

HOW WE USE YOUR DATA - Little Mix “10 Years Between Us” website

This privacy notice should be read in combination with Sony Music UK’s [Privacy & Cookies Policy](#), which governs our overall use of your personal data.

YOU MUST BE 13 OR OLDER TO REGISTER WITH SONY MUSIC SITES AND SERVICES. PLEASE DO NOT SHARE YOUR PERSONAL INFORMATION WITH US IF YOU ARE UNDER 13 YEARS OF AGE.

You are invited to connect to Little Mix’s “10 Years Between Us” site via your Spotify account in order to generate a digital badge to show what kind of ‘Mixer’ you are based on your Little Mix listening preferences. By connecting with Spotify, you will also be able to add your personal memories to the ‘Timeline’ on the site, and vote for your favourite Little Mix tracks.

If you connect via Spotify, Sony Music UK will be granted certain access permissions to your account, and Spotify will share your basic contact and personal information, what type of account you have and certain ‘behavioural data’ regarding how you use your account (for example, what artists you follow, the songs you like, and your playlists). We will use this information for the purposes of:

- generating your Mixer badge;
- measuring our audience, improving our product range and enhancing the Sony Music user experience;
- adding your name and email address to the Little Mix mailing list if you opt-in to receive marketing; and
- limited profiling if you’ve signed up to receive marketing or sign up at a later date. This means we’ll combine behavioural data (provided to us when you choose to connect using a third party platform account) with the personal data you provided when registering for marketing updates, so that we can send you the marketing updates you’ve requested and to personalise that marketing content where appropriate. For example, we might let you know about new releases you may like, or relevant artists’ shows in your city.

If you don’t want Spotify to share any of your data with Sony Music, or if you don’t have a Spotify account, you can still enjoy the site by:

- connecting with an email address, which will allow you to add memories to the Timeline and vote for your favourite tracks but won’t generate a Mixer badge; or
- clicking the “Take Me To The Timeline” button, which will allow you to view the Timeline, comments and votes but not personally contribute or receive a Mixer badge.

Before we collect any data from your Spotify account, you will see a pop-up explaining what data will be shared and what actions we will be able to take on your account, and asking if you agree. It’s always your choice. We won’t collect any information or take any actions on your account unless you say we can. And you can always change your mind. If Spotify shares anything we don’t need (such as your profile picture), we’ll delete that straight away.

By clicking the “Spotify Connect” button, and then clicking “Agree” on the permissions pop-up, you agree to Spotify sharing the following personal and account information with Sony Music and letting us take certain actions on your account (until you remove those permissions and stop Spotify sharing your information with us):

- Sony Music will be able to view your Spotify account data, as follows:
 - your email address
 - the type of Spotify subscription you have
 - your account country
 - your settings for explicit content filtering
 - your name and username
 - your profile picture, if applicable
 - how many followers you have on Spotify, and your public playlists.

- Sony Music will be able to view your activity on Spotify (limited to the 50 most recent records, unless otherwise stated), as follows:
 - content you've recently played
 - what you've saved in your library
 - the artists and content you listen to most (limited to the 10 most recently played artists and tracks each week)
 - who you follow on Spotify
 - playlists you've made and your collaborative playlists (limited to the 10 most recent playlists)
 - collections you've made
 - playlists you follow
 - your podcast subscriptions.

- Sony Music will be able to take the following actions on Spotify on your behalf (solely for the purpose of following the relevant artist and saving or pre-saving the relevant playlist or release, or generating your personalised playlist, as applicable depending on the purpose of your interaction):
 - upload images to personalise your profile or playlist cover
 - add and remove items in your library
 - create, edit, and follow private playlists
 - create, edit, and follow playlists
 - manage who you follow on Spotify.

At any time you can remove the above access permissions and stop Spotify sharing any further data with us by changing your Spotify account privacy settings at <http://spotify.com/account/apps>.

At any time, you can ask us to delete your historic data provided by Spotify (or any other third party platforms) by emailing us at musicinfo@sonymusic.com. Alternatively, you can visit Sony Music's 'Preference Centre' and select "Please Delete All of My Information" (however please note this action will delete all your active Sony Music subscriptions and account activity). You can access our 'Preference Centre' via the link in the footer of any marketing email you receive from Sony Music. Please note, either of these actions will discontinue our collection of your Spotify data but you will still need to remove the original permissions within your Spotify account settings <http://spotify.com/account/apps>.

Signing up to the mailing list

When you connect via Spotify or by registering an email address, you'll have the option to join Little Mix's mailing list in order to receive marketing updates about Little Mix and other artists, events and products we think you'll like. If you choose to sign-up to the mailing list you'll need to consent, by way of tick box, to the processing of your email address, first name, country / region and date of birth in accordance with Sony Music UK's privacy & cookie policy, the terms of which you will be asked to acknowledge and agree as part of the opt-in process. This personal data may also be combined with any behavioural data provided at any time by Spotify (or other third party platforms with your consent) for the purposes of Sony Music UK's internal analysis, and to personalise marketing content you've requested to receive.

You can withdraw your consent to receive marketing at any time by contacting Sony Music UK or updating your preferences in the Preference Centre. If you have any questions regarding the processing of your personal or behavioural data, or you wish to withdraw consent, please email musicinfo@sonymusic.com.

For more information on how Sony Music collects and processes personal and behavioural data please see Sony Music UK's [Privacy and Cookies Policy](#).

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