

YFMUSIC+

Privacy Policy

Effective date: 9th August 2026

YFM Plus Pty Ltd (ABN 34 671 082 947) operates YFMusic+ (YFM+, we, us or our). We respect your privacy and aim to handle personal information openly and responsibly.

This Privacy Policy explains how we collect, hold, use and disclose personal information when you visit yfmusicplus.com, create a member or artist account, submit music, use discovery and support features, earn or redeem YFM Points, use Partner Store links, enter promotions, contact us or otherwise interact with YFM+ (the Platform).

We follow the Privacy Act 1988 (Cth) and the Australian Privacy Principles to the extent they apply to us, together with other privacy and data-protection laws that apply to particular users or activities. This Policy describes our practices; it is not itself a request for blanket consent.

1. Who this Policy applies to

This Policy applies to visitors, guests who use Platform features, Basic+, Plus and VIP members, artist applicants, approved artists, artist account holders, promotion entrants, reward recipients, people who contact us, and people whose information is provided through a genuine referral or artist application.

The Platform is intended for people aged 18 or older. See section 18 for our approach to information about minors.

2. Privacy at a glance

- We collect the information needed to operate accounts, subscriptions, artist profiles, Boosts, Points, Gifts, Missions, rankings, referrals, Partner Store attribution, rewards and promotions.
- Full payment-card details are handled by our payment provider and are not stored by YFM+.
- Artist profiles are public. Some limited member activity may also be displayed publicly or to other members, as explained below.
- Affiliate attribution, analytics, embedded media and anti-abuse controls can involve cookies, device information and identifiers.
- We use service providers in Australia and overseas. We do not sell personal information for money.
- You may ask to access or correct your information, make a privacy complaint, opt out of marketing, or request deletion where applicable.

3. Personal information we collect

3.1 Identity and contact information

This may include your name, display name, email address, telephone number if provided, country or location, age or eligibility confirmation, social-media handles, communication preferences and referral details.

3.2 Member account and subscription information

This may include account and customer identifiers, membership plan, account status, sign-up and renewal dates, billing status, benefits, consent records, referral source and account settings. Member accounts are currently supported by Outseta or another provider identified at the time of collection.

3.3 Platform activity, Points and support data

This may include your YFM Points balance and ledger, welcome and monthly bonuses, Partner Store Points, Mystery Crate outcomes, Missions and Journeys, Fan Rank, reward claims, promotion entries, referral activity, and records of Boosts and Gifts.

A Boost record may include the Artist ID, Video ID, video title, artist name, membership plan, member account identifier or guest visitor identifier, timestamp, IP-derived or device-related anti-abuse signals and whether the action qualified under daily limits. A Gift record may include the member identifier, artist, Point amount, timestamp and resulting Community Support progress.

3.4 Artist and applicant information

This may include an artist or band name, representative's name and email, location, genre, biography, influences, quotes, social links, public follower counts, profile and cover images, YouTube URLs, video titles, stage or performance information, application responses, approval status, artist plan, video slots, dashboard activity, Boost performance, mission progress, milestone eligibility and promotional-campaign information.

3.5 Partner Store and transaction-attribution information

When you use a Partner Store link, we may receive or create an affiliate click identifier, referral URL, retailer or network name, time and date, account or browser identifier, order or transaction reference, currency, qualifying purchase value, validation status, return or cancellation status, commission data and the Points calculation. We generally do not receive full payment-card details from the Partner Store.

3.6 Payment and billing information

Subscription payments are processed by Stripe and may be presented through an account provider such as Outseta or Memberstack. YFM+ may receive limited information such as payment status, billing country, payment method type, card brand and last four digits, invoices, refunds and provider customer or subscription identifiers. YFM+ does not store full payment-card numbers or card security codes.

3.7 Reward and promotion fulfilment information

For a physical reward, gift card, giveaway or promotional opportunity, we may collect a delivery address, selected product option, country eligibility, proof of age or identity where reasonably required, delivery tracking, tax information required by law, and communications about fulfilment. We do not ask for bank-account details as part of the ordinary V3 reward model.

3.8 Technical, cookie and usage information

This may include IP address, device and browser type, operating system, language, time zone, approximate location derived from IP address, pages and videos viewed, link clicks, referring page, session timestamps, cookie or pixel identifiers, error and diagnostic logs, security events, authentication records and interactions with embedded content.

