

BAUX, LLC

PRIVACY POLICY

Effective Date: August 17, 2018

Last Update: August 17, 2018

1. INTRODUCTION.

The following is the Privacy Policy ("Policy") for Baux, LLC a/k/a JukeBaux (individually and collectively, "JukeBaux," "we," "us," "our"). This Privacy Policy sets out the essential details relating to your personal data in connection with JukeBaux. The Privacy Policy applies to all JukeBaux services and any associated services (individually and collectively referred to herein as the "JukeBaux Service"). The terms governing your use of the JukeBaux Service are defined in our Terms of Use (the "Terms of Use").

From time to time, we may, in our sole discretion, develop new or offer additional services. If the introduction of these new or additional services results in any change to the way we collect or process your personal data we will provide you with more information and additional terms or policies hereunder, within the Terms of Use, and, as may be applicable under law, via notification to you. Notwithstanding anything to the contrary, and for the avoidance of doubt, any new or additional services introduced by us will be subject to this Privacy Policy and Terms of Use unless otherwise stated in its introduction.

The aim of this Privacy Policy is to:

- Ensure that you understand what personal data we collect about you, the reasons why we collect and use it, and who we share it with;
- Explain the way we use the personal data that you share with us when you are using the JukeBaux Service; and
- Explain your rights and choices in relation to the personal data we collect and process about you and how we will protect your privacy.

If you do not agree with the content of this Privacy Policy, then you should not and are not permitted to use the JukeBaux Service. Accordingly, you explicitly acknowledge that you have read this Privacy Policy and Terms of Use prior to using the JukeBaux Service. Notwithstanding anything to the contrary, and for the avoidance of doubt, you explicitly agree to the terms and conditions of this Privacy Policy and Terms of Use by using the JukeBaux Service.

2. PERSONAL DATA PRIVACY RIGHTS AND PREFERENCES.

Under recently enacted European Union law, the General Data Protection Regulation (the "GDPR") gives certain rights to individuals in relation to their personal data where and as may be applicable. Accordingly, the following rights may be available to you under applicable law (and except as may be also limited under applicable law):

- Right of Access: This is the right to be informed of and request access to the personal data we process about you;
- Right to Rectification: This is the right to request that we amend or update your personal data where it is inaccurate or incomplete;
- Right to Erasure: This is the right to request that we delete your personal data;
- Right to Restrict: This is the right to request that we temporarily or permanently stop processing all or some of your personal data;
- Right to Object: This is the right, at any time, to object to us processing your personal data on grounds relating to your particular situation and the right to object to your personal data being processed for direct marketing purposes;
- Right to Data Portability: This is the right to request a copy of your personal data in electronic format and the right to transmit that personal data for use in another party's service; and
- Right not to be subject to Automated Decision Making: This is the right to not be subject to a decision based solely on automated decision making, including profiling, where the decision would have a legal effect on you or produce a similarly significant effect.

Solely if applicable, to exercise the rights above, you must contact us at info@juke-baux.com and request to exercise these rights. Following our receipt of your request, we will contact you with further directions to process your request or confirmation that your request has been approved.

In the future, JukeBaux may, in its sole discretion or as required under applicable law, create and provide you with access to or control of privacy settings via an account settings page via the JukeBaux application.

If we send you electronic marketing messages based on your consent or as otherwise permitted by applicable law, you may, at any time, respectively withdraw such consent or declare your objection (referred to herein as "opt-out") at no cost. Any electronic marketing messages you receive from JukeBaux will also include an opt-out mechanism within the message itself. For example, an unsubscribe link in the emails we send to you.

If you have any questions about your privacy, your applicable rights, or how to exercise them, please contact us at info@juke-baux.com and we will attempt to respond to your request within a reasonable period of time. If you are unhappy with the way we are using your personal data you can also contact your local Data Protection Authority.

