COOKIE MANAGEMENT POLICY
(updated January 2021)

This Cookie Management Policy (hereafter **"Cookie Policy"**) concerns the websites and applications (hereafter the **"Sites"**) published by BELIEVE SAS, or one of its subsidiaries, including TUNECORE (hereafter "**Believe**", or "**We**", "**Our**"), which artists, producers, managers, independent labels, clients, fans or simple visitors use (hereafter "**You**", or "**Your**"). Its purpose is to give you all the relevant information relating to the use of cookies on our Sites.

1. Why a Cookie Management Policy?
The purpose of this cookie management policy is to inform You about the cookies that are active on Our Sites, about your rights relating to the acceptance or refusal of these cookies and their consequences, about the purposes of these cookies and the duration of their conservation.

2. What is a cookie?
Cookies (or trackers) are computer files containing a certain amount of information stored on Your devices (computer, smartphone, or tablet) when You visit Our Sites. Cookies are useful because they enable Us to recognise Your device/terminal when You return to Our Sites, and thus to improve Your experience and Your browsing on Our Sites or to offer You a personalised service, for example by storing information about Your preferences in order to recognise You during Your subsequent visits. Third-party companies may also deposit cookies when You visit Our Sites for purposes such as audience measurement or advertising. Only the issuer of a cookie is likely to read or modify the information contained in it. The list of these third-party companies is available on Our Sites (to be adapted if it appears in the Preferences Centre).

3. What is Believe's role?
As editor of Our Sites, We are in charge of processing the cookies that we store there and We ensure the control of the cookies stored by third-party companies. When We determine together with a third company the purposes and the means of the cookies used, We are jointly responsible with that third party for data processing. When third parties act as subcontractors, they act in Our name and on Our behalf (e.g. advertising agencies).

4. How can I set my cookie preferences?
You can set the cookies that you accept or refuse in the **Preferences Centre** accessible from any page of the Site. You can change your choices/preferences at any time. Changing or refusing certain settings may have an impact

COOKIES管理政策
（2021年1月更新）

本 Cookies管理政策（以下简称"**Cookies政策**"）涉及 BELIEVE SAS或其附属公司运营的网站和应用程序（以下简称"**网站**"），包括 TUNECORE （以下简称 "**BELIEVE**"，或"**我们**"），上述网站和应用程序供艺术家、制作人、经理人、独立厂牌、客户、粉丝或访问者（以下简称"**你**"，或"**您**"）予以使用。本政策的目的是为您提供在我们网站上使用 cookies的所有相关信息。

1. 为什么要制定 Cookies管理政策？
本cookies管理政策的目的是告知您有关我们网站上使用的cookies情况、有关您关于接受或拒绝这些cookies及其后果的权利、有关这些cookies的目的和保存期限。

2. 什么是 Cookies？
Cookies（或追踪器）是指当您访问我们的网站时，包含**存储在您的设备（计算机、智能手机或平板电脑）上的一定数量信息的计算机文件**。Cookies非常有用，因为当您返回我们的网站时，"我们"能够识别您的设备/终端，从而优化您在"我们网站"上的体验和浏览，或为您提供个性化的服务，例如，存储有关您的偏好信息，以便在您以后的访问中予以识别。当您浏览我们的网站时，第三方公司也可能会将cookies以流量监测或广告等目的保存。只有 cookies的发行者才可能会读取或修改其中包含的信息。这些第三方公司的名单可在我们的网站上查阅（如出现在"偏好中心"上，将被进行修改）。

3. Believe的任务是什么？
作为我们网站的编辑者，我们负责处理存储在此处的Cookies，并确保对第三方公司存储的 cookies的控制。当我们与第三方公司共同确定使用cookie的目的和方式时，我们将对该第三方的数据处理承担共同责任。当第三方作为分包商时，他们会以我们的名义代表我们行事（如广告代理商）。

