

Privacy Policy

This Privacy Policy describes how KVPM Precious 95.7 FM (“Precious 95.7” or “we” or “our” or “us”) treat certain information collected or provided in connection with an end user’s (“you” or “your” or “user”) use of Precious 95.7’s website, www.radioprecious957.com, and any other website, social media pages, or apps owned or operated by Precious 95.7. This Policy also applies to any Personal Information collected, stored, or used by us, such as information you provide us through the above mediums, by email, mail, or telephonic communications (collectively, the “Site”).

The information provided in this Policy is designed to inform you of what information we collect, why we collect such information, how we use the information we collect, and the choices we offer, including how to access and update information. By accessing or using our Site, you consent to the Terms and Conditions listed on the station’s web page and this Privacy Policy, including our collection, use, and disclosure of your Personal Information, as described below.

Please read this Privacy Policy carefully. This Privacy Policy is not a contract and does not create any legal rights.

Personal Information We Collect from You

We get most Personal Information directly from you, through the Site or transactions with you. We might also obtain Personal Information about you from transactions you have with our authorized third-party vendors or partners. Examples of Personal Information we may collect from you include:

- Your name.
- Your phone number.
- Your home and email addresses.
- Photographic images of you.

You can choose to not provide certain information to us but it may delay or prevent us from providing our products or services to you, including your ability to participate in a contest, promotion, or sweepstakes.

This Privacy Policy does not cover data we, or our authorized third-party vendors or partners, collect that cannot be used to identify an individual or to pseudonymous data.

Personal Information Provided from Other Sources

We may collect Personal Information about you from other Site users or other individuals and entities with whom we have contact.

We may also automatically receive and store certain types of Personal Information whenever you visit the Site, such as information on when, how often and for how long you use the Site, and the content you submit and view. This information may include the name of the domain and host from which you access the Internet and the IP address of the computer or device you are using. We may log and use your IP address to administer the Site, to help diagnose problems with our server, to analyze trends, to track users’ webpage movements, to help identify you, and to gather broad demographic information for aggregate use.

We may use standard tools, such as cookies or web beacons, to monitor the Site and Internet usage and to improve or customize the content on the Site. We may use targeting/advertising cookies help us to customize and regulate (e.g., by capping the frequency of) the advertisements you receive, provide you with tailored offers, and measure the effectiveness of our advertising. For instance, if we target an ad campaign through an online advertising network, we might use cookies on our Site to estimate how many viewers of the ad later visited our Site – and therefore, how effective the ad campaign was. Or, we might "retarget" visitors to our Site by providing them offers (whether through online display media, email or direct mail) similar to those they viewed or expressed interest in during their Site visits.

You can control the use of cookies at the individual browser level. In addition, some Site features may request your consent to the placement of cookies. If you consent, you may later remove cookies as your browser permits. If you reject or remove cookies, you may still use our Site, but your ability to use some features or areas of our Site may be limited. For more information about the use of cookies and how to block them, visit www.allaboutcookies.org, www.youronlinechoices.eu (Europe) or www.aboutads.info/choices (United States).

You may opt out of receiving personalized advertisements from advertising companies that are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising by visiting <http://www.networkadvertising.org/choices> and www.aboutads.info/choices.

Our web servers may collect log data, which provides aggregate information about the number of visits to different pages on the Site. We use such aggregate log data to improve access to the Site based on visitors' web browsers and operating system types to make the Site available to as many users as possible. We do not link the log data collected to Personal Information. Third party providers may also collect aggregate log data independently from us.

Our Site includes social media features connected with social networking sites such as Facebook, Instagram, Twitter, and TikTok. Those sites may collect your IP address, which page you are visiting on the Site, and may set a cookie to enable social media features to function properly. Your interactions with social media sites, including any Personal Information you provide via buttons or links to these sites are governed by the privacy policy of the social media company.

