

# Privacy Policy

Last updated: March 2026

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## 1. Introduction

Half 9 Media ("half9media.com") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website. Please read this policy carefully. By using the website, you consent to the practices described in this Privacy Policy.

## 2. Information We Collect

### Information You Provide Directly

When you use our contact form, you may voluntarily provide us with the following information:

- First and last name
- Email address
- Phone number
- Project details (dates, location, production information)

This information is collected solely for the purpose of responding to your production inquiry.

### Information Collected Automatically

When you visit our website, certain information may be collected automatically, including:

- IP address
- Browser type and version
- Operating system
- Referring website
- Pages visited and time spent on the website
- Date and time of visit

This information is collected through cookies and similar tracking technologies to help us understand how visitors use our website and to improve the user experience.

### 3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your project inquiries and communicate with you about potential productions
- To send text messages including project updates, scheduling communications, and occasional promotional offers (with your consent)
- To improve and optimize our website
- To analyze website usage and trends
- To comply with applicable legal obligations

### 4. Text Message Communications

By providing your phone number and checking the consent box on our contact form, you agree to receive text messages from Half 9 Media including project updates, scheduling communications, and occasional promotional offers. Message frequency varies. Message and data rates may apply. You may opt out at any time by replying STOP to any message. Text HELP for assistance.

### 5. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance your browsing experience. Cookies are small data files stored on your device. You can control cookie preferences through your browser settings. Please note that disabling cookies may affect the functionality of certain features on our website.

We may use the following types of cookies:

- **Essential cookies:** Required for the website to function properly
- **Analytics cookies:** Help us understand how visitors interact with our website
- **Functional cookies:** Remember your preferences and settings

### 6. Third-Party Services

Our website contains links to and integrations with third-party services, including:

- **Instagram:** Embedded content and profile link (@locationsoundmixer)
- **YouTube:** Links to tutorial and educational content
- **Skool:** Links to the Soundies Skool community

- **External merchandise store:** Links to purchase branded merchandise

These third-party services have their own privacy policies and practices. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing any personal information.

## 7. Data Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share your information only in the following circumstances:

- With your explicit consent
- To comply with legal obligations, court orders, or legal processes
- To protect the rights, property, or safety of Half 9 Media, our users, or the public
- With service providers who assist in operating our website (e.g., hosting, CRM), subject to confidentiality obligations

## 8. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including to respond to your inquiry, maintain business records, and comply with legal obligations. Contact form submissions are retained in our customer relationship management system for the duration of any business relationship and for a reasonable period thereafter.

## 9. Data Security

We implement reasonable technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

## 10. Your Rights

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request correction of inaccurate or incomplete information

- **Deletion:** Request deletion of your personal information, subject to legal requirements
- **Opt-out:** Opt out of text message communications by replying STOP
- **Withdraw consent:** Withdraw your consent to data processing at any time

To exercise any of these rights, please contact us at [Hello@half9media.com](mailto:Hello@half9media.com).

## 11. Canadian Privacy Law (PIPEDA)

Half 9 Media operates in compliance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy legislation. We collect, use, and disclose personal information only for purposes that a reasonable person would consider appropriate under the circumstances. We obtain meaningful consent for the collection, use, and disclosure of personal information.

## 12. Children's Privacy

Our website is not directed at individuals under the age of 16. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under 16, we will take steps to delete that information promptly.

## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. Any changes will be posted on this page with an updated revision date. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

## 14. Contact Information

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

### **Half 9 Media**

Kelowna, British Columbia, Canada

Email: [Hello@half9media.com](mailto:Hello@half9media.com)