3. HOW DO WE COLLECT PERSONAL DATA.

We collect your personal data in the following ways:

- Signing Up For the JukeBaux Service: When you sign up to the JukeBaux Service, we collect certain personal data so you can use the JukeBaux Service such as your email and name.
- Using the JukeBaux Service: When you use the JukeBaux Service, we collect personal data about your use of the JukeBaux Service, such as what songs you may have played and what playlists you may have created.
- Voluntarily Providing Personal Data and Enabling Additional Features or Functions: From time to time, you may also voluntarily provide us with additional personal data or give us your permission to collect additional personal data to provide you with more features or functionality. Nevertheless, we will not collect photos, precise mobile device location, voice data, or contacts from your device without your prior consent. You will have the option to change your mind and withdraw your consent at any time by contacting us directly.
- Third Party Personal Data: We may receive personal data about you and your activity from third parties, including advertisers and partners we may work with in order to provide you with the JukeBaux Service. We may use this personal data either where you have provided your consent to the third party or to JukeBaux with respect to allowing such data sharing or where JukeBaux has a legitimate interest to use the personal data in order to provide you with the JukeBaux Service.
- Anonymous and Aggregated Information: We may also use anonymous and aggregated information for purposes including testing our IT systems, research, data analysis, creating marketing and promotion models, improving the JukeBaux Service, and developing new features and functionality within the JukeBaux Service.

4. TYPES OF PERSONAL DATA WE COLLECT.

A. WHEN SETTING UP A JUKEBAUX ACCOUNT.

The following lists and describes the personal data we collect when you sign up, set up, or register for an account with JukeBaux:

- **Account Registration Data:**

- Account Registration Data is the personal data that is provided by you or collected by us to enable you to sign up for and use the JukeBaux Service. This includes your email address and name. Some of the personal data we will ask you to provide is required in order to create your account. In some instances, now or in the future, you may also have the option to provide us with some additional personal data in order to make your account more personalized.
- The exact personal data we will collect depends on the type of JukeBaux Service plan you sign up for and whether or not you use a Third Party Application (as defined in the Terms of Use) in connection with signing up or using the JukeBaux Service. Currently, only a free-of-charge service plan is available; provided, that JukeBaux may in the future, in its sole discretion, choose to offer other types of services plans. If you use a Third Party Application to create an account, we will receive personal data via that Third Party Application, but only when you have consented to that Third Party Application sharing your personal data with us.

B. WHEN USING JUKEBAUX.

The following lists and describes the personal data we collect when you use JukeBaux:

- Service Usage Data: Service Usage Data is the personal data that is collected about you when you are using the JukeBaux Service and may include the following:
 - Information about your type of JukeBaux Service plan. Currently, only a free of charge service plan is available; provided, that JukeBaux may in the future, in its sole discretion, choose to offer other types of services plans.
 - Information about your interactions with the JukeBaux Service, which may include, but is not limited to, the date and time of any requests you make, songs you have listened to, playlists you create, and your interactions with other JukeBaux users. This also may include details of your use of Third Party Applications and advertising you receive.
 - User Content: User Content (defined in the Terms of Use) is content that you post to JukeBaux, which may include, but is not limited to, messages you send or receive via JukeBaux and your interactions with JukeBaux company representatives.
 - Technical Data: Technical Data is data that may include URL information, cookie data, your IP address, the types of devices you are using to access or connect to the JukeBaux Service, unique device IDs, device attributes, network connection types (e.g., 3G, LTE, WiFi, Bluetooth, etc.) and provider, network and device performance, browser type, language, information enabling digital rights management, operating

system, and JukeBaux application version. If you would like further details about the technical data that is processed by us, please feel free to contact us at info@juke-baux.com and we will attempt to respond to your inquiry within a reasonable time.

