



## SECTION 2: PRIVACY POLICY

Effective Date: 04/08/2026

### 1. Information Collected

- Ad engagement data (clicks, views, interactions)
- Smartlink activity
- Voluntary user information (email, etc.)

### 2. How Data Is Used

- Campaign optimization
- Performance tracking
- Reporting to artists

### 3. Tracking Technologies

- Meta Pixel
- Google Analytics
- Feature.fm tracking

### 4. Third-Party Platforms

Data may be processed via Meta, Google, Spotify, and Feature.fm.

### 5. Data Sharing

IWI does not sell user data.

## **6. User Rights**

Users may request data access or removal.

## **7. Security**

Reasonable safeguards are used, but third-party risks exist.

## **8. Contact**

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