MUSIC VOTE LIVE - PRIVACY POLICY

UK GDPR Privacy Notice

Effective date: 1 October 2026 | Version 1.0
Company number 17305544 | Registered office: 128 City Road, London, EC1V 2NX, United Kingdom | Email: info@musicvotelive.com

Please read this document carefully. It forms part of the legal terms governing use of Music Vote Live (MVL).

1. Who We Are

MUSIC VOTE LIVE LTD is the controller of personal data described in this Privacy Policy. Company number 17305544 | Registered office: 128 City Road, London, EC1V 2NX, United Kingdom | Email: info@musicvotelive.com. Privacy and data-rights enquiries may be sent to info@musicvotelive.com.

2. Who This Policy Covers

This policy covers visitors to the MVL website, registered Listeners, Bands and Artists, authorised representatives, people who contact MVL, and other individuals whose personal data MVL processes in connection with its platform and services.

3. Personal Data We May Collect

- identity and account information, such as name, artist/band name, account identifiers and login/verification information;
- contact information, including email address, telephone number and information you provide about city/country;
- registration information, including whether a Listener indicates willingness to attend live gigs;
- Band or Artist profile, representative, biography, social, artwork, music-submission and rights-related information;
- voting, chart and Voting Credit records;
- payment, renewal and transaction records for chargeable Band or Artist services (payment-card details may be handled by a payment provider rather than stored by MVL);
- communications, complaints, rights claims and support correspondence;
- technical and security data such as IP address, device/browser information, logs and information reasonably required to secure accounts, prevent abuse and protect voting integrity;
- cookie and similar-technology data as described in the Cookie Policy.

4. How We Use Personal Data

- to create, verify, administer and secure accounts;
- to operate voting, charts, Voting Credits, Band or Artist profiles and song participation;
- to operate and administer MVL radio and related platform functions;
- to process payments, renewals, cancellations and accounting records;
- to communicate service, account, legal, security and renewal information;
- to respond to enquiries, complaints and intellectual-property claims;
- to prevent fraud, manipulation, abuse and security incidents and to enforce MVL terms;
- to comply with legal, regulatory, tax, accounting, licensing and rights-management obligations;
- to improve, maintain and develop MVL services using information in a manner consistent with data-protection law;
- to send direct marketing where permitted by law and according to your choices.

5. Lawful Bases

Depending on the purpose, MVL may rely on: performance of a contract (for account and paid-service administration); legitimate interests (such as operating, securing and improving the service, preventing abuse, maintaining appropriate records and protecting legal rights, balanced against individual rights); legal obligation; and consent where consent is required, including for certain marketing or storage/access technologies. Where consent is relied upon, it may be withdrawn without affecting earlier lawful processing.

6. Voting and Integrity

MVL may process account, voting and technical information to apply voting rules and protect the integrity and security of the platform. MVL does not disclose its confidential anti-abuse methods in this policy. Decisions that have legal or similarly significant effects will be handled in accordance with applicable data-protection law.

7. Sharing Personal Data

MVL may share personal data where reasonably necessary with service providers supporting hosting, streaming, communications, payments, security, analytics or professional services; with advisers, auditors, insurers or authorities where appropriate; with rightsholders or parties to a genuine dispute where lawful and necessary; and with a purchaser, investor, affiliate or successor in connection with a legitimate corporate transaction, subject to appropriate protections.

MVL does not sell personal data to advertisers. Service providers are expected to process data under appropriate contractual and security arrangements where required.

8. International Transfers

Some suppliers may process personal data outside the UK. Where UK data-protection law requires safeguards for an international transfer, MVL will use an applicable lawful transfer mechanism or other permitted safeguard.

9. How Long We Keep Data

MVL keeps personal data only for as long as reasonably necessary for the purposes for which it was collected and for legal, accounting, licensing, security, fraud-prevention, complaints, dispute and audit requirements. Retention periods vary by record type. Historical chart, voting and broadcast records may be retained where lawful and appropriate even after an account or song is no longer active. Data that is no longer required will be deleted, anonymised or otherwise handled in accordance with applicable law.

10. Your UK Data-Protection Rights

Depending on the circumstances, you may have rights to be informed, access your personal data, correct inaccurate data, request erasure, restrict processing, object to certain processing, receive certain data in a portable form, withdraw consent, and obtain safeguards relating to qualifying automated decision-making. These rights are not absolute and legal exceptions may apply.

To exercise a right, email info@musicvotelive.com. MVL may need information to verify identity before acting on a request.

11. Marketing

MVL will send electronic direct marketing only where permitted by applicable law. Where consent is required, it will be sought separately and may be withdrawn. Service messages about an account, security, Terms, payments or renewals are not marketing merely because they are sent electronically.

12. Cookies and Similar Technologies

MVL uses cookies and similar storage/access technologies as described in the Cookie Policy. Where consent is required, non-essential technologies should not be activated until the required choice has been made. Users should be able to change relevant preferences through the consent mechanism.

13. Security

MVL uses reasonable organisational and technical measures intended to protect personal data against unauthorised access, alteration, disclosure, loss or destruction. No internet service can guarantee absolute security. Users are responsible for keeping their own account credentials secure.

14. Children

Independent MVL accounts are intended for people aged 16 or over. MVL does not knowingly invite children under 16 to create independent accounts. If MVL learns that an under-16 has created such an account contrary to the Terms, it may take appropriate steps to close it and handle the associated data lawfully.

15. Complaints to the ICO

Please contact MVL first if you have a privacy concern so we can try to resolve it. You also have the right to complain to the UK Information Commissioner's Office (ICO), the UK supervisory authority for data protection. Current contact and complaint information is available at ico.org.uk.

16. Changes to this Policy

MVL may update this policy as its services or legal requirements change. Material changes will be brought to users' attention in an appropriate way before a new use begins where required by law. The current version and effective date will be published on the website.