

Privacy Policy

Last Updated: 16th 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 this website, application, or service – including both the website located at www.kaetempest.com, the webstore located at <https://store.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 on behalf of **Kae Tempest** an artist based in the United Kingdom (“**Kae Tempest**”) by Universal Music Operations Limited, 4 Pancras Square, London N1C 4AG (Data Protection Number Z5512937 (“**Universal Music**”) (Universal Music and Kae Tempest together, “we”, “us”, or “our”). Universal Music and Kae Tempest are each independent data controllers under applicable data protection law. Each of Kae Tempest and Universal Music Operations Limited separately make the disclosures in this Privacy Policy to you (and where necessary references in this Privacy Policy to “we” will be deemed to be references to both entities for such purpose).

Universal Music is the merchant of record for the webstore located at <https://store.kaetempest.com> and acts as data controller with respect to purchases from the webstore, including related customer support and fulfilment.

As used in this Privacy Policy, "Universal Music Company" and "Kae Tempest" respectively includes all entities Universal Music or Kae Tempest controls, is controlled by or is under common control with, including subsidiaries, joint ventures or other entities in whom the Universal Music Group or Kae Tempest have a substantial ownership interest.

2. CONTACT

If you have any questions, comments, or requests regarding this Privacy Policy or our data practices, or Universal Music please contact us as set out below:

You may contact Kae Tempest with privacy inquiries or to exercise your privacy rights related to Kae Tempest Mailing Lists at:

- **Email:** hello@kaetempest.co.uk
- **Postal Address:** Wildlife Entertainment Ltd, Unit F 21 Heathman's Road, London, SW6 4TJ

You may contact Universal Music with questions or comments about this privacy policy, Universal Music's data practices, or requests regarding your privacy rights may be submitted through our **Privacy Request Form** by [clicking here](#). Universal Music is only able to respond to requests related to our data practices through this form.

You may also contact UMG's Data Protection Officer, by writing to Universal Music Group (ATTN: "Data Protection Officer"), 2220 Colorado Ave, Santa Monica, CA 90404 USA.

For questions, comments or requests **not related to this privacy policy or your privacy rights** please see [this FAQ](#) regarding how to contact Universal Music.

3. INFORMATION WE MAY COLLECT FROM YOU

When you use the Sites or contact us by email, social media, SMS, telephone or other methods, Universal Music and Kae Tempest may collect and process various types of information, including:

- **Information You Provide to us including:**
 - Data you enter into forms, or data you enter when registering for an account on the Sites;
 - Data you provide when subscribing to newsletters on the Sites;
 - The content of any correspondence you have with us;
 - Content you submit including content you post on the Sites such as comments, feedback, or other communications;
 - Data you provide when entering into any competition, promotion or survey; and
 - Details you provide when reporting a problem or requesting support for the Sites.
- **Transactional Information:**
 - Details relating to any orders or subscriptions you may place through the Sites.

The information you give to us may include: your name, address, email address, phone number, date of birth, payment information, personal description, photographs or images or comments and any other information you choose to provide.

- **Information we collect about you:**

With regard to each of your visits to the Sites we may automatically collect the following information:

- Technical information, including IP address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Information about your visit, including the full URL clickstream to, through and from the Sites (including date and time); and
- Pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

Kae Tempest and Universal Music may also collect information about your devices (including phones, computers or other devices) where you access and visit the Sites. Such information may include unique device identifiers and mobile network information (including phone number), IP address, language and time zone, operating system, hardware version, device locations (including specific geographic locations, such as through GPS, Bluetooth or WiFi signals).

4. INFORMATION WE COLLECT FROM OTHER SOURCES

Kae Tempest and Universal Music may also work with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, social networks such as Facebook and X, search information providers, credit reference agencies, third parties who enable sign on functionality and social network integration) and may receive information about you from them.

If you choose to use features on the Sites that connect to your online profiles, accounts or services (including social media accounts) (“**Connected Accounts**”), we may collect any information that you permit through your settings on those Connected Accounts. For example, if you log in to the Sites using your Facebook account and choose to allow Facebook to share your profile with us, we may collect that information. Information we receive from Connected Accounts includes email address, first and last name, location (hometown and country), gender, date of birth, likes, posts or other social activity. Please review your Connected Account privacy settings to control what information is provided to us through this option.