C. WITH YOUR PERMISSION.

The following lists and describes the personal data we may collect with your permission in order to provide you with additional features or functionality:

- Marketing Data: Marketing Data is personal data that is used to enable JukeBaux and our partners or service providers to send you marketing communications either via email, while using the JukeBaux Service, or direct from a third party. To find out more about the personal data collected and the controls you may have in relation to the marketing communications you receive, contact us at info@juke-baux.com.
- Voluntary Mobile Data: In addition to the mobile data we collect to provide you with the JukeBaux Service, you also have the option to give us your consent to collect additional personal data from your mobile device to provide you with additional features or functionality (as may be applicable or available from time to time) in connection with your use of the JukeBaux Service. Please note that we will not access any of the personal data listed below without first obtaining your consent:
 - Photos: If you give us permission to access your photos or camera, we will only access images that you specifically choose to share with us and metadata related to those images, such as the type of file and the size of the image. We will never scan or import your photo library or camera roll;
 - Precise Mobile Device Location: If you give us permission to access your precise location, this enables us to access your GPS or Bluetooth to provide location-aware functionality in the JukeBaux Service. Please note that this does not include your IP address; provided, that, we may use your IP address to determine non-precise location. For example, what country you are in to comply with any licensing agreements or other obligations;
 - Voice Data (As Applicable): If you give us permission, this enables us to access the voice commands captured via your device microphone to enable you to interact with the JukeBaux Service with your voice. Please note you will always have the ability to turn off the microphone feature; and,
 - Contacts: If you give us permission to access your contacts, this enables us to access individual contacts stored on your device to help you find other individuals that use JukeBaux too.

- Contests, Surveys and Sweepstakes Data: As may be applicable from time to time, this personal data would be used to allow you to sign up and participate in these types of promotions. The exact personal data collected will vary depending on the promotion. Additional details on what data would be collected will included in the details of any such promotion.
- Payment Data (If Applicable): Currently, JukeBaux only offers a free of charge service plan. However, we may, in our sole discretion, offer a paid for service plan. In that instance, we may collect such personal data if you sign up for a trial or purchase any paid services or make other purchases through the JukeBaux Service. Accordingly, if a paid service is made available, the exact personal data collected will vary depending on the payment method or service plan, but may include information such as your name, credit card or debit card payment information, contact information, etc.

5. PURPOSES FOR USE OF PERSONAL DATA.

The following lists the types of personal data we may use and describes the reasons or purposes we may use them when you use or interact with the JukeBaux Service:

- Account Registration Data & Service Usage Data:
 - To provide, personalize, and improve your user experience with the JukeBaux Service and other services and products provided by JukeBaux. For example, by providing customized, personalized, or localized content, recommendations, features, and advertising on or outside of the JukeBaux Service (including for third party products and services).
 - To understand how you access and use the JukeBaux Service to ensure technical functionality of the JukeBaux Service, develop new products and services, and analyze your use of the JukeBaux Service, including your interaction with applications, advertising, products, and services that are made available, linked to, or offered through the JukeBaux Service.
 - To communicate with you for JukeBaux Service-related purposes.
- Contests, Surveys and Sweepstakes Data & Marketing Data (As Applicable): To communicate with you, either directly or indirectly (e.g., through one of our partners), for: marketing, research, participation in contests, surveys and sweepstakes, promotional purposes, via emails, notifications, or other messages, consistent with any permissions and consents you may have communicated and provided to us.
- Payment Data (As Applicable): To process your payment to prevent or detect fraud including fraudulent payments and fraudulent use of the JukeBaux Service.

- Voluntary Mobile Data (As Applicable): To provide you with features, information, advertising, or other content which is based on the permissions and consents you may have provided to us (e.g., your specific location).

