# AWARË Music — Privacy Policy

Last updated: Oct 6, 2026

We collect only the data we need to run our events, website and newsletter. We never sell it for money, and we use advertising cookies only if you say yes. This policy explains, in plain words, what we collect, why, who sees it, how long we keep it, and how you can control it, wherever you live.

## 1. Who we are

The company responsible for your data (the "data controller") is **AWARÉ – Eventos Musicais, Lda.**, trading as AWARË Music ("we", "us").

| **Detail** | **Information** |
|---|---|
| Address | Rua Castilho, n.º 71, 1.º Dto., 1250-068 Lisboa, Portugal |
| Tax number (NIPC) | 517354993 |
| Privacy contact | info@awaremusic.art |
| Website | www.awaremusic.art |

This policy covers our website, newsletter, social media pages, events and any contact you have with us. It works together with our [Terms & Conditions link].

## 2. What we collect, why, and for how long

We collect data you give us directly and, only with your consent, data from cookies and Meta Pixel. We do not collect sensitive data (such as health, beliefs or ethnicity), and we never store your full card details.

| What you do | Data we collect | Why we use it | Legal basis (EU) | How long we keep it |
|---|---|---|---|---|
| Sign up for our newsletter | Name, email | Send news about artists, events and releases | Your consent | Until you unsubscribe |
| Contact us or fill out a form | Name, email, your message | Answer you and give support | Our legitimate interest in replying, or steps before a contract | 2 years after our last contact |
| Buy a ticket or product through our site | Name, email, order details, billing data | Process and deliver your order, handle refunds | Performing our contract with you; tax and accounting law | 10 years for invoices (Portuguese tax law); 2 years for the rest |
| Enter a contest or promotion | Name, email, entry details | Run the promotion and contact winners | Your consent and the promotion rules | Until the promotion ends, plus 6 months |
| Browse the website | IP address, device, browser, pages visited, cookie identifiers | Make the site work; with consent, measure and personalize our ads | Necessary cookies: legitimate interest; all others: your consent | See section 3 |
| Agree to see personalized ads | Email address in encrypted (hashed) form | Show you our ads on Facebook and Instagram | Your separate consent | Until you withdraw consent |

We may also keep data when needed to comply with the law or defend legal claims, only for as long as necessary. When we no longer need your data, we delete it or make it fully anonymous.

We do not use your data for decisions made solely by automated means that have legal or similar effects on you.

## 3. Cookies, Meta Pixel and remarketing

Only strictly necessary cookies load automatically. Everything else waits until you choose "Accept" in our cookie banner, and "Reject" is just as easy. You can change your mind at any time by writing to info@awaremusic.art.

| Type | What it does | Needs your consent? | Duration |
|---|---|---|---|
| Strictly necessary | Keeps the site secure and working, remembers your cookie choice | No | Up to 12 months |
| Functional | Remembers preferences, plays embedded videos and music | Yes | Up to 12 months |
| Advertising (Meta Pixel) | Measures our campaigns and shows our ads to past visitors (remarketing) | Yes | Up to 90 days |

**Meta Pixel.** Meta Pixel is provided by Meta Platforms Ireland Limited (Merrion Square, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). With your consent, it collects your IP address, browser and device type, pages visited, actions on the site (such as clicking to buy tickets) and a cookie identifier. Before you consent, nothing is loaded and nothing is sent to Meta.

AWARË Music and Meta are joint controllers for collecting and sending this data (Article 26 GDPR). Meta is responsible for what it does with the data afterwards, under Meta's Privacy Policy.

**Remarketing with your email.** We only upload your email to Meta (in encrypted, hashed form) to show you our ads if you tick a separate, unticked box for this. Signing up for the newsletter alone does not mean you agree to it.

You can also block or delete cookies in your browser settings, though some parts of the site may stop working.

