

This Privacy Policy ("Policy") is effective as of 30th July 2020, as notified to the user ("you") by Sochcast ("Sochcast", "we", "us" or "our") through email or by means of a notice on our Internet home page at sochcast.com ("Website"). It applies to the internet radio services offered and provided on the Website under the brand name Sochcast (the "Services").

We will continue to evaluate this Policy against new technologies, business practices, and our listener's needs, and may make changes to the Privacy Policy accordingly. Please check this page periodically for updates. If we make any material changes to this Policy, we will post the updated Policy on the Website.

The entry of your personal data on the Website is optional and will require you to setup an account with a password and an email address. You are advised to not choose a password such as your name, date of birth, etc. which is easy for someone else to guess.

Information collected from you:

To enable you to access and enjoy certain features of our Services, we may collect certain personally identifiable information, during your interactions with our Services. For example, we may collect information when you:

- ✓ Register to use our Services
- ✓ Enter information in your Profile Page, including your Friends lists
- ✓ Post comments on other users pages or use other community and social networking features that are part of our Services
- ✓ Participate in polls, contests, or other features of the Services and
- ✓ Sign up to receive email newsletters.

When you register, we ask you to provide certain information, which includes (but may not be limited to) your email address, birth year, gender, and PIN code, as well as a password for your account on the Website. If you choose to subscribe to fee-based portions of the Services, you will also be asked to provide your name, credit card information, and PIN code. When you contact us by email, we retain the emails that you send to us.

We may receive information about you from third parties and store it in our database with other information (including personally identifiable information) that you provide to us. Some examples of these third parties are listed below:

- ✓ Services partners and advertisers that make features available through the services and on the Website
- ✓ Services partners through whom we allow registered listeners to access the services and the Website
- ✓ Marketing companies that create professional marketing lists or sell other marketing data
- ✓ Other websites or applications that you have registered to use or that people you know have registered to use, when we allow those websites or applications to interact through the Services and the Website to provide personalised services to you. In some cases, those websites or applications may automatically provide us with information about you to facilitate personalization unless you use the controls available on those websites or applications to opt-out of such sharing.

Sochcast is not responsible for, and will assume no liability, if a business partner or other entity collects uses or shares any information about you in violation of its own privacy policy or applicable law.

Information Received from other listeners:

We may collect information about you from people who have stored information about you when they elect to use any of the features provided through the Services and on the Website, or when they enable connectivity with another website or application where they have stored such information. For instance, your friends may have stored information about you in places such as their friend lists, address books, or photos on our website and other sites with which the Services interacts. We may also collect your email address when people you know share a station with you, but we will not add your name to any of our mailing lists as a result of this feature.

Automatic Data Collection:**Copyright Tracking:**

Sochcast incorporates into the Services and the Website, software that is designed to protect the copyright and other intellectual property rights associated with the podcasts you listen to and to ensure that artists and copyright owners receive applicable royalties. This software identifies, lists and tracks the podcasts you have accessed through the Services.

Services partners:

When you access the Services through a service partner, we may add selected aspects of your registration information (such as your email address), so that we can identify which of our service partners or other sign-in pages to send to you when you log on to the Services.

Information about your computer or device:

We may also collect information about the computer, mobile or other devices you use to access and listen to the Services. For example, our servers receive and record information about your computer and browser, including potentially, your IP address, browser type, and other software or hardware information. If you access the Services from a mobile or other device, we may collect a unique device identifier assigned to that device or other transactional information for that device.

Tracking technology:

We use "cookies", a small data string our server places onto your hard drive, and other tracking technology to help us manage and track your interaction with our Services. These technologies collect non-personally identifiable information to improve the Services, including to keep count of return visits to the Website or our advertiser's or partner's websites, collect and report on aggregate statistical information, save your password and login information, and / or display advertising or content based on your interests. We may also capture other data such as search criteria and results, date, time,

connection speed and IP addresses. Third parties whose products or services are accessible or advertised via the Services may also use cookies, and we advise you to check their privacy policies for information about their cookies and other privacy practices. Advertisers, and the third-party advertising companies with whom we or our advertisers partner to deliver ads to you, may place or recognize a unique cookie or similar technology on your browser in order to collect non-personally identifiable information about your visits to the Services.

How we use the information we collect:

We use the information that we collect for the following purposes:

To customize and personalize the advertising and the content you see.