How We Use Your Personal Information

We may collect Personal Information in order to improve our services, to deliver services, to notify you if you have won a contest, to send you information emails with entertainment news, to perform contractual obligations, to comply with legal obligations, and for other purposes as described in this Policy.

We may collect and maintain Personal Information about you to create a personal profile containing preferences and other information that you voluntarily provide to us. Examples of the types of information we may collect for this purpose include your first and last name, a valid email address, and geographic location or address. We may also use your email address to notify you about special offers and promotions that may be of interest to you.

Our authorized third-party vendors and partners have their own privacy policies. Those policies will govern the use, handling, and disclosure of your Personal Information with those third parties.

Disclosure of Information

In order to conduct our business and better serve you, we may disclose Personal Information and other information about you or your activities on our Site or while using our services with:

- Our affiliates.
- Our service providers and vendors, such as promotional partners, website hosts, analytics providers, legal counsel, and various customer, tech, and operational support.
- Third parties approved by you, such as social media sites.
- If you choose to participate in a special event (for example, a promotion, contest, or sweepstakes), with those organizations participating in the applicable event.
- Law enforcement agencies, regulatory bodies, courts, or other public authorities, to comply with our legal and regulatory obligations, to respond to requests from governmental authorities, to protect our rights, to defend against legal claims, or as otherwise required by law.

We do not sell your Personal Information to any third parties.

Retention, Confidentiality, and Security of Personal Information

We store Personal Information for as long as is reasonably necessary to fulfill the purposes described herein, as we determine is necessary for business records, and as required under applicable law.

We restrict access to Personal Information to those who need to know in order to provide services to you and to conduct our internal operations. We maintain reasonable physical, electronic, and procedural safeguards to guard your information. However, the Internet is not absolutely secure and, thus, we cannot promise guaranteed security. In the unlikely event that we believe that the security of your Personal Information in our possession or control may have been compromised, we may seek to notify you. As applicable, we will comply with notification requirements for a security breach and may also notify you by email.

In the event of a merger, acquisition, corporate change, or bankruptcy, we may share or transfer your Personal Information as part of a transfer of our assets to the acquiring entity.

Children Under 13

We do not knowingly collect information from minors and the Site is intended for adults over the age of 18. If you are a parent or guardian and believe that your child under the age of 13 has provided Personal Information to us without your consent, please notify us at svip@radioprecious957.com. If we become aware that information is or has been submitted by or collected from a minor under the age of 13, we will work to promptly delete this information.

Viewing and Amending Information

Precious 95.7 is located in the state of California, United States, and our listeners primarily live in California. The Personal Information we collect is stored and used in the United States. Therefore, we make no representation that this Privacy Policy complies with the laws of any other jurisdiction, including other states or international jurisdictions.

If you no longer wish to receive communications from Precious 95.7, please contact us at svip@radioprecious957.com. Opt-out requests may not be able to be immediately processed and we may continue to send you other types of transactional email communications.

Members may log into the member site to view, amend, or delete account information. Please note that while changes or deletions to your account or Personal Information may be reflected promptly in the active user database, our servers or our associated third parties may retain previously provided information, and may be required to keep certain information or not delete it, or keep information for a certain period of time.

Any changes to, or deletion of, account information does not affect any other information collected by us, or which we may retain and continue to use or disclose in accordance with this Policy. If we already provided your Personal Information to a third party before you changed your preferences or updated your account, you may need to change your preferences directly with that third party.

We reserve the right to verify the identity of any person making a request to opt-out or to delete or modify Personal Information; provided, however, that we will have no liability of any kind resulting from false or erroneous requests or any change or deletion made by us for any reason.

Changes and Updates to the Privacy Policy

This Policy applies to all relevant information collected by or provided to us or our authorized third-party vendors or partners as of the Effective Date. When we make any material changes to this Policy, we will update the Effective Date and may inform you by email to the address associated with your account. We will treat your continued use of this Site or our services following such notice as your acceptance of the changes.

The Effective Date of this Policy is August 8, 2022.