3.9 Communications and support

We may keep messages, forms, survey responses, emails, support requests, complaints, reviews, feedback and records of how and when we communicated with you, including whether a marketing message was delivered, opened or clicked where the relevant system provides that information.

3.10 Sensitive information

YFM+ does not ordinarily seek sensitive information. If sensitive information is genuinely required for eligibility, accessibility, safety, identity verification or legal compliance, we will collect and use it only with consent or another lawful basis and will limit access and retention.

4. How we collect information

We collect personal information:

- directly from you when you create or update an account, subscribe, submit an artist application or video, complete a Mission, claim a reward, enter a promotion, use a referral tool, change settings or contact us;
- automatically from your device and use of the Platform through cookies, server logs, embedded media, analytics, affiliate-attribution and security tools;
- from service providers such as account platforms, payment processors, automation services, analytics providers and fulfilment providers;
- from Partner Stores and affiliate networks when they validate a click, purchase, return, cancellation or commission;
- from another person who genuinely refers or invites you, in which case we may receive limited contact or referral information; and
- from public artist websites, YouTube pages and social profiles where reasonably necessary to review a submission, verify artist information, build an approved profile or administer progression.

You may browse public pages without creating an account. Some guest features still use technical information or a pseudonymous visitor identifier to function and prevent abuse. If you do not provide information required for an account, payment, redemption or application, we may be unable to provide that feature.

5. How we use personal information

We may use personal information to:

- provide, authenticate, personalise, support and secure the Platform;
- create and manage member and artist accounts, subscriptions, billing and plan benefits;
- record and validate Boosts, Gifts, Points, Community Support, Missions, Fan Rank, artist progression, rankings, referrals and reward eligibility;
- attribute and validate qualifying Partner Store activity and calculate Points;
- review artist applications, create and operate public artist profiles, embed videos and deliver earned promotional activity;
- process reward claims, promotions, deliveries and related communications;
- detect spam, duplicate accounts, bots, manipulation, payment fraud, referral abuse, security incidents and breaches of our Terms;
- send account, security, transaction, subscription, application and service messages;
- send marketing and promotional messages where permitted, and manage opt-outs;
- analyse performance, troubleshoot problems, improve features and understand how the Platform is used;
- comply with law, respond to lawful requests, keep required records, enforce our Terms and resolve disputes; and
- create aggregated or de-identified statistics that do not reasonably identify an individual.

6. Legal grounds for processing

Where a law requires us to identify a legal basis, we generally rely on one or more of the following:

- Contract: processing needed to provide an account, subscription, artist service, Points activity, reward, referral or other feature you request.
- Legitimate interests: operating and improving the Platform, protecting users and artists, preventing abuse, measuring performance, administering affiliate attribution and communicating about our services, where those interests are not overridden by your rights.
- Consent: non-essential cookies or tracking where required, marketing where consent is required, and sensitive information where consent is the appropriate basis.
- Legal obligation: tax, accounting, consumer, privacy, law-enforcement and regulatory requirements.
- Vital interests or public interest: only in the unusual circumstances where those grounds lawfully apply.

7. Information visible to other people

7.1 Artist profiles

Approved artist profiles and discovery listings are public and may show the artist name, location, genre, biography, images, social links, YouTube videos, quotes, gear information, Boost totals, Stage ranking, Community Support, milestones, achievements and promotional status. Artists should submit only information they are comfortable making public.

7.2 Member and community activity

The Platform may display limited community activity such as a first name or chosen display name, country, membership tier, a recent Boost or Gift, Points earned, a reward claimed and an approximate activity time. We do not intentionally display your email address, full delivery address, full legal name or payment details in these feeds.

Where an activity notice or setting gives you a choice, use that control to manage visibility. You may also contact us to request removal or restriction of future public display. Removal from our live pages may not remove copies already indexed, cached, shared or recorded by others.

8. Cookies and similar technologies

The Platform and its providers may use cookies, pixels, local storage, server-side identifiers and similar technologies. These may be grouped as:

- Strictly necessary: sign-in, account sessions, security, fraud prevention, load balancing, payments and requested features.
- Preferences: language, country, display and saved choices.
- Analytics and performance: visits, navigation, errors, feature use and service improvement.
- Affiliate attribution: connecting a Partner Store click or purchase to YFM+ and, where possible, to the correct member account so Points can be awarded.
- Embedded media: YouTube and other media providers may receive technical and usage information when embedded content loads or plays.
- Advertising and campaign measurement: if enabled, measuring campaign conversions or building advertising audiences across services.

