

# Privacy Policy

Release Date of this Privacy Policy: July 9, 2025

Effective Date of this Privacy Policy: July 9, 2025

Welcome to use Mureka ("We", "our", "us", or "Mureka")! This Privacy Policy applies to Mureka mobile software applications ("APPs"), websites and related services (together the "Service") accessed via any platform or device that link to this Privacy Policy. We respect your right to privacy and highly value the protection of your Personal Data. This Privacy Policy explains how we collect, process, disclose and protect your Personal Data when you use the Service and how you can exercise your rights to Personal Data protection. By using the Services, you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, you may not access or use any of our Service. This Privacy Policy is incorporated into and is part of our Terms of Service. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms of Service.

Mureka has a diverse community of users in various ages. However, for users in the United States, Mureka is not directed to any minors under the age of 13. If we become aware that any Personal Data has been collected by us from a user under the age of 13, we will delete such Personal Data and terminate the user's account. If you believe that we have collected Personal Data from a minor under the age of 13, please contact us by using the contact details provided in the "How to contact us" section below. For users in other regions, in order to protect the privacy and Personal Data of minors, we will obtain parental or legal guardian's consent where the local laws in your country or region require before processing minors' Personal Data. Please note, we will limit the types and scope of Personal Data collected from minors as much as possible and also limit the functions available to minors.

## 1. What types of Personal Data do we collect and our purposes

The scope of Personal Data we collect depends on the functions of the Service you use and how you use these functions. The purposes and types of Personal Data we collect are summarized in the below.

### **A. The Personal Data you directly provide to us**

**Registration and Login.** If you choose to register for a Mureka account by email, we may need to collect your basic profile information, included but not limited to your user nickname, avatar, email and password. If you refuse to provide such Personal Data, you will not be able to complete the registration process and will not be able to access or use

any of our Service. New users of Mureka may also log in through a third-party platform account (e.g., Apple or Google) (please refer to Section 1.C below for more information).

**Voice Data.** When you use the AI music (Vocal) or other audio creating features, we may use the voice data extracted from recordings, audio files, videos, or other similar content that you upload, select, or generate through the Service. This data is processed to generate corresponding audio outputs replicating or simulating the distinctive auditory features present in the data you provide, via Large Language Model (LLM). More specifically, this AI music output may contain the unique vocal characteristics present in the data you provide, allowing others to listen, distribute and utilize. By providing or uploading voice data, you confirm that you have obtained all necessary rights, permissions, and authorizations to use and share the voice data for the described purposes and that its processing does not infringe any third-party rights, including but not limited to intellectual property or privacy rights.

**Creating UGC and Sharing.** When you post any user-generated content ("UGC"), e.g., upload audio reference and create your AI music or other audio works within Mureka, we may need to collect the UGC you post, the time you post, location data, recordings or unique voice samples, etc. depending on the specific function you use. We will only make the voice data, the output derived therefrom, and/or other UGC available to other users for listening, distribution, or other uses explicitly permitted by the Service, if and when you choose to publish such content, and you retain the right to manage or revoke this consent at any time in accordance with applicable laws. However, such revocation shall not affect any prior use of the content by other users or the UGC created based on the content before the revocation takes effect.

**Contact.** We may use the contact information provided by you (e.g., email address) to conduct user survey or to send you information about products and services that may be of interest to you. Where required by applicable laws and regulations, we will obtain your consent before sending you marketing messages. If you are not interested in such information, you may refuse at any time during the communication, for example, by clicking on the unsubscribe/refuse option or sending us a reply to opt-out.

## **B. The Personal Data provided by you or generated during your use of Mureka**

**Content Viewing.** Any user can view publicly available UGC within Mureka and you do not need to register a Mureka account or login to view such UGC via our website. Whether you are viewing after login or as a visitor, we may collect your browsing history so that you can record and further explore the content you have viewed.

