

SCORELIGHT UNDERGROUND DATA & COMPLIANCE POLICY

1. Purpose

Scorelight Underground collects and processes data to:

- Operate and improve the platform
 - Deliver personalized music discovery
 - Enable artist growth and monetization
 - Ensure platform security, integrity, and compliance
 - Support advertising, sponsorships, and brand partnerships through performance insights
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2. Data We Collect

A. Listener Data

Account & Identity

- Name, username, email, password (encrypted)
- Profile photo, bio, location (city/state)
- Age/date of birth

Behavioral Data

- Songs played (15-sec preview and full listens)
- Skips, replays, session duration
- Likes, follows, shares, playlist activity
- Donations and engagement actions
- Crew participation, points, and rankings

Preference Data

- Favorite genres, moods, artists
- Listening habits and patterns

Device & Technical Data

- IP address, device type, OS, app version
 - Cookies, identifiers, log data
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B. Artist Data

Account & Identity

- Name, stage name, email, password (encrypted)
- Profile details (bio, genre, location, social links)

Content Data

- Uploaded audio files
- Cover art and metadata (title, genre, mood, BPM)
- Lyrics (if provided)

Performance Data

- Streams (preview and full)
- Engagement metrics (likes, shares, donations)
- Crew interactions and support metrics
- Rankings and platform progression

Financial Data

- Payment details (processed via secure third-party providers)
- Revenue earned (donations, services, monetization features)

AI & Evaluation Data

- Genre/mood detection outputs

- Scoring system results and curator feedback
 - Acceptance/rejection outcomes
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C. Cross-Platform Data

- Messages and interactions (if enabled)
 - Reports, flags, and moderation actions
 - Customer support communications
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3. How We Use Data

- Personalize recommendations and discovery feeds
 - Rank songs, crews, and artists (e.g., platform charts)
 - Enable fan engagement and monetization features
 - Improve platform functionality and user experience
 - Detect fraud, abuse, and manipulation
 - Support internal analytics and strategic decision-making
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4. Advertising, Sponsorships & Brand Partnerships

Scorelight Underground may use platform data to measure engagement, performance, and audience trends in support of advertising, sponsorships, and brand partnerships.

This includes sharing **aggregated and anonymized insights** such as:

- Total listenership and engagement activity
- Audience demographics (e.g., age ranges, regions)
- Campaign and content performance metrics

Scorelight Underground **does not sell personal user data**. Individual users are not identified to advertisers or partners without explicit consent.

All external data sharing is conducted in a manner that **does not reveal personally identifiable information**.

This data is used solely to:

- Demonstrate platform reach and engagement
 - Improve campaign effectiveness for partners
 - Support monetization opportunities for the platform and its creators
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5. Data Sharing

We do not sell personal data. Data may be shared with:

- Payment processors
 - Cloud storage and infrastructure providers
 - Analytics and service providers
 - Legal or regulatory authorities when required
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6. Data Protection

- Encryption of sensitive data
 - Secure authentication systems
 - Role-based internal access controls
 - Continuous monitoring and security protocols
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7. User Rights

Users may:

- Access and update their information
- Request account deletion
- Manage data preferences where applicable

8. Data Retention

- Active accounts: retained while in use
 - Inactive accounts: retained for a limited period, then deleted or anonymized
 - Financial/legal data: retained as required by law
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9. Compliance Framework

Scorelight Underground aligns with:

- General Data Protection Regulation (GDPR)
 - California Consumer Privacy Act (CCPA)
 - Other applicable data protection regulations
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10. Moderation & Platform Integrity

- Monitoring of content and behavior
 - Anti-fraud systems for engagement and streaming
 - Enforcement actions including warnings, suspensions, or bans
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11. Policy Updates

This policy may be updated as the platform evolves. Users will be notified of material changes.

12. Contact

For data inquiries:

data@scorelightunderground.com

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