KASH LEGACY

# PRIVACY POLICY

Kash Legacy Digital Radio • HBCU Edition
Effective Date: September 26, 2026

Kash Legacy Digital Radio ("Kash Legacy," "we," "us," or "our") respects the privacy of our listeners, website visitors, app users, artists, guests, advertisers, business partners, and community members. This Privacy Policy explains what information we may collect, how we may use it, when it may be shared, the choices available to you, and how to contact us about privacy.

This policy applies to Kash Legacy websites, digital radio streams, mobile applications, online forms, newsletters, promotions, advertising services, social-media features that we control, and other digital services that link to this policy (collectively, the "Services").

## 1. Information We May Collect

- Contact information, such as your name, email address, telephone number, mailing address, business name, or organization.
- Account or submission information, such as usernames, profile details, messages, song or artist submissions, event requests, contest entries, surveys, and information you choose to send us.
- Business and advertising information, including campaign inquiries, sponsorship requests, invoices, transaction records, and service preferences.
- Technical and usage information, such as IP address, browser type, device type, operating system, referring pages, pages viewed, approximate location derived from IP address, listening activity, and interaction with our Services.
- Cookie and similar-technology information used for site functions, analytics, audience measurement, security, and, where used, advertising or marketing.
- Audio, images, video, or other media that you voluntarily provide for interviews, promotions, community features, or station programming.
- Payment information when you purchase services. Payment-card details should be processed by the applicable payment processor rather than stored by Kash Legacy unless specifically disclosed.

## 2. How We Use Information

- Provide, operate, maintain, and improve the Services and digital radio experience.
- Respond to questions, requests, advertising inquiries, artist submissions, and customer-service needs.
- Process transactions, maintain business records, and provide purchased services.
- Measure listening and website activity, troubleshoot problems, prevent fraud or misuse, and protect our systems.
- Send service notices and, where permitted, newsletters, station announcements, promotions, or marketing communications.
- Administer contests, events, interviews, community features, or other programs when offered.
- Comply with law, enforce agreements, protect rights and safety, and respond to lawful requests.

## 3. Cookies, Analytics, Advertising, and Streaming Technology

Our Services may use cookies, pixels, software development kits, embedded players, analytics tools, and similar technologies. These technologies can help remember preferences, keep services working, understand audience activity, measure campaigns, prevent abuse, and support advertising. Third-party

streaming, hosting, analytics, social-media, advertising, or payment providers may process information under their own privacy notices.

You can use browser or device controls to limit certain cookies or tracking. Blocking some technologies may affect site or player functions. If Kash Legacy uses targeted advertising or sells or shares personal data in a manner covered by an applicable privacy law, we will provide the notices and opt-out methods required by that law.

## 4. When We May Disclose Information

- Service providers that help us host, stream, analyze, secure, advertise, communicate, process payments, or otherwise operate the Services.
- Advertisers, sponsors, or business partners when necessary for a campaign or program and as permitted by law. We will not represent that information is private if you intentionally submit it for public broadcast, posting, or promotion.
- Government authorities, courts, or other parties when disclosure is required by law or reasonably necessary to protect rights, property, safety, security, or the integrity of the Services.
- A successor or other party involved in a merger, financing, reorganization, sale, or transfer of all or part of the business, subject to applicable law.

## 5. Georgia Consumer Privacy Rights

Georgia enacted the Georgia Consumer Privacy Protection Act, effective July 1, 2026. To the extent that the Act applies to Kash Legacy and to a particular consumer or processing activity, eligible Georgia consumers may exercise the rights provided by the Act, subject to its definitions, thresholds, exceptions, verification rules, and other limitations. These rights can include requesting access to personal data, correction of inaccuracies, deletion, a portable copy of certain data, and opting out of certain targeted advertising, sale of personal data, or profiling where covered by law.

Privacy requests may be submitted using the contact information below. We may take reasonable steps to verify a request before acting on it. Authorized-agent and appeal procedures will be handled as required by applicable law. We will not unlawfully discriminate against a consumer for exercising an applicable privacy right.

## 6. Email and Marketing Choices

Marketing emails from Kash Legacy will provide a way to unsubscribe where required. We may still send non-promotional communications about transactions, account matters, safety, policy changes, or an ongoing business relationship. Commercial email practices are intended to follow the federal CAN-SPAM Act, including accurate sender information and honoring qualifying opt-out requests.

## 7. Children’s Privacy

The Services are intended for a general audience and are not directed to children under 13. Kash Legacy does not knowingly collect personal information online from children under 13 without the notice and verifiable parental consent required by the Children’s Online Privacy Protection Act (COPPA). If we learn that covered information was collected from a child under 13 without required consent, we will take appropriate steps to delete it. Parents or guardians may contact us with concerns.

## 8. Data Security and Breach Response

We use reasonable administrative, technical, and organizational safeguards appropriate to the nature of the information we handle. No website, app, transmission, or storage system can be guaranteed completely secure. If a security incident triggers a legal notification duty, Kash Legacy will provide notices as required by applicable law, including Georgia breach-notification law where applicable.

## 9. Data Retention

We retain personal information only as reasonably necessary for the purposes described in this policy, legitimate business and recordkeeping needs, dispute resolution, security, and legal obligations. Retention periods may vary by the type of information and the reason it was collected.

## 10. Third-Party Links and Platforms

Our Services may link to or embed third-party websites, social networks, streaming services, payment services, or other platforms. Their privacy practices are governed by their own policies. Kash Legacy is not responsible for the privacy practices of services we do not control.

## 11. Public Submissions and Broadcast Content

Information, audio, images, comments, interviews, artist materials, or other content submitted for broadcast, promotion, publication, or a public-facing feature may become public. Do not submit sensitive personal information for public use unless it is necessary and you understand the intended use.

## 12. Changes to This Privacy Policy

We may update this Privacy Policy as our Services, technology, vendors, or legal obligations change. The effective date at the top will show when the policy was last revised. Material changes may be communicated through the Services or another appropriate method.

## 13. Contact Us

For privacy questions, requests, or concerns, contact:

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| **Organization** | Kash Legacy Digital Radio - HBCU Edition |
| **Email** | wklrdbkashlegacyradio@gmail.com |
| **Subject line** | Privacy Request |