



PRIVACY POLICY ADDENDUM FOR FIRST SONGS MICROSITE

Version 1.0

Effective Date: 12 May 2024

This addendum supplements the general Billion Readers Privacy Policy and provides specific information about how we handle personal data on the First Songs Microsite.

1. Categories of Personal Data Collected

- Name, email address, and location of contributors (where provided)
- Audio and video files containing voice and potentially identifiable content
- Lyrics, translations, and visual materials submitted by users

2. Legal Basis for Processing

We process personal data based on:

- Your explicit consent provided at the time of submission
- Our legitimate interest in promoting language preservation and educational access
- Compliance with applicable Indian data protection laws, including the Digital Personal Data Protection Act, 2023 (“DPDPA”)

3. Purpose of Data Collection

We use your data to:

- Publish and attribute user-contributed lullabies
- Curate, archive, and present cultural content for nonprofit educational initiatives
- Communicate with contributors if follow-up or clarification is required

4. Consent and Withdrawal

By submitting content, you permit us to use your personal data for the stated purposes. You may withdraw your consent at any time by writing to contact@billionreaders.org. Upon withdrawal, we will remove your personal data and associated submission from our digital platforms within a reasonable timeframe.

5. Data Minimization and Retention

We only collect data necessary for publication and archiving purposes. We retain data for as long as it serves the educational and archival purpose of the project. You may request deletion at any time.

6. Security Measures

We implement reasonable administrative, technical, and physical safeguards to protect your personal data from loss, misuse, unauthorized access, or disclosure.

7. Children’s Data

If your submission features minors (e.g., a child singing), you confirm you are the parent/guardian or have obtained appropriate permissions.





8. Data Subject Rights Under DPDPA

You have the right to:

- Access your personal data
- Request corrections
- Withdraw consent
- Request deletion of your data
- To exercise these rights, contact us at contact@billionreaders.org.

9. Cookies and Tracking

We may use cookies and similar technologies for analytics, video embedding, or improving user experience. By continuing to use the Microsite, you consent to our use of these technologies.

10. Updates to This Policy

We may revise this Privacy Addendum periodically. Any changes will be posted on this page. Continued use of the Microsite after such updates constitutes acceptance of the revised policy. If you have questions or concerns about these Terms or the Privacy Addendum, please contact us at contact@billionreaders.org



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