



Pitch Inc.

Privacy Policy

Last updated: October 16, 2021

Introduction

Pitch Inc. ("**Pitch**", "**we**" or "**us**") respect your privacy. We are committed to protecting it through our compliance with the practices described in this notice, including our practices for collecting, using, maintaining, protecting, and disclosing the personal data we may collect from you or that you may provide when you use our application, visit our website, or use our other digital properties and services (our "Services".) This notice applies to the personal data collected through our Services, regardless of the country where you are located.

Our Services may include e links to third-party websites, plug-ins, services, social networks or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. We do not control these third-party websites, and we encourage you to read the privacy notice of every website you visit.

Please read this notice carefully to understand our policies and practices for processing and storing your personal data. By engaging with our Services, you accept and consent to the practices described in this notice. This notice may change from time to time (*see Changes to Our Privacy Notice*). Your continued engagement with our Services after any such revisions indicates that you accept and consent to them, so please check the notice periodically for updates.

The Personal Information We May Collect from You

Information that you provide to us: We may collect information that you provide when using our Services, such as when you: (1) create an account; (2) use our Services; (3) participate in events or promotions; (4) send questions or comments via email or live chat; (5) interact with our sales or customer support team; (6) apply for a job with us online; (7) fill out surveys; or (8) otherwise communicate with us through or about our Services.

The types of personal information that you provide may include:

- Your name (as provided by you);
- Your email address, if provided by you or the sign on service you use;
- Your log-in credentials for your account;

- Information about your interaction with our Services (described in more detail, below);
- Information about how your devices interact with our Services (described in more detail, below).

How We Use the Information We Collect

We may use the personal information we collect to help us to provide our Services to you, for example:

- Our servers automatically collect usage information about your use of the Services, including the number of logins, data displayed or clicked on, actions taken, your language preference, and other login information. We may collect automated error reports in the case of software malfunctions, which may contain some or all of the information in your account and content and may be reviewed to help resolve problems with the Services.
- We collect information from the device and application you use to access our Services. Device data mainly means your device type and its operating system version.
- We collect data about your use of the Services. For example, we keep track of the songs you select, when you select them, and how long you play them.
- When you sing, we record your voice and keep track of your ability to recall the lyrics and match the melody of the song being played. We retain those scores and the voice recordings associated with them to determine your singing range, develop your coaching plan and gauge your progress.
- We assign and maintain rankings regarding your ability to match a melody and keep tempo. We log this information for each song you try.
- We keep track of and assess your learning preferences as you interact with our Services. For example, we log and maintain the times you interact with our services to determine whether you learn (and perform) better in the morning or evening, or whether you learn better in short intervals or after long periods of time. This data is maintained and used to personalize our Services for you and to optimize their performance.
- We log your music choices and make assessments about the types of music you like so that we may recommend other songs for you to try.
- We provide and deliver the Services you request, process transactions, and send you related information;
- We respond to your comments, questions, and requests and provide you with requested customer support;
- If you opt in, we forward selected information about you and your usage of our Services to music companies from which we license music.

- We make inferences about you based on your interaction with our Services. For example, we may infer your age or gender based on your music choices.
- Emails sent by Pitch may include page tags that allow us to collect information about when emails were opened and what links in them were clicked.

We may also use the information we collect to:

- Send you advertising or promotional materials;
- Send you technical notices, updates, security alerts, and support and administrative messages;
- Secure our systems, prevent fraud, and help us to protect the security of your account;
- Prevent, detect, and investigate potentially prohibited or illegal activities and to enforce our terms and policies;
- Link or combine with other information we obtain from third parties to help understand your needs and provide you with better service.

We reserve the right at all times to review your content and information to help resolve problems with our software or Services, or to ensure that you remain in compliance with our Terms of Service and other policies.

How We Collect Information About You

We use different methods to collect data from and about you including through:

- ***Direct interactions.*** You may give us information about you by filling in forms or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you create an account, subscribe to our service, participate in discussion boards or other social media functions on our Services, and when you report a problem with our Services. This also includes the voice recordings we make and maintain when you use our Services.
- ***Automated technologies or interactions.*** As you interact with our Services, we may automatically collect technical data about your equipment, browsing actions and patterns as specified above. We collect this information by using cookies, server logs, and other similar technologies.
- ***Third parties or publicly available sources.*** We may receive information about you from third parties in certain circumstances, including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies, data brokers, or aggregators, for example:
 - You give permission to those third parties to share your information with us or where you have made that information publicly available online.

- You create or log into your account through a third-party social networking site or one of our integration partners, we will have access to certain information from that service such as your name and account information.
- If you purchase our Services, we may receive information from our third-party payment processors.
- We may collect information from unaffiliated third parties so that we can better understand you and provide you with information and offers that may interest you.