4. 如何设置我的 cookies首选项？
您可以在从网站的任何页面访问**偏好中心**里设置您接受或拒绝的cookie。您可以随时更改您的选择/偏好项。更改或拒绝某些设置可能会影响网站的正常运行。接受 cookies即表示您的同意。如果您通过关闭

on the proper functioning of the Sites. The acceptance of cookies constitutes Your consent. If you continue browsing by closing the Preferences Centre, all cookies will be refused. In addition to the configuration options offered in the **Preferences Centre**, You can follow the procedure for using certain cookies specific to Your device. For more information, please contact us at: http://www.allaboutcookies.org/. We remind You that in this case, access to certain promotions or features of the Sites may be impacted. Our Sites are not necessarily compatible with browser-based do-not-track-signals.

5. Which cookies are strictly necessary?

Technical cookies are strictly necessary to enable You to navigate, to use the functionalities of the Sites, and to access secure areas (e.g. access to your account/customer area). They are activated in response to Your actions on the Sites. They do not store any personal data and do not require Your consent. Without these cookies, certain functionalities cannot be provided. You can configure your browser to block these cookies, in which case certain parts of the Site will no longer be able to function.

These are cookies that technically allow you to:

- Keep Your choices in the **Preferences Centre;**
- Authenticate you and secure this authentication (e.g. limiting robotic or unexpected access attempts);

- Keep the contents of a shopping basket on a merchant site in memory and, after purchase, invoice You for the product(s) and/or service(s);
- Personalise the interface (choice of language or presentation of a service), when such personalisation is an intrinsic and expected element of the service. These cookies are used to create an identifier using data collected automatically from a device for specific characteristics (e.g. IP address). This identifier may be used to re-identify a device;
- Balance the load of the equipment contributing to a communication service;
- Allow paying sites to limit free access to a sample of content (predefined quantity and/or over a limited period of time);
- Measure the audience (only in cases where consent is not required) if:
o Cookies are strictly limited to measuring the audience of the Sites (measuring performance, detecting navigation problems, optimising technical performance or ergonomics, estimating the power of the necessary servers, analysing the content consulted) for Our exclusive account;
o They do not allow the global follow-up of Your navigation on different sites or applications;
o The data collected are only used to produce anonymous statistics;

偏好中心的设置继续浏览，所有cookie都将被拒绝。除了在**偏好中心**中提供的设置选项外，您可以按照程序使用特定于您设备的 cookie。如需更多信息，请按以下方式我们联系 http://www.allaboutcookies.org/.我们提醒您，在这种情况下，访问网站的某些推广活动或功能可能会受到影响。我们的网站不一定与基于浏览器的"不跟踪"信号兼容。

5. 哪些cookies是绝对必要的？

技术cookies是非常必要的，以使您能够浏览、使用网站的功能和访问安全区域（例如，访问您的账户/客户区域）。它们将被激活，以响应您在网站上的行为。它们不存储任何个人数据，也不需要您的同意。没有这些cookies，某些功能就不能予以提供。您可以设置您的浏览器以阻止这些 cookies，在这种情况下，网站的某些部分将无法运行。

这些 cookies在技术上允许您：

- 将您的选择保存在**偏好中心**；
- 对您进行身份验证并确保此身份验证的安全（例如，限制计算机自动或意外访问的尝试）；
- 将商家网站上的购物车中的内容保存起来，并在购买后，为您的产品和/或服务开具发票；
- 个性化界面（语言的选择或服务的表现形式），当这种个性化是服务的内在和预期要素时。这些cookies用于使用从设备自动收集的特定特征(如IP地址)的数据创建标识符。此标识符可用于重新标识设备；

- 平衡用于通信服务设备的负载；

- 允许付费站点限制某内容样本的免费访问（预先确定的数量和/或在一段有限时间内）；
-在下列情况下进行受众流量监测（仅在无需同意的情况下）：
o 严格限制于为我们的独家帐户监测网站的受众(测量性能，检测导航问题，优化技术性能或人机工程学，估计必要服务器的能力，分析所咨询的内容)；
o 它们不允许在不同的网站或应用程序上对您的导航进行全面整体跟踪；
o 收集的数据仅用于生成匿名统计；

o   The data collected does not allow cross-checking with other data and that the data is transmitted to third parties.