Where required by applicable law, we will ask for consent before using non-essential cookies or similar technologies. You can use our cookie controls where available and can also change browser settings. Blocking cookies may prevent sign-in, affiliate attribution, video playback or other features from working correctly.

9. Affiliate tracking and Partner Store purchases

YFM+ uses affiliate links and may use an attribution provider, currently including AnyTrack while enabled, together with networks such as Rakuten Advertising, Impact and Awin. These services help identify whether a Partner Store transaction qualifies for Points.

Attribution may require a click or browser identifier to be stored and later matched with transaction data supplied by the retailer or network. Depending on configuration, a provider may also receive limited conversion events or technical information. Its own privacy terms apply when it acts independently.

If cookies or identifiers are blocked, deleted, overwritten or rejected, a purchase may not be attributed to your account. Contact support if a qualifying transaction appears to be missing and provide only the information reasonably requested to investigate it.

10. Who we disclose information to

We may disclose personal information where reasonably necessary to:

- website and hosting providers, including Webflow;
- member account and customer-management providers, including Outseta;
- artist account and subscription providers, including Memberstack;
- payment and billing providers, including Stripe;
- automation, integration and workflow providers, including Make.com;
- cloud productivity and data-storage providers, including Google Workspace and Google Sheets;
- affiliate-attribution providers, Partner Stores and affiliate networks, including AnyTrack while enabled, Rakuten Advertising, Impact and Awin;
- video, social and embedded-content providers, including YouTube and Google;
- email, support, analytics, security and communications providers used by YFM+;
- delivery, gift-card, reward, promotion and campaign-fulfilment providers;
- artists, members and the public where information is intentionally displayed under section 7;
- professional advisers, insurers, auditors and prospective parties to a genuine business sale, restructure or financing, subject to appropriate confidentiality; and
- courts, regulators, law-enforcement bodies and other persons where required or authorised by law, or reasonably necessary to protect rights, safety and security.

We do not sell personal information for money. Some analytics, advertising or attribution disclosures may be treated as a sale, sharing or targeted advertising under certain United States state laws even where no money changes hands. Where those laws apply, you may request an opt-out through available cookie controls or by contacting us.

11. Overseas processing and disclosure

YFM+ is based in Australia, but the Platform is global and many service providers operate overseas. Personal information may be processed or disclosed in the United States, the United Kingdom, the European Economic Area - including Ireland, Germany and Czechia - Japan, and other countries where our providers, Partner Stores, affiliate networks, campaign partners or fulfilment providers operate.

The exact locations may vary with provider infrastructure and your location. Where required, we take reasonable steps to assess providers and use contractual, technical or organisational safeguards for overseas handling. Privacy laws overseas may differ from Australian law. You may contact us for current information about likely overseas recipients relevant to your account.

12. Data security

We take reasonable administrative, technical and physical steps designed to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure. Measures may include access controls, account authentication, encryption in transit, provider security reviews, limited staff access, logging, backups and fraud monitoring.

Payment-card details are handled by the payment provider rather than stored by YFM+. No online system is completely secure, so we cannot guarantee absolute security. You should use a strong unique password, protect your account credentials and notify us promptly if you suspect unauthorised access.

13. Retention and deletion

We keep personal information only for as long as reasonably necessary for the purpose collected, including providing the Platform, maintaining account and Points records, validating affiliate activity, fulfilling rewards, preventing fraud, resolving disputes and meeting tax, accounting, consumer and other legal obligations.

Retention periods vary by information type. Account and activity records may be kept while an account is open and for a reasonable period after closure. Financial, subscription and reward-transaction records may be retained for the period required by law. Unsuccessful applications, technical logs, support messages and identity-verification material are deleted or de-identified when no longer reasonably needed. Backup copies may remain temporarily until they are overwritten in the ordinary cycle.

We may retain aggregated or de-identified information that no longer reasonably identifies you. A deletion request may not require us to erase information that we must keep by law, need for a legal claim, or require to protect the integrity and security of the Platform.