6. SHARING PERSONAL DATA.

A. PUBLIC AND VOLUNTARILY PROVIDED PERSONAL DATA

The following lists and describes potential recipients of your publicly available and voluntarily provided and shared personal data that may be collected or generated through your use of the JukeBaux Service:

- Publicly Available Personal Data: Publicly Available Personal Data will always be publicly available on the JukeBaux Service. This includes your name, username, profile picture (as applicable), users you may follow and those users that follows you on the JukeBaux Service, and your public playlists.
- Voluntarily Provided Personal Data: Voluntarily Provided Personal Data will only be shared as described with the below recipients if: i) you choose to make use of a specific JukeBaux Service feature where sharing of particular personal data is required for the proper use of the JukeBaux Service feature; or ii) you grant us your permission to share the personal data:
 - Third Party Applications Connected to Your JukeBaux Account: If you connect your JukeBaux account to a Third Party Application, such as, for example, social media or audio platforms, then JukeBaux may share your Service Usage Data so you can connect to your JukeBaux account.
 - Third Party Applications Used to Login: As applicable, if you log into a Third Party Application using your JukeBaux account credentials, then that Third Party Application may have access to certain Service Usage Data such as your playlists, saved content, and activity. You will receive a notification before connecting to the Third Party Application to let you know what personal data will be shared or accessible to that Third Party Application.
 - Other JukeBaux Users: In certain instances, you may allow or request that we share certain Service Usage Data, specifically information about your use of JukeBaux, with other JukeBaux users. For example, when you make playlists, you might want those playlists to be visible to other users on the JukeBaux Service, but you can also make your playlists private at any time.
 - JukeBaux Partners: As applicable, you may request or allow us to share personal data (e.g., your email address) with JukeBaux partners who may want to directly

send you news or promotional offers; provided, however, that you may revoke that consent at any time by contacting us directly at info@juke-baux.com.

B. ADDITIONAL POTENTIAL RECIPIENTS OF PERSONAL DATA

The following lists and describes additional potential recipients of your personal data:

- According to Applicable Law and Data Protection Authorities: We will share your personal data when we in good faith believe it is necessary for us to do so in order to comply with any legal obligations under applicable law, or respond to valid legal process, such as a search warrant, a court order, or a subpoena. We also will share your personal data where we in good faith believe that it is necessary for the purpose of our own, or a third party's legitimate interest relating to national security, law enforcement, litigation, criminal investigation, protecting the safety of any person, or to prevent death or imminent bodily harm, provided that we deem that such interest is not overridden by your interests or fundamental rights and freedoms requiring the protection of your personal data.
- Service Providers and Others: We use technical service providers which may operate the technical infrastructure that we need to provide the JukeBaux Service, in particular providers which host, store, manage, and maintain the JukeBaux application, its content and the data we process. We use technical service providers to help us communicate with you. We use marketing and advertising partners to show you more tailored content or to help us understand your use of the JukeBaux Service or to provide you with a better service. We also may share personal data with certain marketing and advertising partners to send you promotional communications about JukeBaux.
- JukeBaux Partners: If you access the JukeBaux Service through an offer that you received or obtained from a third party such as your mobile network operator, we share personal data with that third party about your use of the JukeBaux Service, such as whether and to what extent you have used the offer, activated a JukeBaux account, or actively used the JukeBaux Service. Depending on how you sign up for the JukeBaux Service (e.g., through a third party service or a mobile provider), we share your JukeBaux username or other Account Registration Data as necessary to enable your account. As may be applicable, we also may share your personal data in a pseudonymised format with certain partners (e.g., music industry or recording partners) to help them understand how the content they license to us is performing and to enable you to listen to streaming content via the JukeBaux Service. Additionally, as may be applicable, we may also share your personal data in a pseudonymised format with marketing partners who help us with promotional efforts and with advertisers that allow us to offer the service free-of-charge.

- Other JukeBaux Affiliated Companies: We may share your personal data with other JukeBaux affiliated companies or groups to carry out our daily business operations and to enable us to maintain and provide the JukeBaux Service to you.
- Potential Purchasers and Purchasers of the JukeBaux Business: We will share your personal data in those cases where we sell or negotiate to sell our business to a buyer or prospective buyer. In this situation, JukeBaux will continue to ensure the confidentiality of your personal data and give you notice before your personal data is transferred to the buyer or becomes subject to a different Privacy Policy.