5. HOW YOUR INFORMATION MAY BE USED

Kae Tempest and Universal Music may use the information we collect for purposes including, but not limited to:

- To help us respond to your queries;
- To fulfil your orders or purchases on the Sites;
- To provide you with information on Kae Tempest and any relevant products or services;
- To provide you, or permit selected third parties to provide you, with information about other goods and services we offer that are similar to those that you have already purchased or enquired about or that we feel may interest you (in each case where you have provided your consent to do so);
- To make suggestions and recommendations to you and other users of the Sites about goods or services that may interest you or them;
- To provide or permit third parties to provide targeted advertising via websites you visit about goods or services that you may find interesting (see more on this in our Cookies Policy below);
- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- To track the progress and number of entries in competitions and promotions;
- To allow you to interact with the Sites, for example by posting comments or to share information from the Sites on third party social media platforms;
- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- To manage your access to the services or notify you about changes to the services;
- To comply with legal and regulatory requirements;
- To administer the Sites and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To improve the Sites to ensure that content is presented in the most effective manner for you and for your computer; and
- As part of our efforts to keep the Sites safe and secure.

We may combine information we receive from other sources with information you give to us and information we collect about you (including information in relation to your devices). We may use this combined information for the purposes set out above.

If you are from a country that is a Member State of the European Economic Area (EEA), or if you are from the United Kingdom (UK), we will only use your personal data where we have a legal basis for doing so (for more details, see Section 15 below).

6. DISCLOSURES OF YOUR INFORMATION

Kae Tempest and Universal Music may share your personal data with selected third parties including:

- **Business Partners, Service Providers, Suppliers and Sub-Contractors:**
 - Trusted third-party providers that assist with operations, including CRM, analytics, email marketing, payment processing, and technical support;
 - Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you in order to provide you with a product or service;

- Such record labels, management companies and other professional organisations that may act for or on behalf of Kae Tempest from time to time; and
- Business partners, suppliers and sub-contractors to provide you with information about Kae Tempest, promotions and offers;
- **Advertisers, advertising networks and social networks** that require the data to select and serve relevant adverts to you and others. We may also use aggregated and other information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience;
- **Analytics and search engine providers** that assist us in the improvement and optimisation of the Sites; and
- **Third parties when you consent to or request such sharing.**

Kae Tempest and Universal Music may disclose your personal data to third parties:

- Where required by law, regulation, or in order to enforce or apply the [terms of use](#) and other agreements; or to protect our rights, property, or safety of Kae Tempest or Universal Music or Kae Tempest companies or Universal Music companies, or that of our users, customers or third parties. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction;
- In the event that Universal Music sells or buys any business or assets, in which case Universal Music may disclose your personal data to the prospective seller or buyer of such business or assets;
- If the Universal Music company that operates the Site or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets;
- In connection with mergers, acquisitions, or asset sales by Kae Tempest, provided any transferee agrees to protect your data in a manner consistent with this Privacy Policy; and
- To the extent permitted by applicable law.

7. STORAGE AND TRANSFER OF DATA

All the information you provide may be stored and processed, transferred or accessed by entities around the world as described in this Privacy Policy. We implement appropriate technical and organisational measures designed to safeguard your data collected on the Sites. We will take steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Sites; any transmission is at your own risk.

8. COOKIES

The Sites use cookies and other tracking technologies to distinguish you from other users of the Sites. This helps us to provide you with a good experience when you browse the Sites and also allows us to improve the Sites. For detailed information on the cookies and other technologies we use and the purposes for which we use them see our Cookies Policy below.

9. SOCIAL MEDIA AND THIRD-PARTY CONTENT

The Sites may feature content, plugins, functionalities and advertisements provided by third parties (such as social media platforms) that are not affiliated with us. 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.

For example, you may have the opportunity to log in to the Sites using sign-in services such as Facebook Connect or an Open ID provider. These services will authenticate your identity and provide you the option to share certain personal data with us. Services like Facebook Connect give you the option to post information about your activities on this Sites to your profile page to share with others within your network.

Third-party advertisers also may have a presence on the Sites. These and other third parties may collect or receive certain information about your use of the Sites, including through the use of cookies and other Internet technologies, and this information may be collected over time and combined with information collected across different websites and online services.

Some of these companies participate in industry-developed programs designed to provide consumers choices about whether to receive targeted advertising. Please visit the websites operated by the [Network Advertising Initiative](#), [Digital Advertising Alliance](#), and [European Interactive Digital Advertising Alliance](#)

10. CHILDREN

The Sites are not directed toward children (as defined by local law), nor does Kae Tempest or Universal Music knowingly collect personal data from children (as defined by local law) without parental consent except where in compliance with applicable laws. If we discover that we have inadvertently collected such data without legally valid parental consent, we will take reasonable steps to delete it as soon as possible. If you believe that we have collected data from a child (as defined by local law), please contact us immediately.

