



## Owner and Data Controller

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Corporate Name: Always Sunny Creative Co.

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Legal Form of the Enterprise: EIRL

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Individual TAX Identification Number: NL002510824B68

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R.C.S Identification Number: 68475020

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Name of Publication Director: B. Kapdan

## **Introduction**

Welcome to our microsite at

<https://samsunggalaxywatch6experience.withspotify.com>.

In this Privacy Policy, we explain how we handle your data and ensure your privacy when you interact with our microsite. Our valued customer for this microsite is Samsung France, facilitated through our collaboration with Spotify. As an official Spotify vendor, we provide you with a unique experience that combines the innovative technologies of Samsung Galaxy Watch6 and the music expertise of Spotify.

## **Data Collection and Processing**

We do not collect personally identifiable information (PII) through this microsite. However, we use the Spotify API to analyze your music preferences and create personalized playlists that cater to your individual taste. We don't use cookies for tracking purposes.

When you visit our microsite, we utilize the third-party measurement tool Plausible to gather non-personal usage data for analytical purposes. This data includes information such as your device's IP address, browser type, referring pages, and the duration of your visit. This data is collected in an anonymized and aggregated form, ensuring your privacy.

## **Purpose of Data Processing**

The data we collect through Plausible is used solely for analyzing the performance and usage patterns of our microsite. The Spotify API is used to enhance your experience by crafting playlists that reflect your music preferences. We do not use this data to identify individual users or to target advertising.

## **Legal Basis of Processing**

Our processing of non-personal usage data is based on our legitimate interest in understanding how users interact with our microsite to improve its functionality and user experience. The use of the Spotify API is based on your explicit consent when you engage with the personalized playlist feature.

## **Data Sharing**

We do not share any personally identifiable information with third parties. The aggregated usage data collected by Plausible is solely for internal analysis purposes.

## **Your Rights**

Even though we do not process personally identifiable information, we respect your privacy rights. You have the right to access the non-personal usage data we collect through Plausible. You can also contact us at [admin@alwaysunny.cc](mailto:admin@alwaysunny.cc) to exercise any of your privacy rights.

## **Changes to Privacy Policy**

We may update this Privacy Policy to reflect changes in our data processing practices. Any updates will be posted on this page.

## **Contact Us**

If you have any questions or concerns about our Privacy Policy or data processing practices, please feel free to contact us at [admin@alwaysunny.cc](mailto:admin@alwaysunny.cc).