

PARMA RECORDINGS PRIVACY POLICY

Mission

At PARMA, we're committed to protecting your data. It is our policy, intent, and plan to protect you and your privacy in the course of our work. Along those lines, we do not sell, rent, lease, or trade email lists with any other entities for profit or marketing purposes.

The intent as well as the spirit of our Privacy Policy is to be fully compliant with United States law, as well as the regulations as outlined in Article 5 of the GDPR; those being lawfulness, fairness and transparency, Purpose limitation, Data minimization, Accuracy, Storage limitation, Integrity and confidentiality and Accountability.

In this Privacy Policy, we've provided detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others, how you can opt in or out, and how we keep it secure.

What Data We Collect and Why

If you are a signed Artist with our company, we collect information on you such as your email address, phone number, and physical address (so we can send you CDs and related physical products such as marketing collaterals you may have contracted from us), and we may share this information with other companies such as the U.S. Mail, FedEx, DHL, UPS and other similar delivery services, depending upon which part of the world you currently reside in.

When you release your music with us, we will need to provide certain promotional information to our distributor (NAXOS), so they can participate in a shared promotional activity on your behalf.

We also collect credit card and/or banking information when you have contracted us to provide a service or product. We never keep your credit card information after we process a payment (unless you specifically request it in writing) and we do not share that information with anyone outside of PARMA, ever.

Certain specific employees who need the above information to perform a specific task (for example, billing or customer service) are granted access to personally identifiable information, but only for the duration of the task (and with supervision).

Newsletters and Correspondence

As part of the registration process for our monthly newsletter, we collect personal information, including name, email address, and in some cases, your state or country. We use that information for a few reasons: to tell you about something you've asked us to tell you about, to contact you if we need to obtain or provide additional information, to check if our records are correct, and to

check every now and then to make sure you're happy and satisfied. As mentioned above, we never rent or trade email lists with other organizations and businesses.

For our newsletter and other select communications, we sometimes use a third-party provider (such as Active Campaign). When using tools like this we sometimes gather statistics around email openings and clicks using industry standard technologies to help us improve our communications. For more information about how this is done, please see [Active Campaign's privacy notice](#).

At any time you may choose to cease receiving emails and newsletters from us. You can do so by unsubscribing to our general mailings by clicking the 'unsubscribe' link at the bottom of any of our newsletters or by emailing our [Data Controller and Protection Officer](#).

GDPR Compliance for EU Artists

In compliance with the General Data Protection Regulation (GDPR) enacted by the European Union, if you are a resident of an EU country and not a signed Artist with our company, you may Opt-In to allowing us to keep your email and correspondence at any time by contacting us via our website, email address, or the phone number given on our website.

If you choose to Opt-In, we may collect information about you such as email, name, location, and instrumentation and other information about your works so that we may provide you with specific upcoming announcements. These may include our Calls For Scores, special performance opportunities around the world, updates on activities here at PARMA, and information about our Artists through our monthly newsletters and other related information.

If you wish to receive information from us at any point in the future, in accordance with the GDPR policy, you will be required to Opt-In before we will be able to send you this information.

Questions/Contact

If you have any questions or thoughts about our policies, messages, or communications methods, please contact us via telephone at +1-603-758-1718 or by emailing our [Data Controller and Protection Officer](#) at privacy@parmarecordings.com