To enhance your experience in our Website and Services. We use tracking information to determine how well each page and station performs overall based on aggregate listener demographics and traffic patterns to those pages and stations. This helps us continue to build a better Services and Website for you.

To fulfil your requests for certain products and services, such as sending out electronic newsletters and enabling you to participate in and renew paid services, polls, contests, and message boards.

To send you information that you agreed to receive about topics that we think will be of interest to you.

To alert you to the latest developments and features on our Services.

How the information we collect is shared:

We will make your personally identifiable information available to other companies, websites, applications or people in the circumstances listed below:

You provide information in the course of your use of the Services by participating in community and social networking features such as forums, station sharing, listener opinions and reviews, or other forms of public communication and interaction. In addition, we also make your stations available to those registered listeners who know your email address and who specifically request your station.

You elect to allow us to share information at the time that you register with us or provide us with the information, or through a subsequent affirmative election. When we hire or partner with third parties to provide specialized services on our behalf, such as credit card processing, sweepstakes management and prize fulfillment, data processing, customer/support services and special products or services that we choose to make available to our registered listeners. When you search for artists or listen to stations via the Services. Unless you make your Profile private, information about the artists, songs, and stations you have created or listened to may be made publically available.

We also may use and share non-personally identifiable information, such as general demographic or location information, or information about the computer or device from which you access the Services. The use and disclosure of such information is not subject to any restrictions under this Privacy Policy. Additionally, we may de-identify personally identifiable information and share it in a de-identified or aggregated form with third parties, advertisers and/or business partners in order to analyze Services usage, improve the services and your listener experience, or for other similar purposes.

When we jointly offer certain features or services with third parties, such as service partners that make features available through the Services, business partners through whom we allow registered listeners to access Services, advertisers, or marketing companies. When you use these features or services, you grant us permission to pass your registration information back to that service partner. Such third parties may have different data collection, use and sharing practices than us, and you should review their applicable privacy policies.

When we work with a third party to provide personalization to the Services through connectivity to another website or application. We may also share your information with a third party when we jointly offer a service or a feature with that third party, such as connectivity with other websites.

If you unsubscribe for a mailing that we send to you on behalf of a third party, we may share your removal instructions with the third party

so that your email address may be added to that company's list of people to whom they will not send emails directly.

In connection with a merger with another entity, or in the event of a transfer of all or some of our assets.

When we have a good faith and belief that we are required to do so by law or in response to a law enforcement agency's request, or in a situation where disclosing your personal information is necessary to identify, contact or bring legal action against someone who may be causing injury to Sochcast, the Services, the Website, you, our listeners or members of the public.

How your information may be shared with other listeners and the public:

Unless you make your Profile Page private, information on that page is visible to other listeners and to the public. You may post favourite songs, bookmarks, stations or other biographical information on your Profile Page. Further, friends may share information about you with other third parties, including their friends on other social networks. Our policy is to provide a clear and easy way for you to opt out of receiving specific types of emails.

How we protect your information

We have implemented commercially reasonable physical and electronic security measures to protect against the loss, misuse, and alteration of your personally identifiable information. Despite our best efforts, however, no security measures are perfect or impenetrable.

Consent to processing

Use of the Services outside of India is a violation of our Terms of Use. Nevertheless, if you use the Services outside of India, you fully understand and unambiguously consent to the transfer of such personal information to, and the collection and processing of such personal information in India and other countries or territories. The laws on holding personal information in India may vary and be less stringent than laws of your state or country. By disclosing any information to Sochcast through the Website and by using the Website

as a registered user, you are giving consent to the collection, storage and use of your personal information by us as set out in this Policy and the Terms of Use, and you understand and give consent to the collection, maintenance, processing and transfer of such information in and to India and other countries and territories. If you do not give consent to the collection, maintenance, processing and transfer of such information in and to India and other countries and territories, then you should not use the Website as a registered user, which means that many features will be unavailable to you.

Legally-Compelled Disclosures

We believe in privacy and therefore will take all reasonable measures to ensure that your personally identifiable information remains private. However, in the event that we are required to disclose personally identifiable information by a court, the police or other law enforcement bodies for their investigations, regulation or other governmental authority we will make such a disclosure without being in violation of this Policy.

Business Transitions

If Sochcast is acquired by another company or sells all or a portion of its assets to another company, or in the event of a merger, it is likely that user information will be a part of the assets transferred. If as a result of such a business transition information is to be collected, used or disclosed in a manner or for a purpose different from that stated above, Sochcast will endeavour to notify all users of such changes beforehand.