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.
- **Objection/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 if you consider that our processing of your personal data infringes applicable law. If you wish to complain about how we process your personal data in the UK, you can contact the Information Commissioner (the UK’s data protection regulatory authority) via the details below:

<https://ico.org.uk/concerns/>

Information Commissioner's Office
Wycliffe House, Water Lane, Wilmslow
Cheshire
SK9 5AF

Otherwise, to exercise any of the above listed rights, please contact us using the details provided in Section 2.

You are responsible for keeping your information current and up-to-date. You may update your information by contacting us as described in the “Contact” section.

We will retain your information for as long as your account is active or as needed to provide you with the services you have requested. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

If you wish to subscribe to a Kae Tempest marketing list, marketing communications will be sent on behalf of Kae Tempest by Universal Music or such other third party permitted under this Privacy Policy from time to time. Out of respect for your privacy, you may choose to stop receiving the newsletter or marketing communications by following the unsubscribe instructions included in these communications and by accessing the email preferences in your account settings page or you can contact us as described in the “Contact” section.

12. YOUR CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, you have certain rights regarding the collection, use, disclosure, and sale of their personal data under the California Consumer Privacy Act (CCPA). As defined in the CCPA, we engage in industry-standard advertising business practices that may be considered a sale. We do not knowingly sell personal data related to children under 16 years of age. Universal Music may have sold personal data in the last 12 months in the following ways:

- By allowing advertising networks we partner with to place cookies or other tracking technologies through the Sites;
- By sharing hashed or pseudonymized identifiers with advertising networks to create audiences for use in online advertising.

California residents have 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.

13. LINKS TO THIRD-PARTY WEBSITES

The Sites, newsletters, marketing emails and other communications may, from time to time, contain links to and from 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. We do not accept any responsibility or liability for these policies.

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. Any material changes we may make to our Privacy Policy in the future will be posted on this page prior to the change becoming effective and/or we will notify you through the Sites or, where appropriate, by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

15. USERS OF THE SITES FROM THE EUROPEAN ECONOMIC AREA OR UNITED KINGDOM

This section of the Privacy Policy only applies if you are using the Sites from a country that is a Member State of the EEA, or from the UK, this section supplements the information provided above.

Legal Basis for Data Processing

Kae Tempest and Universal Music process personal data for the purposes set out in this Privacy Policy, as described above.

The legal bases we rely on to process your personal data is that such processing is:

- necessary for the performance of a contract between you and us (for example, to provide you with the services you request and to identify and authenticate you so you may use the Sites);
- necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement);
- necessary for our legitimate interests (for example, to manage our relationship with you and to improve the Sites); and
- based on your explicit consent (for example, to communicate with you about our products and services and provide you with marketing information), which may subsequently be withdrawn at any time (by using preference settings in emails or on the Sites, [using this form](#), or emailing us as set out in the Contact section) without affecting the lawfulness of processing based on consent before its withdrawal.

Universal Music may use automated decision making technologies, including profiling, to support our data processing activities. Universal Music’s automated decision making capabilities include logic that attempts to identify artists, music, communications, products, or offers that could be of interest you. By using this logic, it helps to personalize your interactions with Kae Tempest or Universal Music. For you, this means that you may see online advertisements, direct marketing communications (if you have subscribed), or other advertising or marketing messages or special offers based on your activity on the Sites or interactions with Kae Tempest or Universal Music or our third party partners.

In some instances, you may be required to provide us with personal data for processing as described above, in order for us to be able to provide you to use all the features of the Sites.

International transfers

Our sharing of your personal data in accordance with this Privacy Policy may involve transferring your personal data outside the EEA or the UK. Whenever we transfer your personal data out of the EEA or UK, we ensure a similar degree of protection is afforded to it by ensuring, where required by law, at least one of the following safeguards is implemented:

- transferring personal data to countries that have been deemed to provide an adequate level of protection for personal data by the relevant authorities;
- using specific contractual or legal mechanisms approved by the relevant authorities which give personal data the same protection it has in the exporting country.

You may be entitled, in accordance with applicable law, to request a copy of relevant safeguards by contacting us as described in the “Contact” section.

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 via the details set out at Section 2, above.

COOKIES POLICY

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 or 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.