

## Privacy Policy

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### Introduction

Melco Syncrets Inc. ("Melco Syncrets") is committed to protecting and respecting your privacy. We want you to tell you how use and protect your personal information. This is includes informing you of your rights regarding your personal information that we hold.

This Privacy Notice sets out how we may use, process and store your personal information. This Privacy Notice applies to personal data you provide when using our website (<https://www.melco-audio.com>).

### Who is Melco Syncrets?

This is Melco Syncrets identity and contact details.

#### Melco Syncrets Inc.

3-6-8, Yushima, Bunkyo-ku, Tokyo, 113-0034, Japan  
Email: [info@melco-audio.com](mailto:info@melco-audio.com)  
Phone: +81(0)50-5830-8934

#### Melco Syncrets Inc. - Designate representative in EU:

*Noel McCarthy*  
Ballinacarriga, Kildimo, Co. Limerick, Ireland  
Email: [privacybuffalo@buffalo-technology.com](mailto:privacybuffalo@buffalo-technology.com)  
Phone: +353 (0) 61 447 604

#### Melco Syncrets Inc. - Designate representative in UK:

*Audiophile Digital Music Masters Ltd.*  
Unit 5, Sandy Farm Business Centre Sands Road, Farnham, Surrey UK  
Email: [alan@melco-audio-masters.com](mailto:alan@melco-audio-masters.com)  
Phone: +44-1252 784 525

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### What information do we collect?

You do not have to give us any personal information to browse the site. However, you may be asked to provide personal information to send us any messages to us for inquiry. Upon your inquiry, we collect information such as your name, postal address, e-mail address, telephone number and your product information if needed.

### How do we use personal information?

Melco Syncrets collects information to provide you with product support. This processing is based on our legitimate interest in offering you products.

### When do we share personal data?

Melco Syncrets do not sell, rent, trade, or otherwise share personal information collected through the site, except as described below:

- The distributor we assign to distribute our products in your country. In order to provide product support effectively, the distributor provides you with product support on our behalf.
- The company you gave consent to share your personal information.
- Required by Law. We may disclose personal information or any information collected through the site if we are required to do so by law or pursuant to legal process.

### Automated Information Collection

We do not conduct any solely data-based, automated decision-making that produces any

legal or similar material effect on you.

### **Where do we store and process personal data?**

Melco Syncrets stores and processes your personal data in Japan. Personal data are stored and processed in compliance with applicable law and this Privacy Notice.

### **How do we secure personal data?**

Melco Syncrets is committed to ensuring the security of your information. To prevent unauthorized access or disclosure, maintain data accuracy and ensure the appropriate use of personal data, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **How long do we keep your personal data for?**

Melco Syncrets will keep your personal information for as long as you require product support. When you require stop product support, Melco Syncrets will keep your personal information for as long as required by law. Melco Syncrets thereafter deletes such information in accordance with applicable laws.

### **Your rights in relation to personal data**

Melco Syncrets will respect your legal rights to your data. Below are the rights that you have under law:

You have the right to request access to and rectification or erasure of your personal data.

You have the right to object to the processing of your personal data and have the processing of your personal data restricted.

You have an unconditional right to object to the processing of your personal data for direct marketing purposes.

If processing of your personal information is based on your consent, you have the right to withdraw your consent at any time. Your withdrawal will not affect the lawfulness of the processing carried out before you withdrew your consent.

You have the right to receive your personal information in a structured, commonly used and machine-readable format (data portability).

You have the right to complain to the Autoriteit Persoonsgegevens, the Dutch Data Protection Authority, if you feel that Melco Syncrets has not responded to your requests solve a problem.

To exercise your above rights, please send us an email at [info@melco-audio.com](mailto:info@melco-audio.com)

### **A special note about children**

Children are not eligible to use the site, and we ask that minors (children under the age of 13) do not submit any personal information to us. If you are a minor, you can use the site only in conjunction with your parents or guardians.

### **How to contact us?**

The contact details of our data protection officer is as follows:

#### **To Melco Syncrets:**

Email address: [info@melco-audio.com](mailto:info@melco-audio.com)

#### **To the representative in UK:**

Email address: [alan@admm.uk.com](mailto:alan@admm.uk.com)

**Important note concerning data processing in connection with Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the responsible body for the data processing that occurs via this website has their basis outside of the European Economic area and Switzerland, then the associated Google Analytics data processing is carried out by Google LLC. Google Ireland Limited and Google LLC. will hereinafter be referred to as "Google".

Google Analytics uses "cookies", which are text files saved on the site visitor's computer, to help the website analyse their use of the site. The information generated by the cookie (including the truncated IP address) about the use of the website will normally be transmitted to and stored by Google.

Google Analytics is used exclusively with the extension "\_anonymizeIp ()" on this website. This extension ensures an anonymization of the IP address by truncation and excludes a direct personal reference. Via this extension Google truncates the site visitor's IP address within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional situations will the site visitor's full IP address be transmitted to Google servers in the United States and truncated there. The IP address, that is provided by the site visitor's browser in using Google Analytics will not be merged by Google with other data from Google.

On behalf of the site operator, Google will use the information collected to evaluate the use of the website, to compile reports on website activity and to provide other website and internet related services to the site operator (Art. 6 (1)( f) GDPR). The legitimate interest in data processing lies in the optimization of this website, the analysis of the use of the website and the adaptation of the content. The interests of the users are adequately protected by the pseudonymization of their data.

Google LLC. offers a guarantee to maintain an adequate level of data protection on the basis of European standard contractual clauses. The data sent and linked to the Google Analytics cookies, e.g. user IDs or advertising IDs will be automatically deleted after 50 months. The deletion of data whose retention period has been reached is carried out automatically once a month.

The website visitor may refuse the use of cookies by selecting the appropriate settings in their browser. The website visitor can also prevent Google from collecting information (including their IP address) via cookies and processing this information by downloading this browser plugin and installing it: <http://tools.google.com/dlpage/gaoptout>

The website visitor can prevent data collection via Google Analytics on this website by clicking here. An "Opt-out Cookie" shall then be applied which shall prevent any future collection of the site visitors data when visiting this website.

Further information concerning data processing and use by Google, the settings and deactivation possibilities can be found in the Google Privacy Policy (<https://policies.google.com/privacy>) as well as in the Google Ads Settings (<https://adssettings.google.com/authenticated>).