

# **Purpose of Collecting Data**

At **Wailin Records**, we value transparency and are committed to protecting the privacy of our artists, customers, and partners. This document outlines the purposes for which we collect personal data and how it is used to enhance our services.

## **1. Providing and Improving Our Services**

We collect personal data to deliver, maintain, and improve our products and services, including music distribution, artist promotion, event management, and customer support.

## **2. Communication and Customer Support**

Personal data is used to respond to inquiries, provide assistance, and notify individuals about updates, promotions, and important information related to Wailin Records.

## **3. Marketing and Promotions**

With consent, we use personal information to send newsletters, promotional materials, and targeted advertisements about new releases, events, and other opportunities.

## **4. Compliance with Legal Obligations**

We may collect and process personal data to comply with applicable laws, regulations, and legal processes, including contractual obligations and rights enforcement.

## **5. Security and Fraud Prevention**

Personal data is collected to detect, prevent, and respond to fraud, security risks, and other harmful activities.

## **6. Business Operations and Analytics**

We analyze collected data to better understand market trends, customer preferences, and improve our overall business operations.

## **7. Artist and Partner Collaborations**

For artists and collaborators, we collect data to facilitate partnerships, manage contracts, and support creative endeavors.

## **Data Retention and Protection**

Wailin Records takes appropriate measures to store and protect collected data securely. We retain personal information only as long as necessary for the purposes outlined above and in accordance with legal and regulatory requirements.

If you have any questions about our data collection practices, please contact us at **(214) 842-2301** or **[bwamusic@wailinrecords.com](mailto:bwamusic@wailinrecords.com)**