

Canyon Media Group LLC Respects Your Privacy

This Policy explains when and why we collect personal information about people who visit our website or mobile applications, how we use it, the conditions under which we may disclose it to others, and how we keep it secure. We may change this Policy from time to time, so please check this page occasionally to ensure that you're happy with any changes. By using our website or mobile application, you're agreeing to be bound by this Policy. Any questions regarding this Policy and our privacy practices should be sent by email to privacy@canyonmedia.net.

What Personal Data Do We Collect?

Personal Data You Provide to Us Voluntarily – We collect information about you that you voluntarily provide to us when you: (i) contact us to learn more about the radio station, subscribe to a mailing list, enter an on-site or online promotion/giveaway, or other opportunities you indicate are of interest at the time; (ii) access or use the radio station's mobile app. This information may include, for example, your name, business name, and any other information that you choose to provide to us when you comment on materials on the radio station's website or mobile app, in order to contact you as a listener, or respond to a support request. This also includes technical data, such as IP addresses and device identifiers that are commonly generated in establishing a connection with the radio station's Services.

Other Data – By using the radio station's mobile app or website, we may store information about what pages have been visited and when. This is to help us improve the usability of the station.

Retention – We collect and retain Personal Data submitted to the radio station in an identifiable format for the amount of time necessary to meet your request or fulfill our legal or regulatory obligations, unless it is in our legitimate business interests and not prohibited by law to maintain the Personal Data for longer periods.

How Do We Process Personal Data?

We may use information for our legitimate interests, namely:

- To operate the radio station's website, social media pages, and mobile apps.
- To contact and communicate with you when you reach out to us.
- To manage everyday business needs.
- To analyze or improve the radio station's services or additional products or services.
- To protect the radio station's services and the rights of users and others to enforce the terms of the radio station.
- To comply with our obligations, including to comply with all applicable laws and regulations.
- To send you promotional materials from us or on behalf of our affiliates and business partners if you have consented to the receipt of such materials.

Who Has Access to Your Information?

Under no circumstances will we directly disclose or sell your personal information to any third party without your prior permission. We are strongly against any form of internet 'spam' and keep all collected information strictly confidential. We will not sell or provide your information to third parties for marketing purposes.

Third Party Services Working on Our Behalf

We may pass your information to our third-party service providers, or other associated organizations for the purposes of completing tasks and providing services to you on our behalf. However, when we use third-party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the radio station's network for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. The radio station's infrastructure is managed by multiple service providers. However, they do not have access to any personal information and are prohibited from selling or passing on any stored data.

Security and Your Data

We take data security very seriously. Our databases are backed up regularly, and any data collected from you is sent over an encrypted SSL secure connection. Security of our data is important to us, and we take every possible reasonable measure to prevent against loss, damage, theft, or misuse where possible. Any data processed by one of the third parties working on our behalf is also sent over an encrypted SSL connection. Third parties are contracted to provide a high level of security on their systems.

Use of Cookies

Like many other websites and mobile apps, the radio station's website uses cookies. 'Cookies' are small pieces of information sent by an organization to your computer and stored on your hard drive to allow that website to recognize you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your login preferences. This helps us to improve our mobile apps and website and deliver a better, more personalized service. It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

Links to Other Websites

Our website and mobile application may contain links to other websites run by other organizations. This privacy policy applies only to our services, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website. In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

Website Recording

Our mobile application and website use Analytics services provided by Google Analytics. Information collected from these services is entirely anonymous. Only general information is captured (for example, the type of browser or operating system you are using, screen resolution, and which parts of the site you interact with). No form data is captured or read by these services. We use website recording services in order to improve our services' usability and see how visitors interact with features and pages.

Legal

All customer data is handled sensitively by members of our team, and physical access to our offices is restricted to authorized personnel only. The radio station reserves the right to make alterations to this document whenever we deem reasonable. It is the client's sole responsibility to check this document for updates on a regular basis.

What Are Your Rights?

If at any point you believe the information we process on you is incorrect, you can request to see this information and even have it corrected or deleted. Please be aware, in order to remove any of your data, this may prevent us from providing services to you and could result in the closure of your account. If you have any concerns regarding the data we hold on you, please contact us at privacy@canyonmedia.net.

Lead Generation Campaigns

Additionally, when running lead generation campaigns on social media from our radio station accounts on behalf of our clients, Canyon Media Group LLC ensures that any leads or information received through these channels will only be shared with the specific company mentioned in the campaign for which the information was submitted.