

# LINKIN PARK PRIVACY POLICY

Effective as of February 1, 2021.

## INTRODUCTION

Thank you for choosing to be part of our community at Linkin Park, LLC ("Linkin Park", "we", "us", or "our"). This Privacy Policy applies to all information collected through our websites (<https://store.linkinpark.com>, <http://linkinpark.com>, <https://lpunderground.com>), and/or any related services, sales, marketing or events (the "Sites"). In this Privacy Policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it.

Please read this Privacy Policy carefully as it will help you make informed decisions about sharing your personal information with us. If there are any terms in this Privacy Policy that you do not agree with, please discontinue use of our Sites and our services.

The Sites are not directed to children under the age of 16. We do not knowingly collect personal information from children under 16. If you are under 16, please do not use the Sites and do not provide any personal information to us. If you become aware that a child under 16 has accessed or used our Sites and has provided us with personal information without parental consent, please contact us at [support@linkinpark.com](mailto:support@linkinpark.com).

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### 1. WHAT INFORMATION WE COLLECT FROM YOU

We have set out in the tables below the categories of personal information we collect from you.

#### *Information collected when you sign up for our newsletter.*

Categories of Personal Information	Source of the information	Description of Category / Purpose
Subscription Data (Personal)	Consumer	This is the information that you provide to us to enable you to sign up for the Linkin Park Email list and

Identifiers)		<p>receive news, updates, our newsletter and more. This includes an email, first name and last name.</p> <p>The information we ask you to provide is required in order to receive the above information to your email account.</p>
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***Information collected when you set up an account or shop at our store.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Account Data (Personal Identifiers)	Consumer	<p>This is the information that you provide to us to enable you to create an account at our store. This includes first name, last name, email and a password.</p> <p>The information we ask you to provide is required in order for you to checkout faster, save multiple shipping addresses, view and track orders, and more.</p>
Payment Data (Personal Identifiers, Commercial Information)	Consumer	<p>This is the information that you provide to us to enable you to purchase merchandise from our store. This includes your email, first and last name, shipping address, phone number, credit and debit card number, name on card, expiration date, security code, and billing address, shopping cart content.</p> <p>The information we ask you to provide is necessary to process your payment and ship you any merchandise that you purchase.</p>

***Information collected when you sign up for memberships.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Registration Data (Personal Identifiers, Protected Classifications)	Consumer	<p><b><i>Linkin Park Underground Digital Membership.</i></b> This is the information that you provide to us to register to be a member of Linkin Park Underground. This includes first name, last name, email address, username, password, birthday, and gender.</p> <p>The information we ask you to provide is required in order to become a member of Linkin Park Underground, access the online community at LPUnderground.com and access the content available to members of Linkin Park Underground.</p>

		<p><b>Linkin Park Community</b> This is the information that you provide to us to register to be a member of Linkin Park Community. This includes first name, last name, email address, username, password, birthday, and gender.</p> <p>The information we ask you to provide is required in order to become a member of Linkin Park Community, including meeting and interacting with other Linkin Park fans, creating, liking, and sharing community feed posts, and accessing the official Linkin Park/ Linkin Park Underground Forum(s).</p>
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***Information collected when you contact us.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Contact Data (Personal Identifiers, Commercial Information, Financial Information)	Consumer	<p>This is the information that you provide to us to allow you to contact us and for us to respond to you. This includes your name, email, phone number, and potentially the text of your message. If you contact us about your order from our store, the information includes your email address, and could include other information like your name and shopping history.</p> <p>The information we ask you to provide is required in order to respond to your message.</p>

***Information collected through your use of our Sites.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Website Usage Data (Personal Identifiers, Internet Activity)	Google, Facebook, and Adobe	<p>This is the information that is collected about you when you are visiting our Sites – this may include: Page visits, page views, your computer’s internet protocol (IP) address, login data, language preferences, referring URLs, device name, country, browser information, time zone, location, information about how and when you use our Sites, browser plug-ins, operating systems, platforms and other technology on the device used to access our Sites, and analytics relating to how you use the Sites.</p> <p>This information is primarily needed to maintain the security and operation of our Sites, and for our internal analytics and reporting purposes.</p>

