

Privacy Policy

Last updated: 9th September 2026

This Privacy Policy explains how SSA Touring LLP (“SSA Touring”, “we”, “us”, “our”) collects, uses, shares and protects your personal data when you visit **swedishhousemafia.com** (the “website”), sign up for updates, purchase merchandise, buy tickets, order music, or receive marketing communications relating to Swedish House Mafia.

It also explains when your data may be transferred to SSA Recording LLP (“**SSA Recording**”) or any other group company, which acts as a separate and independent controller for its own marketing activities.

1. Who We Are

1.1 SSA Touring

SSA Touring acts as the primary controller for all personal data collected through:

- **swedishhousemafia.com**
- concert and project sign-ups
- merchandise purchases
- ticket purchase-related communications
- music orders
- email, SMS, and WhatsApp contact and communication

Contact

E-mail: info@swedishhousemafia.com

Address: SSA Touring LLP (company no. OC376584) C/O Cc Young & Co, 3rd Floor, The Bloomsbury Building, 10 Bloomsbury Way, Holborn, London, England, WC1A 2SL

1.2 SSA Recording

SSA Recording acts as a separate and independent controller for your personal data only when SSA Touring transfers your contact details (email address and phone number) to SSA Recording for SSA Recording’s own marketing communications relating to recordings, releases, and affiliated projects. See further in Section 5 below for information on the purposes and legal grounds for SSA Recording’s processing.

Contact

E-mail: info@swedishhousemafia.com

Address: SSA Recording LLP (company no. OC426416) C/O Cc Young & Co, 3rd Floor, The Bloomsbury Building, 10 Bloomsbury Way, Holborn, London, England, WC1A 2SL

You may exercise your GDPR rights in relation to the processing by either controller by using the contact details set out above.

2. How Personal Data Is Collected

We collect personal data:

- **Directly from you** (e.g., when you browse the website, sign up for updates, purchase merchandise, buy tickets, request information, or interact with us via email, SMS, or WhatsApp).
- **Automatically** (e.g., through cookies and similar technologies on our website and in our messages, subject to your consent where required).
- **From third parties** (e.g., ticketing partners, payment providers and music platforms where applicable).

3. What Data We Process and Why (Purposes & Legal Bases)

Website use	IP address, device identifiers, browser data, settings, pages viewed, timestamps, referral URLs, cookie IDs, performance/security logs	Provide and secure the website; measure performance; prevent abuse; remember preferences	Strictly necessary cookies & security: Our legitimate interests in managing our website (Art. 6(1)(f)) In the UK this is a recognised legitimate interest when we do this to prevent, detect or investigate a crime. Analytics & marketing cookies: Consent (Art. 6(1)(a))
Sign-ups for concert/artist/project	Name, email, region/country,	Send personalised and general	Consent (Art. 6(1)(a))

information (email, SMS, WhatsApp)	preferences, consent records, engagement metrics, opt-out logs	marketing related to Swedish House Mafia (concerts, releases, products) and related projects. See further in section 6 below.	Our legitimate interests in marketing/promoting our products and services where we rely on the soft opt-in (Art. 6(1)(f))
Processing purchases and orders (merchandise, music, tickets, other)	Name, email, phone (if needed), billing/shipping address, order details, payment reference, fraud flags, customer support history, invoices	Process/deliver orders; customer service; warranty/returns; accounting; prevent fraud	Contract (Art. 6(1)(b)) Legal obligation (Art. 6(1)(c)) Legitimate interests for fraud prevention/service improvement (Art. 6(1)(f)) In the UK this is a recognised legitimate interest when we do this to prevent, detect or investigate a crime.
Streaming/ listening details	Name, email, account ID, listening activity, streaming history	Identity top fans; make exclusive offers; understand interest in releases and campaigns; personalised communication and offers; develop and prioritise future projects	Consent Legitimate interests for aggregated analytics to enable us to understand our customers/audience (Art. 6(1)(f))
Communicating with fans and customers	Messages, contact details, complaint data	Respond to inquiries; provide customer support; manage community safety; handle rights requests. See further in section 6 below.	Contract (Art. 6(1)(b)) Legitimate interests in communicating with customers, handling complaints and enforcing our standards and policies (Art. 6(1)(f))

			Legal obligation for rights requests (Art. 6(1)(c))
--	--	--	---

Special categories of data: We do not intentionally collect sensitive data (Art. 9) through the website.

