

## Privacy Policy

*Effective Date: 2nd April 2025*

This Privacy Policy sets out the basis on which any information (which may include personal data, as defined under applicable data protection law) we collect from you, or that you provide to us, through our website, application, or service – including the website located at [www.kaetempest.com](http://www.kaetempest.com) and any associated CRM sign-up pages – (the “Sites”) will be processed by us. Please read the following carefully to understand our practices regarding your information and how we will treat it.

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### 1. WHO WE ARE

The Sites are operated by **Kae Tempest** (“Kae Tempest”, “we”, “us”, or “our”), an artist based in the United Kingdom. Kae Tempest is responsible for the operation of these Sites and is the data controller of any personal data collected herein. In relation to our Customer Relationship Management (“CRM”) and associated marketing activities, our label partner, **Universal Music Group (“UMG”)**, processes certain personal data on our behalf.

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### 2. CONTACT

If you have any questions, comments, or requests regarding this Privacy Policy or our data practices, please contact us at:

- **Email:** [hello@kaetempest.co.uk](mailto:hello@kaetempest.co.uk)

- **Postal Address:** Wildlife Entertainment, Unit F 21 Heathman's Road, London, SW6 4TJ
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### 3. INFORMATION WE MAY COLLECT FROM YOU

When you use our Sites or interact with us, we may collect and process various types of information, including:

- **Information You Provide:**
    - Data you provide to us when using our Sites, when completing any forms, when registering for an account with on our Sites, when subscribing to our newsletters, or when you contact us (e.g., your name, email address, postal address, telephone number, date of birth, and any other information you choose to provide).
    - Content you submit such as comments, feedback, or other communications.
  - **Transactional Information:**
    - Details relating to any orders or subscriptions you may place through our CRM or other services.
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### 4. INFORMATION WE COLLECT FROM OTHER SOURCES

We may also receive information about you from third parties, including:

- **Social Media Platforms:**
    - If you connect your social media accounts (e.g., Facebook, Twitter) with our Sites, we may collect information permitted by your privacy settings.
  - **Analytics and Advertising Partners:**
    - Third parties may provide data regarding your interactions with our Sites.
  - **Business Partners and Public Sources:**
    - Additional information that may be combined with the data you provide directly to us.
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### 5. HOW YOUR INFORMATION MAY BE USED

We may use the information we collect about you for a number of purposes including, but not limited to:

- **Providing and Improving Services:**
  - To operate, maintain, and enhance our Sites and to deliver the services you request. (Legal bases: consent, contractual performance, legitimate interests)
- **Communications:**
  - To respond to your inquiries and (where you have requested for us to do so) to send you newsletters, updates, and promotional materials regarding Kae

Tempest's work, events, and projects. (Legal bases: consent, contractual performance, legitimate interests)

- **Personalisation:**
    - To tailor your experience on our Sites and to offer content and advertising that may be of interest to you. (Legal bases: consent, contractual performance, legitimate interests)
  - **Legal Compliance:**
    - To comply with our legal obligations, resolve disputes, and enforce our agreements. (Legal basis: legal obligation)
  - **Analytics and Research:**
    - To analyse user behaviour, measure the effectiveness of our communications, and improve the performance of our Sites. (Legal bases: legitimate interests)
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## 6. DISCLOSURES OF YOUR INFORMATION

Your personal data may be shared with:

- **Service Providers:**
    - Trusted third-party providers that assist with operations, including CRM, analytics, email marketing, payment processing, and technical support.
  - **Business Partners:**
    - Our label partner, **Universal Music Group (UMG)**, processes certain data on our behalf for CRM and marketing purposes, and our management representatives Wildlife Entertainment Limited process certain data in order to support the operations of our Sites. Personal data may be shared with other business partners in future who manage our Sites and CRM tools on our behalf.
  - **Legal and Regulatory Authorities:**
    - Where required by law, regulation, or to protect our rights, property, or safety, or that of our users or third parties.
  - **Corporate Transactions:**
    - In connection with mergers, acquisitions, or asset sales, provided any transferee agrees to protect your data in a manner consistent with this Privacy Policy.
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## 7. STORAGE AND TRANSFER OF DATA

Your information may be stored and processed on servers located in the United Kingdom, the European Union, or other jurisdictions. We implement appropriate technical and organisational measures to safeguard your data. When transferring your data outside the UK or EU, we ensure that adequate safeguards (such as standard contractual clauses) are in place to protect your information.

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## 8. COOKIES

We use cookies and similar tracking technologies to:

- Recognise your device and remember your preferences.
- Analyse usage patterns and improve the functionality of our Sites.
- Deliver personalised content and advertising.

## **A. WHAT ARE COOKIES?**

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. These files store data about your browsing activity, which helps us improve functionality, performance, and personalised experiences on our Sites.

## **B. LEGAL BASIS FOR USING COOKIES**

Under applicable data protection laws, including the General Data Protection Regulation (GDPR) and the UK GDPR, we process cookies and similar tracking technologies based on the following legal grounds:

- Consent – Where required by law, we obtain your consent before placing non-essential cookies (such as marketing and analytics cookies) on your device.
- Legitimate Interests – Some cookies, such as strictly necessary cookies, are essential for the functioning of our Sites and do not require your consent.
- Contractual Necessity – Certain cookies may be used to ensure the performance of a contract between you and us, such as remembering your preferences or managing session-based interactions.

You have the right to withdraw your consent to non-essential cookies at any time.