***Information collected from your social media or other third party account.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Sweepstakes, contest, or promotions data (Personal Identifiers, Internet Activity)	Facebook, Instagram, and Twitter	<p>This is the information that is collected from your social media account or other third party account which may include, for example, your name, email address, photo, list of social media contacts, listening history, favorite tracks and any other information you make or which is accessible to us when you connect with us.</p> <p>We collect this information to allow you to enter into sweepstakes, contests or other promotions.</p>

***Information collected for authentication purposes.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Access data (Personal Identifiers)	Consumer	<p>This is the information that you provide to us including passwords, and similar security information, including when you log in to Linkin Park Underground using your Facebook log in information (your mobile number or email with your Facebook password).</p> <p>We use this information to authenticate you when you sign in to your account and to provide you with account access.</p>

***Information you provide concerning your marketing and communication preferences.***

Categories of Personal Information	Source of the Information	Description of Category / Purpose
Marketing and Communications Data (Personal Identifiers)	Consumer	<p>This is the information that you provide to us including your email address, first and last name.</p> <p>Providing us with this information permits you to set your preferences about receiving communications from us, including updating the email address to which we send marketing communications and unsubscribing from the Linkin Park newsletter.</p>

All payment information is processed and stored by Shopify. You should review Shopify's privacy policies and contact them directly to if you have any questions on their privacy policies and practices. More information can be found at <https://www.shopify.com/legal/privacy>.

## **2. COOKIES AND OTHER TRACKING TECHNOLOGIES**

We also collect information through cookies and similar technologies (like web beacons and pixels). When you visit our websites, we or our third party providers may send one or more "cookies" which are small pieces of text to your web browser where it is stored. When you visit our website again later, this cookie is returned to the website, which recognizes your browser and can, for example, retain your preferences such as your choice of language. We use the information in your cookie to provide a more personalized experience on our websites. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our [Cookie Policy](#).

## **3. HOW WE USE YOUR INFORMATION**

We use personal information collected via our Sites for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- To send you marketing and promotional communications. We and/or our third party marketing partners may use the personal information (including personal identifiers) you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time. See "[YOUR CHOICES WITH REGARDS TO YOUR INFORMATION](#)" below. The legal basis for this is consent and legitimate business interests.
- Deliver targeted advertising to you. We may use your personal information (personal identifiers, internet activity) to develop and display content and advertising (and work with third parties who do so) tailored to your Interests and/or location and to measure its effectiveness. For more information, see our [Cookie Policy](#). The legal basis for this is legitimate business interests.
- Request Feedback. We may use your personal information (personal identifiers, internet activity) to request feedback and to contact you about your use of our Sites. The legal basis for this is contractual performance and legitimate business interests.
- To protect our Sites. We may use your personal information (personal identifiers, internet activity) as part of our efforts to keep our Sites safe and secure (for example, for fraud monitoring and prevention). The legal basis for this is compliance with a legal obligation and legitimate business interests.
- To enforce our terms, conditions and policies. We may use your personal information (personal identifiers) to enforce our terms, conditions, and policies. The legal basis for this is performance of a contract and legitimate business interests.
- To respond to legal requests and prevent harm. If we receive a subpoena or other legal request, we may need to inspect the personal information (personal identifiers) we hold to determine how to

respond. The legal basis for this is vital interests, compliance with a legal obligation and legitimate business interests.

- For other Business Purposes. We may use your personal information (personal identifiers, internet activity) for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Sites, products, services, marketing and your experience. The legal basis for this is legitimate business interests.

#### 4. HOW WE SHARE YOUR INFORMATION

*We have set out in the tables below the categories of recipients with whom your personal information is shared and the legal bases for sharing your personal information.*

Categories of Recipients	Reason for Sharing
Vendors, Consultants and Other Third Party Service Providers.	<p>We may share your information with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Sites, which will enable them to collect data about how you interact with the Sites over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Privacy Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.</p> <p>The legal bases for this is performance of a contract, consent, and legitimate interest.</p>
Corporate Reorganization	<p>In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction and such information would be part of the assets sold. We would share personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.</p> <p>The legal basis for this is legitimate interest.</p>
Corporate Family	<p>We share information within our corporate family, such as with subsidiaries, joint ventures, or affiliates, in order to carry out our business efficiently and to the extent permitted by law.</p> <p>The legal basis for this is legitimate interest.</p>
To Prevent Harm	<p>We will share information if we believe it is necessary to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.</p>

	The legal basis for this is compliance with a legal obligation and vital interests.
Legal Obligations	We will share information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of service or other contracts; to defend against legal claims or demands; or to comply with the requirements of any applicable law.  The legal basis for this is compliance with a legal obligation.
With Your Consent	Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time by writing us at <a href="mailto:support@linkinpark.com">support@linkinpark.com</a> .  The legal basis for this is your consent.