**Input Message.** When you use the music or audio creating function, we may collect your text data you input and/or voice data extracted from audio reference, recording, videos, or other similar content that you upload, select, or generate through the Service, depending on the specific method you use. This data is processed to generate corresponding music or audio outputs based on your instructions. Additionally, we process your input data for the security purpose, such as automatic screening for illegal information related to pornography, violence, fraud, or scams.

**Payment and Transaction.** When you use our top up or payment functions (via apple

pay, google pay, stripe) and initiate a payment request, we need to collect your user ID, country/region, payment currency, payment amount, payment time, payment method, order number and other information to complete the payment and transaction process via the Application Program Interface (API) supported by the third-party payment service providers.

**Improving User Experience.** To improve your user experience, we may automatically collect information about your language, clicks and actions, program progress (including login status, interaction information/status, etc.), application token, operating system, network information (e.g., IP address), device data (e.g., IMEI and other device identifiers), country/region, device model, screen resolution, geographic location, anonymous user identifier, etc., and analyze such data.

**Maintaining Stability and Security.** In order to maintain the stability and security of Mureka and your account, we will automatically collect data related to the operation of the mobile application and your online operations, such as data related to your login status, clicks and actions, user device data (e.g., IMEI and other device identifiers), operating system data, network information (e.g., IP address), etc. when you are using Mureka. Besides, we may also collect information on how the Service is accessed and used ("Usage Data") when you are using our website. In particular, Usage Information includes the following, which is created and automatically logged in our systems: **(1) Log data.** Information that your browser automatically sends whenever you visit the website ("Log Data"). Log data includes your Internet Protocol address, browser type and settings, the date and time of your request, and how you interacted with the Website, unique device identifiers, and other diagnostic data; **(2) Cookies.** Cookies and similar tracking technologies allow Mureka to access or store information about you, your settings or your device. They are mainly used to ensure Mureka expected functionality. As a rule, cookies do not contain any information that could identify you directly. They do, however, make it possible to offer you a more personalized user experience. If you do not accept these cookies, you may not be able to use all functions of Mureka. For example, we use first-party cookies to save your login information for future logins to our Service. Such cookies are strictly necessary for the normal operation of Mureka.

### **C. The Personal Data provided by third parties**

**Third-Party Login.** To make it easier to use Mureka, you may also choose to register and login within Mureka through your account on a third-party platform (e.g., Google, Apple, Stripe and Stripe). In such cases, we may collect your nickname, avatar, third-party account email and Open ID, birthday/age, gender, location, and by logging in through these third-party accounts, you are consenting to the third-party providing us with the Personal Data concerned.

If you provide us with any Personal Data of any data subjects other than yourself, please bring this Privacy Policy to their attention. You hereby acknowledge that you have obtained their consent or completed other formality as required by other lawful bases for the Personal Data processing in lieu of consent before providing such Personal Data to us.

By submitting such information to us, you represent to us that you are entitled to provide, and we are entitled to process the relevant Personal Data for the purposes as stated in the Privacy Policy.

In general, we will use your Personal Data only for the purposes described in this Privacy Policy or for purposes that we explain to you at the time we collect the relevant Personal Data. However, we may also process Personal Data for other purposes that are not incompatible with the purposes that we have disclosed to you if and where it is permitted by applicable laws and regulations. If we do so, we will inform you separately by other means to ensure transparency.

## **2. How do we process minors' Personal Data**

For users in the United States, Mureka is not directed to any minors under the age of 13. If we become aware that any Personal Data has been collected by Mureka from a user under the age of 13, we will delete such Personal Data and terminate the user's account. If you believe that we have collected Personal Data from a minor under the age of 13, please contact us by using our contact details provided in the "How to contact us" section below. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

For users in other regions, in order to protect the privacy and Personal Data of minors, we will obtain parental or legal guardian's consent where the local laws in your country or region require before processing minors' Personal Data. We will limit the types and scope of Personal Data collected from minors as much as possible and also limit the functions available to minors. If we learn that we have collected Personal Data from minors under the corresponding age limit in your country or region without the permission of their parents or legal guardians, we will delete such Personal Data as soon as possible.