7. JUKEBAUX DATA RETENTION POLICY.

We keep your personal data only as long as necessary to provide you with the JukeBaux Service and for legitimate and essential business purposes. This includes, but is not limited to, maintaining the performance of the JukeBaux Service, making data-driven business decisions about new features, service plans, and other potential offerings, complying with legal obligations, and resolving disputes.

We keep some of your personal data for as long as you are a user of the JukeBaux Service (e.g., your playlists and account information). However, at your request, we will delete or make anonymous your personal data so that it no longer identifies you, unless, we are legally allowed or required to maintain certain personal data, including under circumstances such as the following:

- If there is an unresolved issue relating to your account, including, but not limited to, an unresolved claim or dispute, we will retain the necessary personal data until the issue is resolved;
- Where we are required to retain the personal data for our legal, tax, audit, and accounting or other similar professional business obligations, we will retain the necessary personal data for the period required by applicable law; and/or
- Where necessary for our legitimate business interests such as for the prevention of fraud or to maintain the security of our users.

8. TRANSFER TO OTHER COUNTRIES (AS MAY OR MAY NOT BE APPLICABLE).

In the future, JukeBaux may share your personal data globally with other affiliate JukeBaux companies or groups in order to carry out the activities specified in this Privacy Policy. In such instance, JukeBaux may also subcontract processing to, or share your personal data with, third parties located in countries other than your home country. Your personal data, therefore, may be subject to privacy laws that are different from those in your country of residence.

Please note that if personal data is collected within the European Union and Switzerland, then it may, for example, be transferred to and processed by third parties located in a country outside of the European Union and Switzerland. In such instances JukeBaux shall ensure that the transfer of your personal data is carried out in accordance with applicable privacy laws and, in particular, that appropriate contractual, technical, and organizational measures are in place such as the Standard Contractual Clauses approved by the EU Commission.

9. THIRD PARTY LINKS.

We may display advertisements from third parties and other content that links to third party websites. We cannot control or be held responsible for third parties' privacy practices and content. If you click on a third party advertisement or link, please understand that you are leaving the JukeBaux Service and any personal data you provide will not be covered by this Privacy Policy. Please read their respective privacy policies to find out how they collect, use, and process your personal data.

10. PERSONAL DATA PROTECTION.

We are committed to protecting our users' personal data. We implement appropriate technical and logistical measures to help protect the security of your personal data; however, please note that no system is ever completely secure. We have implemented various policies to guard against unauthorized access and unnecessary retention of personal data in our systems.

Nevertheless, it is imperative that you must take steps to keep your personal data safe too. As such, your password protects your user account, so we encourage you to use a unique and strong password, limit access to your computer and browser, and log out after having used the JukeBaux Service.

11. USER AGE REQUIREMENT

The JukeBaux Service is not directed to children under the age of 13 years. However, in some countries, stricter age limits may apply under local law. As such, we do not knowingly collect personal data from children under 13 years or under the applicable age limit. If you are under the applicable age limit, you must not use the JukeBaux Service and you must not provide any personal data to us.

If you are a parent of a child under the applicable age limit to use the JukeBaux Service and become aware that your child has provided personal data to JukeBaux, please contact us at info@juke-baux.com and request exercise of your applicable rights detailed above in this Privacy Policy.

If we learn that we have collected the personal data of a child under the age of 13 years, we will take reasonable steps to delete the personal data. This may require us to delete the JukeBaux account for that person.

12. PRIVACY POLICY CHANGES, UPDATES, OR AMENDEMENTS.

We may occasionally make changes to this Privacy Policy. When we make material changes to this Privacy Policy, we'll provide you with prominent notice as appropriate under the circumstances (e.g., by displaying a prominent notice within the JukeBaux Service or by sending you an email). In some instances, we may notify you in advance. Please, therefore, make sure you read any such notice carefully.

13. CONTACT US.

If you have any questions about the JukeBaux Privacy Policy, please contact us at info@jukebaux.com or by write to us at the following address:

Baux, LLC
2040 Michigan Street
Sidney, Ohio 45365