## 5. INFORMATION TRANSFERRED INTERNATIONALLY

Our servers are located in United States. If you are accessing our Sites from outside United States, please be aware that your information may be transferred to, stored, and processed by us in our facilities and by those third parties with whom we may share your personal information (see "HOW WE SHARE YOUR INFORMATION" above), in United States, and other countries.

If you are a resident In the European Economic Area, then these countries may not have data protection or other laws as comprehensive as those in your country. We will however take all necessary measures to protect your personal information in accordance with this Privacy Policy and applicable law.

## 6. HOW LONG WE KEEP YOUR INFORMATION

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

## 7. HOW WE KEEP YOUR INFORMATION SAFE

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the Internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Sites Is at your own risk. You should only access the services within a secure environment.

## 8. YOUR CHOICES WITH REGARDS TO YOUR INFORMATION

Based on the laws of some countries and states, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. For more information on this, see sections [YOUR CALIFORNIA PRIVACY RIGHTS](#), [YOUR EUROPEAN PRIVACY RIGHTS](#), or contact us at [support@linkpark.com](mailto:support@linkpark.com).

For Linkin Park Underground, you may login at <https://lpunderground.com> and access, edit, or delete your data.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Sites. For information about what cookies are, what cookies we use, and how to opt out of cookies, please see our [Cookie Policy](#).

Interest based advertising generally: • To opt out of interest based advertising or to learn more about the use of this information, you can visit the Network Advertising Initiative ([http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)) the Digital Advertising Alliance (<http://www.aboutads.com/info/choices/>), or in Europe (<http://www.youronlinechoices.com/uk/your-ad-choicer>). Please note that opting out of interest-based advertising will do not opt you out of being served advertising. You will continue to receive generic ads.

## **9. YOUR CALIFORNIA PRIVACY RIGHTS**

The California Consumer Privacy Act of 2018 (“CCPA”), grants certain rights to our users who are California residents to access or delete the personal information that we have collected about them, to opt-out of the sale of their personal information by us to a third party and not to be discriminated against for exercising these rights.

### *Access*

You have the right to request what personal information we collected, used, disclosed, and sold about you within the preceding 12 months.

Once we receive your request and confirm your identify, we will disclose to you:

- The categories of personal information we have collected about you.
- The categories of sources from which the personal information is collected.
- Our business or commercial purpose for collecting or selling personal information.
- The categories of third parties with whom we share personal information, if any.
- The specific pieces of personal information we have collected about you, [if you have pick this option].
- [The categories of personal information about you that we sold and the categories of third parties to whom the personal information was sold; and
- The categories of personal information that we disclosed about you for a business purpose.]

If you would like to know more about what personal information we collect and the purpose for which we collect it, please see our Privacy Policy.

We do not sell any personal information of minors under the age of 16 without receiving affirmative authorization to do so.



## *Deletion*

You have the right to request the deletion of your personal information that we collect or maintain.

Once we receive your request and confirm identity, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. Such exceptions include, but are not limited to, when the personal information is necessary for the following:

- Completing a transaction, providing a good or service to you, or otherwise performing a contract between us and you;
- Detecting security incidents, protecting against fraudulent or illegal activity, or prosecuting those responsible for such activity;
- Debugging to identify and repair errors that impair the functionality of our systems;
- Exercising free speech and ensuring the rights of other consumers to exercise their free speech rights or other rights provided for by law;
- Complying with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et seq.);
- Engaging in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to other applicable ethics and privacy laws;
- Enabling solely internal uses that are reasonably aligned with your expectations based on our relationship with you;
- Complying with a legal obligation; or
- Otherwise using your personal information in a lawful manner that is compatible with the context in which you have provided us with the personal information.

## *Non-Discrimination*

You have the right to not receive discriminatory treatment if and when you exercise their rights to access, delete, or opt-out under the CCPA.