## **C. TYPES OF COOKIES WE USE**

Type of Cookie	Purpose of Cookie
Strictly Necessary Cookies	Essential for browsing and using the Sites' key features, such as security and session management. Without these, certain services cannot be provided.
Performance / Analytics Cookies	Collect anonymous data about how visitors use the Sites, such as page visits and site errors. We use tools like Google Analytics to analyse this data.
Functionality Cookies	Remember user preferences (e.g., language settings) to enhance the user experience. These cookies do not track browsing activity on other websites.
Targeting or Advertising Cookies	Track browsing behaviour to deliver relevant advertisements and measure ad campaign effectiveness. These are often set by third-party advertisers.
Social Media Cookies	Enable social media features, such as sharing content on platforms like Facebook and Twitter. These cookies are set by the respective platforms.

## **D. THIRD-PARTY COOKIES**

Certain third parties, such as advertising networks and analytics providers, may also use cookies on our Sites. We do not control these cookies. Examples include:

- Google Analytics (for website performance tracking)
- Meta (Facebook) Pixel (for remarketing and advertising)

- Google AdSense (for personalised advertising)

For more details, refer to the privacy policies of these third-party services.

## **E. HOW WE USE COOKIES**

We may use cookies to:

1. Recognise your device and remember your preferences.
2. Analyse visitor behaviour to improve functionality and user experience.
3. Deliver personalised content and targeted advertising.
4. Measure the effectiveness of marketing campaigns.
5. Prevent fraudulent activity and enhance website security.

We may also categorise users into anonymised segments for marketing purposes and targeted advertising. Our Sites may use Google AdSense to display advertisements based on your interests and online behaviour. To opt out, visit [Google's Advertising and Privacy page](#).

## **F. MANAGING COOKIES AND YOUR CHOICES**

Most web browsers accept cookies by default, but you can manage or disable them through your browser settings. Please note that disabling cookies may impact certain features of our Sites.

For browser-specific instructions, visit:

- Google Chrome: Manage cookies in Chrome
- Mozilla Firefox: [Manage cookies in Firefox](#)
- Safari: [Manage cookies in Safari](#)
- Microsoft Edge: [Manage cookies in Edge](#)

For further details, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## **G. WEB BEACONS AND TRACKING TECHNOLOGIES**

We, or third-party partners, may also use web beacons (also known as clear GIFs or tracking pixels). These are tiny graphics embedded into web pages, ads, and emails to:

- Track engagement with content and emails.
- Measure marketing campaign effectiveness.
- Understand visitor behaviour.

Unlike cookies, web beacons are embedded within content rather than stored on a user's device.

## **H. OPTING OUT OF TARGETED ADVERTISING**

If you wish to opt out of interest-based advertising, use the following tools:

- Network Advertising Initiative (NAI) Opt-Out Tool
- Digital Advertising Alliance (DAA) Consumer Choice Page
- [European Interactive Digital Advertising Alliance \(EDAA\)](#)

Please note that opting out does not stop advertisements; it only prevents them from being tailored to your browsing activity.

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## **9. SOCIAL MEDIA AND THIRD-PARTY CONTENT**

Our Sites may feature content, plugins, and advertisements provided by third parties (such as social media platforms). These third parties may collect information about your use of our Sites. We are not responsible for the privacy practices or content of these third-party services. We encourage you to review the privacy policies of any external services you access.

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## 10. CHILDREN

Our Sites are not directed toward children under the age of 13, and we do not knowingly collect personal data from children under 13. If we discover that we have inadvertently collected such data, we will promptly delete it. If you believe that we have collected data from a child under 13, please contact us immediately.

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## 11. YOUR RIGHTS

Depending on your location and applicable law, you may have the following rights regarding your personal data:

- **Access:** The right to request access to the personal data we hold about you.
- **Correction:** The right to request correction of inaccurate or incomplete data.
- **Deletion:** The right to request deletion of your personal data.
- **Restriction:** The right to restrict or object to certain processing of your data.
- **Data Portability:** The right to request that your data be transferred to another organisation.
- **Withdrawal of Consent:** The right to withdraw your consent at any time where processing is based on consent.
- **Complaint:** The right to lodge a complaint with a supervisory authority.

To exercise any of these rights, please contact us using the details provided in Section 2.

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## 12. YOUR CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, you have additional rights under the California Consumer Privacy Act (CCPA). These include the right to:

- Request disclosure of the personal data we collect about you.
- Request deletion of your personal data.
- Opt out of the sale of your personal data.

To exercise these rights, please contact us as set out in Section 2. We may ask you to verify your identity before processing your request.

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## 13. LINKS TO THIRD-PARTY WEBSITES

Our Sites may contain links to third-party websites that are not operated or controlled by us. We are not responsible for the privacy practices or content of these external websites. We encourage you to review the privacy policies of any sites you visit.

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## 14. CHANGES TO OUR PRIVACY POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

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## 15. USERS OF THE SITES FROM THE EUROPEAN ECONOMIC AREA

If you are accessing our Sites from within the European Economic Area (EEA), this section supplements the information provided above. We process your personal data in accordance with the General Data Protection Regulation (GDPR). Our legal bases for processing your data include:

- **Consent:** Where you have provided explicit consent.
- **Contractual Performance:** To fulfil a contract we have entered into with you.
- **Legal Obligation:** To comply with applicable laws.
- **Legitimate Interests:** Where processing is necessary for our legitimate interests, provided such interests do not override your fundamental rights and freedoms.

For further details on your rights under the GDPR, please contact us using the details in Section 2.

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This Privacy Policy is designed to inform you of our practices regarding your personal data. By using our Sites, you consent to the collection, use, and processing of your information as described herein. If you have any questions, please do not hesitate to contact us.