## 4. Who we share your data with

We share data only with the providers we need to run our business, under written contracts that require them to protect it and use it only on our instructions. We do not sell your personal data for money.

| Recipient | Why | Their role |
|---|---|---|
| Website hosting and builder Webflow | Host and run the website | Processor (acts on our behalf) |
| Email and newsletter platform Mailchimp or other | Send newsletters and replies | Processor |
| Ticketing platforms such as Ticket Tailor, Eventbrite, bandit.tickets, fienta, events.humanitix.com, Shotgun and others | Sell and manage event tickets | Independent controller, under their own privacy policy |
| Festival platforms with their own ticketing platform such as Heal Play Love, Wonderfruit, and others | Sell and manage event tickets | Independent controller, under their own privacy policy |
| Meta Platforms Ireland Ltd. | Advertising and measurement, only with your consent | Joint controller (see section 3) |
| Accountants, lawyers and auditors | Meet legal and tax obligations | Independent controllers bound by confidentiality |
| Public authorities | Only when the law or a court requires it | Independent controllers |

If AWARË Music is ever sold or merged, your data may pass to the new owner, who must respect this policy. We will tell you before that happens.

## 5. International transfers and security

We keep your data in the European Union whenever possible. Some providers, such as Meta, may process it in other countries, including the United States. When that happens, we use one of these safeguards: a European Commission adequacy decision, the EU-U.S. Data Privacy Framework, or the Commission's Standard Contractual Clauses. You can ask us for a copy of the safeguard used.

We protect your data with encrypted connections (HTTPS), access limited to authorized people, and trusted providers. No system is 100% secure, so if a breach puts your rights at risk, we will notify the data protection authority within 72 hours and inform you without delay, as the law requires.

## 6. Your rights in the EU and EEA

Under the GDPR, you can ask us at any time to:

- **See** the data we hold about you and get a copy.
- **Correct** data that is wrong or incomplete.
- **Delete** your data when we no longer need it or you withdraw consent.
- **Restrict** how we use it while a request or complaint is reviewed.
- **Object** to uses based on our legitimate interest, and to direct marketing at any time.
- **Take your data** to another company in a common digital format.
- **Withdraw consent** at any time, without affecting what was done before.

To use any right, email info@awaremusic.art. We reply within one month, free of charge, and may ask you to confirm your identity. Every marketing email has an unsubscribe link.

You can also complain to Portugal's data protection authority, the CNPD, or to the authority in the country where you live or work.

## 7. Your rights in the United States

If you live in California or another US state with a privacy law (such as Colorado, Connecticut, Virginia or Texas), this section applies to you as well. We do not sell personal information for money, but using Meta Pixel for targeted ads may count as "sharing" or "targeted advertising" under these laws, and you can opt out of it.

**What we collected in the last 12 months:**

| **Category** | **Examples** | **Shared with Meta for targeted ads?** |
|---|---|---|
| Identifiers | Name, email, IP address, cookie ID | Yes, only with your consent |
| Commercial information | Orders and tickets bought | No |
| Internet activity | Pages visited, actions on the site | Yes, only with your consent |
| Approximate location | Country or city based on your IP | Yes, only with your consent |

We collect this data from you and your device, for the purposes and retention periods listed in section 2. We do not collect sensitive personal information.

**Your rights.** You can ask to know what we hold, get a copy, correct it, delete it, and opt out of the sharing of your data for targeted advertising. We will not treat you differently for using these

rights. You can also use an authorized agent.

**How to opt out.** Use [Do Not Sell or Share My Personal Information link] or reject advertising cookies in [Cookie settings link]. We honor Global Privacy Control (GPC) signals as a valid opt-out. Our website does not respond to other "Do Not Track" browser signals, because there is no common standard for them.

**How to make a request.** Email info@awaremusic.art. We confirm receipt within 10 business days and reply within 45 days. If we deny your request, you can appeal by replying to our answer, and we will respond within the time your state law requires.

## 8. Children

Our website and newsletter are not intended for children under 16, and we do not knowingly collect their data. We never use data from anyone under 16 for targeted advertising. If you are a parent or guardian and believe your child has given us personal data, email info@awaremusic.art and we will delete it promptly.

## 9. Changes and contact

We review this policy at least once a year and whenever our practices or the law change. We will post the new version here with its date and, for important changes, notify you by email or on the website before they take effect. If a change requires your consent, we will ask for it again.

Questions or requests about your data: **info@awaremusic.art** or by post to AWARÉ – Eventos Musicais, Lda., Rua Castilho, n.º 71, 1.º Dto., 1250-068 Lisboa, Portugal.