LEGAL · ALTER EXCLUSIVE

Privacy Policy

VERSION	LAST UPDATED	PROVIDED BY	QUESTIONS
2026-11-05	**November 5, 2026**	**Alter Exclusive**	**support@alterexclusive.com**

THE SHORT VERSION

- We collect only what we need to distribute your music, pay you and keep your account safe.
- We never sell your data and we don't build advertising profiles.
- Stores receive your releases and credits; banks and PayPal receive your payout details.
- No advertising or tracking cookies — only what keeps you signed in and protects forms.
- You can see, correct, export or delete your data. Write to privacy@alterexclusive.com.

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This Privacy Policy explains what personal data Alter Exclusive collects when you visit our website or use our music distribution platform, why we collect it, who we share it with, and the rights you have. It applies together with our Terms of Service.

01 Who we are

Alter Exclusive is the controller of your personal data. For any privacy question or request, write to privacy@alterexclusive.com.

02 Data we collect

Application	When you apply for an account: your name, country, email, whether you are an artist or a label, your goal, and the links and song you share with us.

Account	Your name, artist or company name, email address, country, password (stored only as a secure hash) and profile photo.
Releases and catalog	Audio files, artwork, titles, artist names and store profile IDs, label names, songwriter and publisher names, ISRC/UPC codes, release dates, territories and Store choices.
Payout details	The account holder's name, address and country, and either IBAN, SWIFT/BIC and bank name, or a PayPal email — plus your balance, royalties and payout history.
Sign-in and security	IP address, approximate location estimated from it (city, region, country), browser and operating system, the time of each sign-in, and your acceptance of our policies (version, time and IP address).
Requests and messages	Links, channel or page names and notes you send with claim-release and allowlist requests, copyright notices, and messages to our team.
Statistics	Streaming and sales reports Stores send us about your Releases (streams, listeners, listening time, platform and country). These reports don't identify individual listeners.

If you give us data about other people — co-writers, featured artists, or the payout account holder if it's your company — make sure they know about it.

03 How we use it and why

- **To provide the Service** — reviewing applications and Releases, delivering music, registering codes, collecting revenue, crediting royalties and sending payouts. Legal basis: our contract with you, or steps you asked us to take before one.
- **To keep accounts and forms safe** — sign-in alerts, automatic sign-out after inactivity, bot protection on public forms, and detecting fraud and artificial streaming. Legal basis: our legitimate interest in protecting you, our platform and the Stores.
- **To meet legal obligations** — accounting, tax and anti-fraud records, and answering lawful requests from authorities. Legal basis: legal obligation.
- **To talk to you** — service emails such as password resets, sign-in alerts, release status and payout notices. They are part of the Service and can't be switched off while your account is open.
- **To improve the Service** — aggregated, non-identifying statistics about how features are used. Legal basis: legitimate interest.

We do not sell your personal data, we don't use it for advertising profiles, and we don't make decisions about you based solely on automated processing.

04 Who we share it with

- **Stores and platforms** you choose (for example Spotify, Apple Music, YouTube, TikTok, Meta) and our distribution partners receive your Releases and the metadata needed to publish them, including artist names, profile IDs and songwriter credits. Each Store handles this data under its own privacy policy.
- **Payment providers** — banks and PayPal — receive the payout details needed to pay you.
- **Service providers** working for us under confidentiality obligations: hosting and storage, our email provider for service emails, IP-location services that receive your IP address only to estimate the sign-in location shown in alerts, and Cloudflare, if bot protection (Turnstile) is turned on for our forms.
- **Rights-management systems** such as YouTube Content ID and Meta Rights Manager, if you opt in.
- **Authorities, courts and rights holders** where the law requires it, or where needed to establish or defend legal claims, including copyright disputes about your Content.
- **A buyer or successor** if our business is reorganised or sold, under the same protections.

05 Our public website

- **Videos.** YouTube videos on our front page load only when you press play, through YouTube's privacy-enhanced mode (youtube-nocookie.com). From then on, Google's privacy policy applies to that video.
- **Fonts.** If the front page uses a web font, your browser loads it from Google Fonts, which receives your IP address.
- **Bot protection.** If Cloudflare Turnstile is turned on, Cloudflare checks the sign-in, application and password-reset forms to tell people from bots. It processes technical data such as your IP address and browser details and doesn't use them for advertising.
- **Links.** Links to Stores, YouTube, Instagram and other sites take you to services with their own privacy policies.

06 International transfers

Stores, distribution partners and some service providers are located outside your country, including in the European Union and the United States. When data leaves your country, we rely on adequacy decisions, standard contractual clauses or other safeguards required by law, or on the transfer being necessary to deliver your Releases at your request.

07 How long we keep it

- Applications that don't lead to an account: up to 12 months.
- Account, catalog and payout details: while your account is open, and for a short period after it closes to settle final payments.
- Royalty, payout and accounting records: as long as accounting and tax laws require.
- Sign-in history: 12 months.

- Audio files and artwork of Releases taken down from all Stores: deleted when you delete the Release, or within 90 days of closing your account.

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08 Security

We protect your data with encrypted connections (HTTPS), hashed passwords, encrypted storage of keys and sensitive settings, private storage for audio and artwork that is never publicly reachable, access limited to the team members who need it, two-factor sign-in for staff, sign-in alerts and automatic sign-out. No system is perfectly secure; if a breach affects your data, we will tell you and the authorities as the law requires.

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09 Cookies and local storage

We use only what the Service needs to work:

- a session cookie that keeps you signed in, and a security (CSRF) cookie that protects forms;
- your language choice, kept in your session (or in your profile when you are signed in);
- your browser's local storage, to remember light or dark mode and which menu groups are open;
- if bot protection is on, Cloudflare Turnstile may use strictly necessary storage to run its check.

We don't use advertising, analytics or third-party tracking cookies, so there is nothing to accept or refuse.

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10 Your rights

Depending on where you live, you have the right to access your data, correct it, delete it, restrict or object to some processing, and receive a copy in a portable format. You can change most details yourself in Settings. For anything else, email privacy@alterexclusive.com — we reply within 30 days.

Some data can't be deleted while Releases are live in Stores or while the law requires us to keep records; we'll explain if that applies. You also have the right to complain to the Commissioner for Information of Public Importance and Personal Data Protection of the Republic of Serbia (poverenik.rs), or to the data protection authority where you live.

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11 Children

The Service is not for children under 16 without a parent or legal guardian, who must accept our Terms and this Policy on their behalf and manage payouts.

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12 Changes to this policy

We update this Policy when our practices change. The version and date at the top of this page show the current Policy, and we will ask you to confirm you've read important changes the next time you use the Service.

Contact

COMPANY **Alter Exclusive**	GENERAL QUESTIONS support@alterexclusive.com
PRIVACY REQUESTS privacy@alterexclusive.com	COPYRIGHT NOTICES dmca@alterexclusive.com

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