

# Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to taylorxmusic.com and Taylor X Music and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Taylor X Music include taylorxmusic.com and Taylor X. The Taylor X website is a artist website and ecommerce site. By using the Taylor X website, you consent to the data practices described in this statement.

## Collection of your Personal Information

In order to better provide you with products and services offered on our Site, Taylor X may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number

If you purchase Taylor X's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

Taylor X may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender
- Race
- Religion

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

## Use of your Personal Information

Taylor X collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Taylor X may also use your personally identifiable information to inform you of other products or

services available from Taylor X and its affiliates.

### **Sharing Information with Third Parties**

Taylor X does not sell, rent or lease its customer lists to third parties.

Taylor X may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. Taylor X may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Taylor X, and they are required to maintain the confidentiality of your information.

Taylor X may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Taylor X or the site; (b) protect and defend the rights or property of Taylor X; and/or (c) act under exigent circumstances to protect the personal safety of users of Taylor X, or the public.

### **Tracking User Behavior**

Taylor X may keep track of the websites and pages our users visit within Taylor X, in order to determine what Taylor X services are the most popular. This data is used to deliver customized content and advertising within Taylor X to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by Taylor X. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Taylor X website.

### **Use of Cookies**

The Taylor X website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Taylor X pages, or register with Taylor X site or services, a cookie helps Taylor X to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Taylor X website, the information you previously provided can be retrieved, so you can easily use the Taylor X features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Taylor X services or websites you visit.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Children Under Thirteen**

Taylor X does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe from Third Party Communications**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from third-party partners of Taylor X by contacting us here:

- Web page: \_\_\_\_\_
- Email: [taylorx@taylorxmusic.com](mailto:taylorx@taylorxmusic.com)
- Phone: \_\_\_\_\_

### **E-mail Communications**

From time to time, Taylor X may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from Taylor X or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from Taylor X, you may opt out of such communications by "replying STOP" or clicking on the UNSUBSCRIBE button..

### **External Data Storage Sites**

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

### **Changes to this Statement**

Taylor X reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

**Contact Information**

Taylor X welcomes your questions or comments regarding this Statement of Privacy. If you believe that Taylor X has not adhered to this Statement, please contact Taylor X at:

Taylor X Music

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Nashville, Tennessee 37209

Email Address:

taylorx@taylorxmusic.com

Telephone number:

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Effective as of May 24, 2019