We recognize that we have a special obligation to protect minors with respect to the collection and processing of Personal Data. We also strongly recommend that parents and guardians educate their children to never disclose or provide any Personal Data about them without your prior permission when using our services.

## **3. How do we share and entrust the processing of your Personal Data**

In order to provide you with better services, we may engage third parties (such as those who assist us in providing services related to Mureka, e.g., cloud service providers) to process your Personal Data on our behalf. We will enter into strict confidentiality contractual terms with such third parties and require them to process Personal Data in accordance with our requirements, this Privacy Policy, and the confidentiality and security measures required by applicable laws and regulations.

We may share your Personal Data with third parties in the following circumstances:

**To provide you with a better user experience, we may share your Personal Data to our cooperation partners, such as sharing your Google User Identifier to facilitate logging into the Service through a third-party platform account.**

We provide information and content to service providers who support our business, such as cloud service providers, payment service providers, and Analytics providers to ensure that Mureka is a safe and enjoyable place and service providers that assist us in marketing the platform. We may use Google Analytics and Firebase to collect and share with them information about the use of our services such as how often users visit the services, what activities do they do when they visit the services, and what are the locations when they login the services for the purpose of marketing event implementation, and tailored service provision for users in specific territory.

We may share your information with advertisers and third-party measurement companies to show how many and which users have viewed or clicked on an advertisement, or to display personalised advertisements to you.

We may share your information with distribution companies (such as Believe), Digital Service Providers (“DSPs”, such as Spotify, Apple Music, YouTube and TikTok) and any related service providers when you are using the music distribution service, for the need of the release and distribution of your AI music work.

We may share your information (such as your account username and email address) with Sentry to provide, maintain, and improve the Service, including system administration, system security, and adding new features or capabilities.

We may also share your information with other members, subsidiaries, or affiliates of our corporate group, including to provide, improve and optimise the service of Mureka, to prevent illegal use and to support users.

**To detect, prevent or otherwise address security or fraud issues**, we may provide your registration information (i.e., your email or the social media token you used to log in the app) , your country/region as selected, and the IP address you last login to the applicable third-party payment service providers during such transactions and payments.

**In the event we use information such as user-generated content on our Platform as part of our advertising and marketing campaigns to promote the Platform**, your personal data contained in such information may be disclosed to the recipients of such advertising or marketing content.

**In the event of any change, merger, acquisition, reorganization, or liquidation** involving the transfer of Personal Data, we will ask the new company or organization

handling your Personal Data to continue to process your Personal Data in accordance with this Privacy Policy. If the new company or organization handling your Personal Data needs to use your Personal Data for purposes not stated in this Privacy Policy, the new company or organization will obtain your consent, unless otherwise provided by the applicable laws and regulations.

**To relevant competent law enforcement body, regulatory, government agency, court or other third parties** where we believe that such disclosure is to (1) comply with an applicable law or regulation; (2) exercise, establish or defend our legal rights; or (3) protect your vital interests or those of any other persons.

When third parties that act as data controllers are involved in processing your Personal Data, please refer directly to their privacy policies on their official websites or other platforms and learn more about their data processing practices. For example, if you use the content or service provided by YouTube, you may need to provide Personal Data with YouTube. It is a must for you to abide by [Terms of Service (youtube.com)] and [Privacy Policy – Privacy & Terms – Google] (collectively, the “YouTube Terms”) and you confirm that you are consent to be the User of YouTube with acceptance of all the YouTube Terms before you use the content or service provided by YouTube. Meanwhile, you understand that Mureka may share your Personal Data or allow YouTube to collect your Personal Data as stipulated in the YouTube Terms when you are using the content or service provided by YouTube.

#### **4. How do we protect your Personal Data**

We use appropriate technical and organizational measures to protect your Personal Data that we collect and process. The measures that we use are designed to provide a level of security appropriate to the risk of processing your Personal Data. For example, we adopt encryption at rest to secure all user data (including database files and backups) and use security keys for data management. We adopt encryption in transit through TLS 1.2 protocols to protect data flow in the public network environment from user devices to servers and from servers to servers. We will also ensure the effective implementation of these technical measures through code review mechanisms. In addition, we periodically test the applications and systems for vulnerabilities and security issues, and take access control measures such as access tokens and multi-factor authentication to ensure information security.