Automated decision-making: We do not use automated decision-making producing legal or similarly significant effects within the meaning of data protection law.

4. **Cookies**

We use cookies and similar technologies to run our site, keep it secure, remember your preferences, and – where you allow it – measure performance and personalize marketing. You can manage your choices at any time via our cookie banner/settings.

- **Strictly necessary:** essential for the site; cannot be switched off.
- **Performance/analytics:** help us understand usage. Set only with your consent.
- **Marketing:** personalize content/ads and measure effectiveness. Set only with your consent.

5. **Transfer of data to SSA Recording (or other group companies)**

SSA Touring may transfer your contact details (such as email address and/or phone number) to SSA Recording or any other group company for the purpose of enabling SSA Recording or the relevant group company to:

- create and manage a community of fans,
- send communications, as further described in section 6 below; and
- undertake any other purposes described in such entity's policy.

SSA Recording or the relevant group company acts as an independent controller for this processing and determines how it carries out communications within the scope described here. You can generally access such entity's privacy policy on its respective website.

6. **Marketing and communications**

Both SSA Touring and SSA Recording may use your contact details to send communications via email, SMS and WhatsApp, provided that you have given your consent or we are otherwise permitted to send you these communications under the law. Messages may be sent via a third-party service provider.

All communications will always be related to:

- Swedish House Mafia, and/or
- projects, activities, or releases involving one or more members of the band.

Your contact details will not be used for unrelated third-party marketing.

Each message will include a clear option to unsubscribe or withdraw consent.

Legal basis: Consent (Article 6(1)(a) GDPR) or legitimate interest (Art. 6(1)(f)).

You can withdraw your consent at any time which will apply to both controllers.

7. Data sharing

Personal data may be shared with:

- **SSA Recording and other group companies:** solely for the purposes described in Section 5 and 6 above. Such transfer is made based on consent or our legitimate interest in operating and managing our business efficiently within the corporate group, including through shared administration, where our interest in doing this processing overrides your interest that we do not do this. Where necessary, personal data is shared in order to perform a contract with you, for example where multiple group companies are involved in delivering our services, or if required for legal obligations.
- **Service providers (processors):** e.g., website hosting, customer support, email/SMS/WhatsApp delivery platforms, analytics, payment processing. The data shared with these may include any of your personal data depending on what the supplier is used for. For example, payment-related data will be shared with payment processing service providers. Such transfer is made based on our legitimate interest in using suppliers to provide the best possible service to users, where our interest in doing this processing overrides your interest that we do not do this. Where necessary, personal data is shared in order to perform a contract with you, for example to process your payment for an order.
- **Ticketing and music platforms:** when you purchase or connect via third parties. The data shared with these platforms may include information relating to your website use, the processing of purchases and orders, and streaming / listening details. Such transfer is made based on our legitimate interest in using suppliers to provide the best possible service to users, where our interest in doing this processing overrides your interest that we do not do this. Where necessary, personal data is shared in order to perform a contract with you, for example to process your payment for an order.
- **Professional advisors and auditors:** where necessary. The data shared with advisors may include any of your personal data, however, data shared with

auditors will primarily include financial data relating to the processing of purchases and orders or any other data relevant for the advice received. Such transfer is made based on our legitimate interest in developing our business or protect ourselves against legal claims, where our interest in doing this processing overrides your interest that we do not do this. Personal data may also be shared if required for legal obligations (e.g. bookkeeping).

- **Authorities and law enforcement:** where required by law or for our legitimate interest to protect rights, safety, or property, where our interest in doing this processing overrides your interest that we do not do this. The data shared with these may include any of your personal data depending on the request or as required to protect our rights, safety or property.
- **Corporate transactions:** in the context of reorganization, merger, or acquisition (with appropriate safeguards). The data shared may include any of your personal data depending on what is relevant for the transaction (e.g. conduct a due diligence or fulfil any shareholder responsibilities). The personal data will be shared based on our legitimate interest to undertake and assess such corporate transactions, where our interest in doing this overrides your interest that we do not do this.