We may combine such information with the information that we collect through our Services and such information may be used for the purposes described in the “How We Use the Information We Collect” section below

- **User contributions.** You also may provide information for us to publish or display ("post") on public areas or transmit to other users or third parties (collectively, "User Contributions"). You submit User Contributions for posting and transmission to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of any users with whom you choose to share your User Contributions. Therefore, we cannot and do not guarantee that unauthorized persons will not view your User Contributions.

Cookies and Automatic Data Collection Technologies

Like most companies online, our Services use cookies (small files placed on your device) or other automatic data collection technologies to distinguish you from other Service users. Cookies also allow us to improve our Services by enabling us to estimate our audience size and usage patterns; store your preferences so we may customize our Services according to your individual interests; speed up your searches; and recognize you when you return to our Services.

You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, certain parts of our Services may become inaccessible and certain features may not work correctly. Unless you adjust your browser settings to refuse cookies, our system will issue them

Our website pages and e-mails may contain web beacons (small transparent embedded images or objects, also known as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or email readers, or to compile other similar statistics such as recording our Services' content popularity or verifying system and server integrity.

Third Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Services are provided by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. They may associate the information collected with your personal data or they may collect information, including personal data, about your online

activities over time and across different websites or other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control how these third-party tracking technologies operate or how they may use the collected data. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Information We May Share

We may share your personal information with third parties as follows:

- Service Providers: We use other companies, agents, or contractors to perform services on our behalf or to assist us with the provision of Services to you. For example, we engage service providers to provide marketing, advertising, communications, security, payment processing, infrastructure and IT services, to customize, personalize, and optimize our Services, to process payment transactions, to provide customer service, and to analyze and enhance data. While providing such services, these service providers may have access to your personal information. These service providers have agreed to maintain the confidentiality, security, and integrity of the personal information that they obtain from us and we do not authorize them to use or disclose your personal information except in connection with providing their services.
- Protection of Pitch and others: Pitch and its service providers may disclose and otherwise use your personal information where we or they reasonably believe such disclosure is needed to (i) satisfy and applicable law, regulation, legal process, or governmental request; (ii) enforce applicable terms of use, including investigation of potential violations; (iii) detect, prevent, or otherwise address illegal or suspected illegal activity, security, or technical issues; or (d) protect against harm to the rights, property, safety of Pitch, our users, or the public, as required or permitted by law.
- Business transfers: In connection with any reorganization, restructuring, merger, or sale, or other transfer of assets, we will transfer information, including personal information, provided that the receiving party agrees to respect your privacy in a manner that is consistent with our Privacy Policy.
- Other Users: Content that you create, upload, or copy into our Services, may, if you choose, be read, copied, used, and distributed by people you know, your members, or people you don't know. Information that you disclose using the chat function of the Services may be read, copied, used, and distributed by people participating in the chat. Use care when including sensitive information, such as home addresses or phone numbers, in content you share or chat sessions.
- With Your Consent: We may share your personal information when we have your consent, which you may give via opt-in mechanisms, consenting to our Terms of Service, or in other conspicuous ways.

Whenever in the course of sharing information, we transfer personal information to countries within the European Economic Area or other regions with comprehensive data protection laws, we will ensure that

the information is transferred in accordance with this Privacy Policy and as permitted by the applicable laws on data protection.

We may share non-personal data without restriction.

Accessing and Correcting Your Personal Data

You can access, review, and change your personal data by logging into the Services and visiting your account profile page.

You may also send us an email at hi@pitch.studio to request access to, correct, or delete personal data that you have provided to us. For most of your personal information, we cannot delete your personal data except by also deleting your user account. We may not accommodate a request to change or delete information if we believe the change or deletion would violate any law or legal requirement or negatively affect the information's accuracy.

If you delete your User Contributions from the Services, copies of your User Contributions may remain viewable in cached and archived pages or because other Services users may have copied or stored them.

Data Security

The security of your personal data is very important to us. We use physical, electronic, and administrative safeguards designed to protect your personal data from loss, misuse, and unauthorized access, use, alteration, or disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to take care when providing information in public areas of the Services like message boards, which any Services visitor can view.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to our Services. Any transmission of personal data is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Services.

Children's Online Privacy

We do not direct our Services to minors and we do not knowingly collect personal data from children under the age of 16 or as defined by local legal requirements. If we learn we have mistakenly or unintentionally collected or received personal data from a child without appropriate consent, we will delete it. If you believe we mistakenly or unintentionally collected any information from or about a child, please contact us at hi@pitch.studio.

Changes to Our Privacy Notice

We will post any changes we may make to our privacy notice on this page and indicate on the Services Settings page that we updated this privacy notice. If the changes materially alter how we use or treat your personal data we will notify you by email to the primary email address specified in your account and/or through a notice on the Pitch home page. Please check back frequently to see any updates or changes to our privacy notice.

Contact Information

Please address questions, comments, and requests regarding this privacy notice and our privacy practices to hi@pitch.studio.

Our corporate headquarters are located at 427 East 17th Street, Suite F715, Costa Mesa, CA 92627