundsound.com). A request to opt-in is a two-step process. First, you must clearly request to opt-in. Then, we will separately confirm your choice to opt-in. In addition, as mentioned above, you will continue to have the ability to determine how certain cookies may be used on our site.

After opting in, you can once again opt-out by following the instructions by contacting us at [info@unboundsound.com](mailto:info@unboundsound.com).

The Platform is intended for users ages 21 and up. We do not knowingly collect, sell, or share the personal information of consumers under the age of 21.

#### *Right to Limit Use and Disclosure of Sensitive Personal Information*

If you are a California resident and you are covered by the CPRA you have the right, at any time, to limit the use of your sensitive personal information by us to those uses which are necessary as follows:

- To help to ensure security and integrity;
- In connection with our short-term transient use of your personal information, provided that your personal information is not disclosed to another third party and is not used to build a profile about you or in order to alter your experience outside of the current interaction with us;
- To perform services on behalf of our business including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of Unbound Sound ;
- To undertake or engage in activities to verify or maintain quality or safety of our service or devices that are owned, manufactured, manufactured for, or controlled by Unbound Sound, and to improve, upgrade, or enhance any service or device that is owned, manufactured, manufactured for, or controlled by us; or

- In connection with relocations with the goal of strengthening consumer privacy put in place by Unbound Sound.

Sensitive personal information is defined as personal information that reveals:

- Your social security, driver's license, state identification card and/or passport number;
- Your account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account;
- Your precise geolocation;
- Your racial or ethnic origin, religious or philosophical beliefs, or union membership;
- The contents of your mail, email and text messages, unless we are the intended recipient of the communication;
- Your genetic data;
- The processing of biometric information for the purpose of uniquely identifying a consumer;
- Personal information collected and analyzed concerning your health; or
- Personal information collected and analyzed concerning your sex life or sexual orientation.

Any service providers or contractors that assist us in performing the above services may not use the sensitive personal information to the extent that they have actual knowledge that the personal information is sensitive personal information for any other purpose outside the instruction they receive from Unbound Sound. Service providers and contractors are only required to limit their use of sensitive personal information received pursuant to the written contract with Unbound Sound, in response to instructions from Unbound Sound and only with respect to their relationship with Unbound Sound.

### Contact Information

To request your right to disclosure or deletion of the personal information we have collected about you, please submit a verifiable consumer request to us by emailing us at [info@unboundsound.com](mailto:info@unboundsound.com). If you have questions or concerns about our privacy policies or practices, please contact us at [info@unboundsound.com](mailto:info@unboundsound.com).

A verifiable consumer request can only be made by you or by a person or entity registered with the California Secretary of State authorized by you to act on your behalf. In order to ensure we are able to promptly respond to your request, your request should include sufficient information that allows us to verify you are the person about whom we collected personal information or that you are an authorized representative of such person (including, for example, your full name, email

address, and mailing address) and a detailed description of what you are requesting. We will review the identifying information provided in your request against information contained in our records to verify the request. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

If you are using an authorized agent to exercise any of your rights under the CPRA you must provide us proof in the form of a signed, written authorization of the authorized agent's ability to act on your behalf. You must also provide us with your full name, email address and mailing address to enable us to verify your identity. We will confirm receipt of your verifiable consumer request within 10 business days of our receipt. We will also provide you with information about our verification process and when you should expect a response.

We will disclose and deliver the personal information required within 45 days of receiving your verifiable consumer request. Should we require more time (up to an additional 45 days), we will notify you of the extension and the reasons for the delay. The disclosure will cover the 12-month period preceding the receipt of your verifiable consumer request.

If requests from you are manifestly unfounded or excessive, we may charge a reasonable fee to respond to your request or we may refuse to act on the request. If we choose not to take action on your request, we will notify you of the reasons behind our decision.

### **Children's Privacy**

Our services are not directed to, and we do not knowingly collect personal information from children or persons under the age of 21. If we receive personal information that we discover was provided by a child or a person under the age of 21, we will promptly destroy the information. Please contact us immediately if you become aware that a child or person under the age of 21 has provided us with personal information so that we may investigate and delete information as may be appropriate. We recommend that parents actively participate in their children's use of the Internet.

### **Data Security**

Unfortunately, the transmission of information via the Internet is not completely secure. Although we implement reasonable measures to protect your personal information, we cannot guarantee the security of your personal information transmitted to the Platform, or thereafter. Any transmission of personal information is at your own risk. It is important for you to protect against unauthorized access to your password and to your computer or mobile device. You may change your password or may request a new password from us. If you or any visitor to the Platform becomes aware of any loss, theft or unauthorized use of a password, please notify us immediately by sending an email to [info@unboundsound.com](mailto:info@unboundsound.com). Be sure to sign-off when finished using a shared computer or mobile device and use other reasonable measures to secure your sensitive information.