6. Which cookies are optional?

-    **Cookies for audience measurement or analytics:** They collect information that enables us to know how You use the Sites (e.g. which pages are visited most often or if an error message is displayed on the site). They require consent when cookie-sending partners indicate that they are re-using the data for their own purposes.

-    **Cookies to measure ad performance:** analysis of audience and product development, including ad performance, and measurement of the effectiveness of personalised content and advertising.
-    **Cookies to measure content performance:** analysis and measurement of the audience, performance and effectiveness of content You viewed or interacted with. Cookies can be used to improve existing products, content, and software, or to develop new products.
-    **Cookies to enable market research to generate audience data:** these allow third-party partners to learn more about the audiences who visit Sites, use applications and see advertisements.

7. What are the functional cookies used to provide a more personalised experience?
These cookies store information about You, such as the country from which You visit the Site, the language used, or the region in which You are located. This information can then be used to provide You with a more appropriate experience according to Your choices. The information collected by these cookies may be made anonymous. Cookies cannot be used to track browsing activity on other sites. They may be activated by Us or by third parties whose services are used on the pages of the Sites. If You refuse them, some or all of the Site's service(s) may not function properly.

-    **Cookies to store and/or access information stored on a device/terminal**: these are identifiers of Your device/terminal or other information that may be stored or accessed on Your device/terminal directly by partners.
-    **Cookies to link different devices/terminals** to You or to the same household.
-    **Precise geolocation cookies**: to collect and process precise geolocation data (to within a few metres) in support of one or more purposes.

o   收集的数据不允许与其他数据的交叉验证，且不允许被传输给第三方。

6. 哪些 cookies是可选的？

-    **用于受众监测或分析的 Cookies**：它们收集的信息，使我们能够了解您对网站的使用情况（例如，哪些页面被最经常的访问，或者网站上是否显示了错误信息）。当发送cookies的合作伙伴表明他们将为自己的目的重新使用数据时，需要事先征得同意。

-    **用于监测广告性能的Cookies**：分析受众和产品开发，包括广告性能，以及测量个性化内容和广告的有效性。

-    **用于测量内容性能的Cookies**：分析和监测受众、您观看或互动的内容的性能和效果。cookies可用于改进现有产品、内容和软件，或开发新产品。

-    **能够进行市场研究以生成受众数据的 Cookies**：这些允许第三方合作伙伴能够更多地了解访问网站、使用应用程序和看到广告的受众的信息。

7. 哪些功能型 cookies用于提供更个性化的体验？
这些 cookies存储您的信息，例如您访问网站的国家、使用的语言或您所在的地区。然后，这些信息可以根据您的选择为您提供更合适的体验。这些cookies收集的信息可能是匿名的。cookies不能用于跟踪其他网站上的浏览活动。它们可能由我们或在本网站页面上使用其服务的第三方激活。如果您拒绝，则本网站的部分或全部服务可能无法正常运行。

-    **存储和/或访问存储在设备/终端上存储信息的Cookies**：这些是您的设备/终端的标识符或其他可能由合作伙伴直接存储或访问在您的设备/终端上的信息。
-    **将不同的设备/终端连接**到您或同一家庭的Cookies。
-    **精确地理定位的Cookies**：收集和处理精确的地理定位数据（到几米以内），以支持一个或多个目的。
-    **匹配和组合离线数据源的Cookies**：允许离线获取数据与在线收集数据相结合，以支持一个或多个目的。

- **Cookies to match and combine offline data sources:** allow data obtained offline to be combined with data collected online in support of one or more purposes.
- **Cookies allowing the active analysis of the characteristics of the terminal for identification:** allow third-party partners to create an identifier using the data collected via an active analysis of a terminal for the identification of specific characteristics (e.g. font or screen resolution). They can also be useful to re-identify a terminal on the basis of the created identifier.

