

# Mapex Website – Personal Privacy Policy

Last Updated March 1, 2005

This Privacy Policy explains how Mapex Drums collects and utilizes personal information when you use “Mapex member” system and services. For a printable pdf file version of this policy, click here.

## WHAT PERSONAL INFORMATION DO WE COLLECT?

An online “Mapex member” registration or account is required to receive information about or join Mapex related activities and services, including the ability to participate in contest. Information that you provide when registering or creating an account, or accessing or using your account or services associated with your account, may include: name and email address; necessary billing information; location information (such as zip code or postal code and country). We may also ask you for demographic information such as language, gender and age, and, if applicable, content preferences and personalization information.

## HOW DO WE USE YOUR PERSONAL INFORMATION?

Mapex Drums uses your personal information to:

- Communicate with you concerning your account and customer service issues.
- Ask you to participate in surveys about products, services, news and events.
- Provide you with content, services, instructions, and a more personalized experience based on your language preferences, zip/postal code, country locations, and any content or other preferences you provide.
- Provide you with targeted advertising, promotions, and special offers.
- Offer you product upgrades for you to purchase.
- Better understand how our products are used, including what types of content are most popular with users of our products and services.

## THIRD PARTY COMMUNICATION OF PERSONAL INFORMATION AND CHOICE

Mapex Drums does not use your personal information for purposes incompatible with those listed above. Mapex Drums does not sell, rent, or share your personal information to a third party unless you consent to provide such information to a third party partner or content service. In some cases, access to certain content may require the provision of personal information to Mapex Drums' cooperated partner, which is stated during the registration process,

in the terms of use, or in a similar manner. In such cases, the personal information you provide as part of your registration for such product will be provided to the Mapex Drums' partner. The partner's use of such information is governed by the partner's privacy policy, and Mapex Drums use is governed by this privacy policy. Please visit the privacy policy of the content partner to make sure you understand how they use the personal information you provide to them. If you do not wish for such a transfer to take place, you should not register for the applicable service. Additionally, Mapex Drums may be required to provide specific access and usage information to certain content providers and rights holders as a condition of content licensing and royalties. In such cases, Mapex Drums may provide content usage, access, demographic and other information without your personally identifiable information (your name, email address) to the content provider.

At times, we disclose relevant information about our customers to our contractors in order for them to provide specific services for Mapex Drums. Mapex Drums' contractors are bound by strict contractual requirements to keep all information they process strictly confidential and to use such information solely on behalf of Mapex Drums. Mapex Drums Web sites contain links to other Web sites and products. Mapex Drums is not responsible for the privacy practices or the content of such Web sites or products. Please visit the privacy policies of these third party sites in order to understand their privacy and data collection practices.

Mapex Drums may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on Mapex Drums; (b) protect and defend the rights or property of Mapex Drums and its products, or (c) act in urgent circumstances to protect personal safety of users of Mapex Drums products or the public at large.

## E-MAIL FROM MAPEX DRUMS

Registering for a “Mapex Member” account allows you to tell us if and how you want Mapex Drums to communicate with you. Generally, we send marketing e-mail to you about our products, content and special offers. During registration, you may Opt Out of receiving Mapex Drums marketing e-mail. You may also

refuse Mapex Drums marketing e-mail by clicking “unsubscribe” at the bottom of the mail from Mapex Drums or by clicking this link: <http://www.mapexdrums.com/contact/members.html>. However we may continue to send you e-mail about products you have previously purchased (for example, special prize drawing opportunities), your account status, or to inform you about critical service issues relating to a Mapex Drums product or service.

## HOW TO ACCESS AND UPDATE YOUR PERSONAL INFORMATION

To access and update your account, click on the Members page (under Contact) and select the Manage My Account heading. Enter your e-mail address and password to access your account information on the My Account log-in page. When you access your account (after supplying your e-mail address and password), you can update and/or make sure that your account information is accurate. You can also tell us whether you want Mapex Drums to send you marketing information. To recover a forgotten user name (your e-mail address) or password, please visit the My Account Log-in page and select the “Need help logging in” option.

## USE OF COOKIES

Like other major web sites, we use cookies to provide you with a tailored experience in visiting our web sites. We also use cookies to authorize access to certain premium or trial content and product features. We treat any personal information that may be contained in cookies with the same level of confidentiality as other information you provide to us.

Mapex Drums does not require that you accept cookies, however, some functionality on our web sites may be disabled if you decline to accept cookies. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it.

## CONTACT US ABOUT PRIVACY

If you have questions about the privacy aspects of our products or services or would like to make a complaint, please contact:

K.H.S. Musical Instrument Co., Ltd.

Mapex Drums

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