14. Your privacy rights and choices

Depending on your location and applicable law, you may have rights to:

- request access to personal information we hold about you;

- ask us to correct information that is inaccurate, out of date, incomplete, irrelevant or misleading;
- request deletion, restriction or de-identification in applicable circumstances;
- object to or opt out of certain processing, including direct marketing, targeted advertising, sale or sharing as those terms are defined by applicable law;
- withdraw consent, without affecting processing that was lawful before withdrawal;
- request a portable copy of certain information where applicable; and
- complain to us and, where applicable, a privacy or data-protection regulator.

You can update some information through your account. You may also contact support@yfmplus.com. We may ask for information reasonably necessary to verify your identity and protect the account. We will respond within the period required by applicable law and, for Australian privacy requests or complaints, generally aim to respond within 30 days.

Access is usually provided without charge. If the law permits a charge for a particularly complex request, we will explain it first. If we refuse a request, we will explain the reason and available complaint options where required.

15. Additional rights for EEA and UK users

If European Economic Area or United Kingdom data-protection law applies, YFM Plus Pty Ltd is the controller of the personal data described in this Policy. The legal grounds in section 6 apply. You may have rights of access, rectification, erasure, restriction, portability, objection and withdrawal of consent, and may complain to your local supervisory authority.

Where personal data is transferred outside the EEA or UK, we use a lawful transfer mechanism where required, such as an adequacy decision, approved contractual clauses or another permitted safeguard. Contact us to request further information.

16. Additional rights for United States residents

Residents of some United States states may have rights to know or access categories and specific pieces of personal information, request correction or deletion, obtain a portable copy, and opt out of sale, sharing, targeted advertising or certain profiling, subject to legal exceptions and whether the relevant law applies to YFM+.

We will not unlawfully discriminate against you for exercising an applicable privacy right. You may make a request using the contact details below. Where permitted, an authorised agent may act for you, but we may need proof of authority and identity. If we deny an appealable request, we will provide appeal instructions where required.

17. Marketing communications

We may send marketing emails or messages where you have consented or where otherwise permitted by law. You can unsubscribe using the link in the message or by contacting us. We may keep a minimal suppression record so that we do not accidentally add you back to marketing lists.

Unsubscribing from marketing does not stop necessary service communications about your account, security, subscription, transactions, applications, rewards or changes that materially affect the Platform.

18. Children

YFM+ accounts and member or artist features are intended only for people aged 18 or older. We do not knowingly create accounts for, or intentionally collect personal information from, children. If you believe a person under 18 has provided personal information, contact us so we can investigate and take appropriate steps, including deletion where required.

19. Automated and rule-based decisions

The Platform uses rules and automated workflows to process account and activity information. These may calculate Points and plan benefits, enforce Boost limits, match referrals and affiliate transactions, update rankings or progress, determine whether stated criteria are met, detect duplicate or suspicious activity, and temporarily hold, decline or reverse an action for review.

The information used may include account identifiers, plan, Points and transaction history, Boost and Gift logs, referral data, affiliate-network validation, timestamps, IP address, device or visitor identifiers and security signals. These processes may affect Points, Boost acceptance, rank or milestone progress, reward or promotion eligibility, referrals and account access.

Not every automated process is a decision that significantly affects legal rights or interests. Where an automated outcome materially and adversely affects you, you may contact us for an explanation and human review. We will update this section if we introduce materially different automated or AI-based decision-making.

20. Data breaches

We maintain processes to assess and respond to suspected data breaches. If a breach is likely to result in serious harm and notification is required under the Notifiable Data Breaches Scheme or another applicable law, we will notify affected individuals and the relevant regulator as required.

21. Third-party websites and embedded content

The Platform links to Partner Stores, artist websites, social platforms and other third-party services, and embeds content such as YouTube videos. Those parties may collect information independently under their own privacy policies. YFM+ does not control their independent practices. Review the relevant privacy information before providing data or changing your settings on those services.

22. Changes to this Policy

We may update this Privacy Policy when the Platform, providers, laws or information-handling practices change. The updated policy will show its effective date and will be published on the Platform. For a material change, we will provide additional notice where reasonably practicable and required by law.

23. Privacy complaints

Send a privacy complaint to support@yfmplus.com with enough detail for us to understand the concern. We will acknowledge and investigate it and generally aim to respond within 30 days. If you are not satisfied, you may be entitled to complain to the Office of the Australian Information Commissioner at www.oaic.gov.au, or to another regulator with jurisdiction where you live.

24. Contact

YFM Plus Pty Ltd

ABN 34 671 082 947

Western Australia, Australia

Email: support@yfmusicplus.com

Website: www.yfmusicplus.com