This means we cannot, for example:

- Deny goods or services to you;
- Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
- Provide a different level or quality of goods or services to you; or
- Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

## *Exercising Your Rights*

In order to exercise your right to access or delete the personal information we have collected about you, you may submit a request at [support@linkinpark.com](mailto:support@linkinpark.com). In order to exercise your right to opt-out, you may click [Do Not Sell My Personal Information](#).

Once we receive your access or deletion request, we will contact you via email to verify your identity and review your request.

You are entitled to have an authorized agent exercise your access, deletion, or opt-out right on your behalf. If you are an authorized agent, acting on behalf of an individual, email proof of your engagement by the individual to opt-out on their behalf to [support@linkinpark.com](mailto:support@linkinpark.com). Once approved you will then be

directed to the [opt-out page] to complete the opt-out process. You can read about “authorized agents” under CCPA below.

We aim to respond to your request for access or deletion within 45 days of receiving the request. If we need more time to respond to your request, we will let you know the reason and how much additional time we will need.

#### *Authorized Agent*

CCPA allows individuals to use an “authorized agent” to exercise their consumer rights. An authorized agent is a person or a business entity registered with the Secretary of State that a consumer has authorized to act on their behalf.

When a consumer uses an authorized agent to submit a request to know or a request to delete, a business may require that the consumer: (1) provide the authorized agent written permission to do so; and (2) verify their own identity directly with the business. This does not apply when a consumer has provided the authorized agent with power of attorney pursuant to Probate Code sections 4000 to 4465. A business may deny a request from an agent that does not submit proof that they have been authorized by the consumer to act on their behalf

## **10. YOUR EUROPEAN PRIVACY RIGHTS**

If you are accessing the Sites and reside in the EU, you may be entitled by law to access, correct, amend, or delete personal information about you that we hold. A list of these rights is below. For specific things you can do to control how we use your information please see YOUR CHOICES WITH REGARDS TO YOUR INFORMATION.

For Linkin Park Underground, you may login at <https://lpunderground.com> to access your Link Park Underground account to access, correct or delete the information you provided to us. For instructions on accessing your information or otherwise for assistance with these rights please write us at [support@linkinpark.com](mailto:support@linkinpark.com).

In the event that we refuse a request, we will provide the individual with a reason as to why. Individuals in the EU have the right to complain as outlined in the CONTACT US Section below.

A list of your rights is below:

- Right of access: The right to request a copy of the information that we hold about the individual.
- Right of rectification: The right to correct information that we hold about the individual that is inaccurate or incomplete.
- Right to be forgotten: in certain circumstances the individual can ask for the information we hold about him or her to be erased from our records.
- Right to restriction of processing: where certain conditions apply to have a right to restrict the processing.
- Right of portability: the right to have the information we hold about the individual transferred to another organization.
- Right to object: you have the right to object to certain types of processing such as direct marketing (to the extent applicable).
- Right to object to automated processing, including profiling: the right to not be subject to the legal effects of automated processing or profiling.

- **Right to withdraw consent:** you have the right to withdraw your consent for us to process your information based on your consent.

You may also have the right to make a GDPR complaint to the relevant Supervisory Authority. A list of Supervisory Authorities is available [here](#). If you need further assistance regarding your rights, please contact us using the contact information provided below and we will consider your request in accordance with applicable law. In some cases our ability to uphold these rights for you may depend upon our obligations to process personal information for security, safety, fraud prevention reasons, compliance with regulatory or legal requirements, or because processing is necessary to deliver the services you have requested. Where this is the case, we will inform you of specific details in response to your request.

## **11. CONTROLS FOR DO NOT TRACK FEATURES**

Most web browsers and some mobile operating systems and mobile applications include a Do Not Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy. For more information about DNT, visit [donottrack.us](http://donottrack.us).

## **12. UPDATES TO THE PRIVACY POLICY**

We may update this Privacy Policy from time to time. When we update this Privacy Policy, we will notify you by posting the revised Privacy Policy on our Sites and will always indicate the date the last changes were published. If changes are significant, we will provide notice in an additional means we deem appropriate which may include: directly notifying you by email of the change, posting a banner on our Sites, and/or, when required, asking your consent for the change.

## **13. CONTACT US**

If you have questions or comments about this Privacy Policy or our privacy practices, you may email us at [support@LinkinPark.com](mailto:support@LinkinPark.com) or by post to:

Linkin Park, LLC  
1880 Century Park E, #1600  
Los Angeles, CA 90067  
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