Please be aware and understand that we cannot ensure an absolutely secure Internet. If you find that your Personal Data is breached, please contact us by our contact details so that we can take the corresponding measures.

In the event of any accident, force majeure event or other circumstances leading to the breach of your Personal Data, we will make every effort to control the situation and promptly inform you of the cause, the security measures we have taken and you can take

and other relevant information. In the event of a security incident related to Personal Data, we will report such incident to the competent authorities in accordance with the requirements of applicable laws and regulations, promptly investigate the problem, and take the emergency measures.

## **5. How do we store your Personal Data**

### **A. Cross-border Transfer**

We deploy local servers in the United States. For the need of our global operation and security management, your Personal Data may be transferred to and processed in several jurisdictions where our affiliated entities are based in, which may be different from the jurisdiction you locate; besides, for the need of the distribution of your AI music work when you are using the music distribution service, your Personal Data may be transferred to and processed in several jurisdictions where the distribution company Believe, Digital Service Providers (“DSPs”, such as Spotify, Apple Music, YouTube and TikTok) and any related service providers are based in, inside or outside the UK or European Union, which may also be different from the jurisdiction you locate. Such jurisdictions may not provide the same level of data protection as your jurisdiction. Under such circumstances, we will take necessary and appropriate safeguards to ensure the security of your Personal Data in transit and require that the recipient of your Personal Data offers an adequate level of protection and security in accordance with this Privacy Policy and applicable laws and regulations.

### **B. Retention Period**

We will store your Personal Data to the extent as necessary for the proper business needs of our company (e.g., for the purposes of providing service to you and complying with the requirements of laws, tax and finance), except as provided otherwise by applicable laws or regulations. When there is no such need to use your Personal Data or the retention period expires according to applicable laws or regulations, we will delete or anonymize your Personal Data.

## **6. Your rights**

We value the protection of your Personal Data. If you want to access, correct, or delete your Personal Data, or if you want to file a complaint, withdraw consent, or exercise other rights under applicable laws and regulations, please contact us by our contact details. You have the right to access the Personal Data that we collect about you. We will endeavor to ensure that your Personal Data is accurate and up-to-date by implementing appropriate measures. If we terminate our services or operations, we will notify you at least thirty (30) days in advance and will delete or anonymize your Personal Data after termination of services or operations.

If we process your Personal Data based on your consent, you may withdraw your consent at any time. Please note that withdrawal of your consent will not affect the lawfulness of any processing we have carried out prior to your withdrawal of consent, nor will it affect the lawfulness of our processing of your Personal Data based on a lawful basis other than your consent.

If you want to exercise your other statutory data subject rights under applicable laws and regulations, such as requiring us to transfer your Personal Data to a third-party designated by you, or restricting our processing of your Personal Data, or refusing to allow us to process your Personal Data based on our legitimate interests, if the statutory conditions are met, you may contact us using the contact details provided in the “How to contact us” section below.

In order to protect the security of your information, we may need to verify your identity before responding to your requests to exercise your rights, for example, by requiring you to provide certain identity-related supporting information. We will respond to your request to exercise your data subject rights in accordance with the requirements under applicable laws and regulations and in a timely manner.

## **7. Special notice to California residents**

If you are a California resident, this section provides a special notice and applies to you. For California residents, Personal Data in this section is equivalent to “Personal Information” that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

**California Shine the Light Law:** California residents may request a list of all third parties to which we have disclosed certain Personal Data about you for marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. You may request this information by contacting us using the contact details provided in the “How to contact us” section below. Please allow up to thirty (30) days for a response.