Our website has security measures in place to protect the loss, misuse and alteration of personal information under our control. We use reasonable industry standard procedures and processes to safeguard the confidentiality of personal information including encryption of personal information

prior to transmission over the internet. Our website uses secure socket layer (“SSL”) encryption technology. Users of our website should ensure that their browsers support SSL encryption technology.

### **Links to Other Websites**

We may provide and/or permit other parties to provide links to other websites or resources. Because you acknowledge and agree that we have no control of such websites and resources, we are not responsible for the accuracy, reliability or availability of such websites or resources, and we do not endorse and are not responsible or liable for any content, advertising, products, information, data, opinions, advice, statements or other materials on or available from such websites or resources. If you decide to access any of the third-party websites linked to our Platform, you do so at your own risk. Please read the terms and conditions and privacy policies of any other company or website you may link to from our Platform. You further acknowledge and agree that we shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any content, goods or services available on or through any such website or resource. Unbound Sound reserves the right to terminate any link or linking program at any time. Unbound Sound disclaims all warranties, express and implied, as to the accuracy, validity, and legality or otherwise of any materials or information contained on such sites.

You may not link to the Platform without Unbound Sound’s prior written permission. If you are interested in linking to the Platform, please contact us at [info@unboundsound.com](mailto:info@unboundsound.com). If you link to the Platform without our permission, you may be subject to IP address blacklisting.

### **How We Use Cookies and Similar Technologies**

The Platform and third parties that provide content, advertising or functionality, or analyze advertising performance on the Platform may use cookies, mobile ad identifiers, web beacons and similar technologies to improve the Platform, determine or improve the advertising shown to you here or elsewhere, to provide you with a personalized experience, or to facilitate administration and navigation of the Platform. This section describes our use of both first party and third party cookies on the Platform.

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first party cookies. We also use third party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts.

More specifically, we use cookies and other tracking technologies for the following purposes:

- Assisting you in navigation;
- Assisting in login and your ability to provide feedback;
- Analyzing your use of our products, services or applications; and
- Assisting with our promotional and marketing efforts (including behavioral advertising)

Below is a detailed list of the cookies we use on our Platform. We classify cookies in the following categories:

- Essential Cookies
- Analytics Cookies
- Targeting Cookies

You can opt-out of each cookie category (except essential cookies) by contacting us at [info@unboundsound.com](mailto:info@unboundsound.com)

### **Essential Cookies**

These cookies are necessary for the Platform to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the Platform will not then work. These cookies do not store any personally identifiable information.

### **Other Cookies**

Analytics cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our Platform. They help us know which pages are the most and least popular and see how visitors move around the Platform. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our Platform.

Targeting cookies may be set through our Platform by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other websites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

### **Sale or Sharing of Personal Data**

Under the CPRA you have the right to opt-out of the sale or sharing of your personal information to third parties. You may exercise your right to opt-out of the sale or sharing of personal information by using the “Do Not Sell or Share My Personal Information” button above.

If you opt-out, we will not be able to offer you personalized ads and will not hand over your personal information to any third parties. Additionally, you may contact us for further clarification about your rights as a California consumer by following the instructions in this Privacy Policy.

If you have enabled privacy controls on your browser (such as a plugin), we have to take that as a valid request to opt-out. Therefore we would not be able to track your activity through the web. This may affect our ability to personalize ads according to your preferences.

### **Google Maps/Google Earth**

If you use Google Maps/Google Earth as part of our services, you agree to comply with the Google Maps/Google Earth Additional Terms of Service (including the Google Privacy Policy). Further, you agree that Google, and not us, shall be responsible for any of your information Google receives as a result of your use of Google Maps/Google Earth.

### **Mobile or Tablet App and Connected Devices**

Depending on the device you use, you may be able to manage your advertising and location preferences through your device settings and as outlined in our Cookies Notice. Many operating systems provide their own instructions on how to prevent the delivery of tailored in-application advertisements. We do not control how the applicable platform operator allows you to manage personalized in-application advertisements. You should review your device manufacturer's support materials and/or the device settings for the respective operating systems for more detail on how to manage such preferences.

You may opt-out of location data collection on our mobile or tablet app(s) by managing your location preferences in the "My Account" section of that app, or by disabling the GPS services for that app on your device. You can stop all collection of personal information by a mobile or tablet app by uninstalling our app.

### **Contact Information and Refusal to Consent**

To ask questions or comment about this Privacy Policy and our privacy practices, including reviewing and requesting changes to any of your collected personal information, contact us at [info@unboundsound.com](mailto:info@unboundsound.com).

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