8. International Transfers

Your data may be processed outside your country, including outside the EEA/UK. Where we transfer personal data internationally, if there is not a decision by the European Commission/UK government confirming that there is adequate protection for personal data, or if the country isn't considered adequate under other applicable data protection laws we implement appropriate safeguards, such as:

- EU Standard Contractual Clauses (SCCs) / UK International Data Transfer Addendum (as applicable), and
- Additional technical/organizational measures assessed through transfer impact assessments.

You can request a copy of the relevant transfer safeguards by contacting us.

9. Retention

Generally, we keep personal data only as long as necessary for the purposes described, and to comply with legal, accounting, or reporting obligations, then securely delete or anonymize it. See some specifics below:

Processing	Typical data	Retention
------------	--------------	-----------

Website security logs	IP, user agent, timestamps, request metadata	12 months (shorter if feasible; longer if needed for security incidents)
Analytics cookies data	Cookie IDs, events, pages viewed	13 months
Marketing and newsletter signups (email/SMS/WhatsApp)	Contact details, consent/preferences, engagement metrics	Until withdrawal of consent + 24 months inactivity cleanup; consent and opt-out logs kept 5 years for compliance evidence
Merchandise orders	Identity, contact, order, delivery, payment reference, support history	7 years for accounting compliance; support threads up to 24 months after resolution
Concert ticket purchases	Identity, contact, event details, access control data	Event date + 36 months for claims; longer if legal proceedings
Customer support and complaints	Contact, messages, resolution records	24 months after closure; longer if needed for legal claims
Fraud/abuse prevention	Device/IP, risk signals, blocklists	24 months (reset on new incident)
Contract/claims records	Correspondence, contracts, legal documentation	10 years or as needed to establish/exercise/defend legal claims
Music orders/download access	Account/order details	Contract term + 36 months for claims; transactional records 7 years for accounting compliance

Where law requires a different period (e.g., tax/accounting), we will follow the statutory period. Aggregated or anonymized data may be kept longer.

10. Your Rights

Subject to conditions and exceptions under GDPR, you have the right to:

- **Access** your personal data and receive a copy

- **Rectify** inaccurate or incomplete data
- **Erase** your data (“right to be forgotten”)
- **Restrict** processing
- **Object** to processing based on legitimate interests or direct marketing
- **Portability** of data you provided to us
- **Withdraw consent** at any time where processing is based on consent
- **Not to be subject to** automated decision-making, including profiling
- **Complain** to us (if you are in the UK) or your local supervisory authority

To exercise your rights, contact us at info@swedishhousemafia.com. For marketing, you can also use the unsubscribe link in emails or reply to SMS/WhatsApp (where supported). We will aim to respond to your request within 30 days.

11. **Children’s Privacy**

Our services are not directed to children under the age at which consent is valid under local law. We do not knowingly collect personal data from children without appropriate parental/guardian consent where required. If you believe a child has provided us data without consent, contact us and we will take appropriate steps.

12. **Security**

We implement appropriate technical and organizational measures to protect personal data, including access controls, encryption in transit and at rest (where appropriate), network security, vendor due diligence, staff confidentiality, incident response, and regular reviews. No system is completely secure; we maintain and improve safeguards to reduce risk.

13. **Third-Party Links and Platforms**

Our site and messages may include links to third-party sites and platforms (e.g., ticketing providers, merchandise fulfillment partners, music platforms, social media, WhatsApp). Their privacy practices are governed by their own policies.

14. **Do We Have to Collect Your Data?**

For merchandise orders and ticket purchases, we need certain data to perform the contract (e.g., delivery details, payment references). If you do not provide this data, we

may not be able to fulfill your order or provide services. Consent-based processing (e.g., newsletters, marketing, analytics cookies) is voluntary.

15. **Changes to This Policy**

We may update this Policy from time to time. We will post the updated version on this page and indicate the “Last updated” date above. If changes are material, we will notify you through the website or by direct communication where appropriate.