

Privacy Policy

Effective Date

27th Feb 2025

1. Who We Are

BAM ("we," "our," or "us") is a music platform built for artists, fans, and venues—giving them more control, more gigs, and more real music experiences.

This Privacy Policy explains how we collect, use, and protect your data when you use our website, apps, and services.

If you have any questions, you can reach us at support@beataboutmusic.com.

2. What Data We Collect (and Why)

We only collect what we need to make BAM work for you.

A. Information You Provide

Type	Examples	Why We Collect It
Account Info	Name, email, username, password	To create and manage your BAM account
Profile Data	Bio, genre preferences, social links	To personalize your BAM experience
Artist/Venue Info	Gig history, ticket sales, capacity	To optimize gig bookings and recommendations
Payment Details	If you buy tickets or merch (processed securely)	To process payments (we do not store card details)
Messages & Comments	Chats, fan interactions	To connect artists, fans, and venues

B. Information We Collect Automatically

Type	Examples	Why We Collect It
Device & Browsing Data	IP address, browser type, device info	To improve site performance and prevent fraud
Usage Data	Page visits, searches, interactions	To make BAM smarter and more personalized
Cookies & Analytics	Tracking for behavior insights	To enhance user experience and marketing

Third-Party Integrations:

If you connect your Spotify, Apple Music, or social accounts, we may collect data to personalize your experience. You can unlink these anytime.

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3. How We Use Your Data

We use your data to make BAM better, not to sell it.

- To personalise your experience with tailored artist and gig recommendations
- To help artists and venues connect through AI-powered gig matchmaking
- To improve the platform using analytics and insights
- To send you relevant updates about gigs, artist drops, and BAM news
- To process transactions, including ticket purchases, subscriptions, and payouts
- To keep BAM safe through fraud prevention and security monitoring

We do not spam. We do not sell your data. We use it only to improve your experience.

4. Who We Share Your Data With (And Who We Do Not)

We do share data with:

- **Payment Processors (Stripe, PayPal, etc.)** to handle transactions securely
- **Marketing and Analytics (Google Analytics, Meta Ads, etc.)** to improve BAM's reach
- **Venues and Artists (Limited Data)** if you RSVP or book a gig, venues may see your name and ticket details

We do not:

- Sell your data to advertisers
- Share personal details without your permission
- Track you unnecessarily

If the law requires us to share data, such as in fraud investigations, we comply but only share what is absolutely necessary.

5. Your Choices and Rights

You are in control of your data. Here is what you can do:

- Access your data and download your information anytime
- Edit or delete your profile by changing your settings or requesting deletion
- Opt out of emails by clicking "unsubscribe" in any email
- Manage cookies by adjusting preferences in your browser

If you want to exercise any rights under GDPR, CCPA, or other privacy laws, contact us at support@beataboutmusic.com

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6. Data Storage and Security

We store your data securely using encryption and industry-standard protections.

Security Measures:

- Encrypted transactions
- Secure cloud hosting
- Regular audits and monitoring

We only keep your data as long as needed for BAM to function. If you delete your account, your data is removed within 30 days unless required for legal or security reasons.

7. Cookies and Tracking

Like most platforms, BAM uses cookies and similar tracking to improve your experience.

What we track:

- Essential cookies to keep BAM running smoothly
- Analytics cookies to help us improve BAM
- Marketing cookies to show relevant ads (but no invasive tracking)

You can disable cookies in your browser settings, but some features of BAM may not work as expected.

8. Changes to This Policy

We may update this Privacy Policy to keep up with new features, laws, or best practices. If we make major changes, we will notify you.

Check this page anytime for the latest version.

9. Contact Us

For any privacy-related questions, you can reach us at: privacy@beataboutmusic.com

Summary

- We collect only what is necessary to make BAM work.
- We do not sell your data or use invasive tracking.
- You control your data—edit, delete, or opt out anytime.
- We keep your information secure and only share it when necessary.

BAM is about putting artists, fans, and venues first—including when it comes to privacy.