8. Which cookies are used for advertising targeting?

These cookies collect information about Your browsing habits so that the advertising offered is more relevant to Your interests. They are used both to limit the number of times an ad or advertising campaign is displayed and to measure its effectiveness. They are generally placed by a third-party advertising agency with Our consent. They record the websites visited and this information may be shared with advertisers. Often these cookies will be linked to a site feature provided by a third-party organisation. If you do not accept these cookies, your advertising will be less targeted.

- **They allow the selection of standard advertisements:** according to the editorial content consulted, the application used, the approximate location (radius of 500 metres minimum) of the type of terminal You use, the IP address, URL, etc.
- **Or to create a personalised profile and select advertisements or personalised content:** based on Your interests (collection of Your activity, interests, sites, applications or content viewed, demographics or location data).
- **Cookies for product development**: These cookies allow third-party partners to use information to improve their existing products by adding new features. They also allow new products to be developed and new models and algorithms to be created using Machine Learning.

9. What are cookies from social networks and/or music platforms?

These cookies allow You to share Your experience on social networks (Facebook, Twitter, Instagram, Google Plus, Pinterest, etc.) and/or music platforms (Deezer, Spotify, Apple Music, etc.). These cookies are not under the control of BELIEVE. Even if You do not use the share buttons or associated applications, it is possible that social networks may follow Your navigation if Your session/account is open on Your computer at that time. This collection of information may be linked to advertising or targeting activities in accordance with the privacy or confidentiality protection policy specific to each social network.

- **允许对终端的特征进行主动分析以进行识别的Cookies**：允许第三方合作伙伴使用通过终端活动分析收集的数据创建一个标识符，用于识别特定特性（如字体或屏幕分辨率）。它们还可以用于根据创建的标识符重新识别终端。

8.哪些 cookies 被用于广告定位？

这些 cookies收集关于您浏览习惯的信息，以便所提供的广告更符合您的兴趣。它们既用于限制广告或广告活动的次数，也用于衡量其效果。它们通常是由第三方广告代理商在我们的同意下发布的。他们记录访问的网站，这些信息可能会与广告商共享。通常这些cookies会被链接到第三方所提供的网站功能。如果您不接受这些cookies，您的广告将缺乏针对性。

- **它们允许选择标准的广告**：根据所咨询的编辑内容、所使用的应用程序、您所使用的终端类型的大致位置（最小半径为500米）、 IP地址、 URL等。
- **或者创建个性化配置文件并选择广告或个性化内容**：基于您的兴趣（收集您的活动、兴趣、站点、应用程序或浏览的内容、人口统计或位置数据）。
- **用于产品开发的 Cookies**：这些 cookies允许第三方合作伙伴使用信息通过添加新功能来改进现有的产品。它们还允许使用机器学习，开发新产品和创建新模型和算法。

9.什么是来自社交网络和/或音乐平台的 cookies？

这些cookies允许您在社交网络（Facebook、推特、Instagram、 Google Plus、 Pinterest等）和/或音乐平台（Deezer、 Spotify、苹果音乐等）上分享您的体验。这些 cookies不在 BELIEVE的控制之下。即使您没有使用共享按钮或相关的应用程序，如果您的会话/帐户在您的计算机上处于打开状态，社交网络也有可能追踪您的导航。根据每个社交网络特有的隐私或隐私保护政策，这些信息收集可能与广告或定位活动相关。

您可以选择接受或拒绝所有可选的 cookies，并在任何时候通过**偏好中心**更改您的选择。

You can choose to accept or decline all optional cookies and change Your choices at any time via the **Preferences Centre.**

10. How long will cookies be kept?
We store cookies for 6 months, except for certain audience measurement cookies which are stored for 13 months (only those for which consent is not required).

For more information you can consult **Our Privacy Policy**.

10. cookies将被保存多久？
我们保存cookies的时间为6个月，除了某些受众监测cookies需要储存13个月（仅限于那些不需要征得同意的）。

如需更多信息，您可以参考**我们的隐私政策**。