**California Minors:** If you are a California resident under the age of 18 and you are unable to remove publicly-available information that you have submitted to Mureka, you may request removal by contacting Mureka using the contact details provided in the “How to contact us” section below. When requesting removal, you must be specific about the information you want to be removed and provide Mureka with specific information, such as the URL for each page where the information is located, so that we can find it. Mureka is not required to remove any information where: (i) federal or state law requires us or a third party to maintain the information; (ii) the information was not posted by you; (iii) the information has been anonymized by Mureka so that you cannot be identified from such information; (iv) you don't follow our instructions for removing or requesting removal; or (v)



you received compensation or other consideration for providing the information. Removal of your information from the services does not ensure complete or comprehensive removal of that information from our systems or the systems of our service providers. In addition, materials that you have posted may be republished or reposted by another user or third party. Please note, Mureka is not required to destroy the information; Mureka's obligations under California law are satisfied so long as we anonymize the information or render it invisible to other users and the public.

**Do Not Sell My Personal Data:** Where applicable, the California Consumer Privacy Act ("CCPA") provides you with the right to opt out of the "sale" of your Personal Data. We generally do not directly sell your Personal Data in the conventional sense (i.e., for monetary or other valuable consideration). Like many social and entertainment mobile applications, however, we use services that help deliver interest-based ads to you and may transfer Personal Data to business partners for their use. Making Personal Data (such as online identifiers or browsing activity) available to these companies may be considered a "sale" under the CCPA. To request that Mureka may not "sell" your Personal Data, please contact us using the contact details provided in the "How to contact us" section below. Please note, some transfers of your Personal Data may not be considered "sales" and certain exemptions may apply under the CCPA, such as sharing aggregated demographic and interest data of users. Your selection does not affect other sharing of your data, as outlined in this Privacy Policy. You may still see some advertising, regardless of your selection.

**Do Not Track:** At this time, we are not aware of worldwide uniform or consistent industry standard or definition for responding to, processing, or communicating Do Not Track signals. Accordingly, our services may be unable to respond to "Do Not Track" requests from browsers. In addition, when you use our services, we and third parties may use tracking technologies to collect your Personal Data about your online activities for a variety of purposes, including serving you advertising and personalized content. If you want to opt out of having your online activity and device data collected by third parties, there are a number of tools and methods that any user may use. For example, your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes. Please note that using these tools to opt out of tracking and targeting does not mean that you will not receive advertising while using Mureka, nor will it prevent the receipt of interest-based advertising from third parties. It will exclude you, however, from interest-based advertising conducted through relevant networks and platforms, as provided by their policies and choice mechanisms.

**Additional Information:** If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by us. To the extent permitted by applicable laws and regulations, we may charge a reasonable fee to comply with your request.

## **8. How do we update this Privacy Policy**

We may update this Privacy Policy from time to time in response to the changing legal, technical or business developments. When we update our Privacy Policy, we will take appropriate measures to inform you, depending on the significance of the changes we make. You can see when this Privacy Policy came into effect by checking the “Effective Date” displayed at the top of this Privacy Policy. If you continue to use any functions of Mureka, you are deemed to have read and understood the updated version of the Privacy Policy.

## **9. How to contact us**

If you have any questions or concerns about this Privacy Policy or our processing of your Personal Data, especially if you consider that our processing your Personal Data impairs your legitimate interests, please contact us using the contact details below. We will review your question without delay and make a timely reply according to the applicable laws and regulations. Our contact details are as follows:

Company Name: SKYWORK AI PTE. LTD.

Address: 2 Science Park Drive, #01-08, Ascent, Singapore 118222

Email: [bd@mureka.ai](mailto:bd@mureka.ai)

## **10. Governing law and dispute solution**

This Privacy Policy is governed by the internal substantive laws of Singapore, without respect to its conflict of law provisions. Any dispute arising out of or in connection with the Privacy Policy, including any question regarding existence, validity or termination of the Privacy Policy, shall be referred to and finally resolved by arbitration administered by Singapore International Arbitration Centre (“SIAC”) in accordance with the Arbitration Rules of SIAC (“SIAC Rules”) for the time being in force, which rules are deemed to be incorporated by reference in this clause. The seat of the arbitration shall be in Singapore. The Tribunal shall consist of three (3) arbitrators. The language of the arbitration shall be English.