Yamaha Creator Pass Privacy Policy

Last Updated: March 6, 2026

This Privacy Policy (this “Policy”) describes how Yamaha Music Innovations, LLC (“YMI”, “we”, “us”, or “our”), as a member of the Yamaha Group, collects, uses, shares, and otherwise processes personal information in connection with your use of the Yamaha Creator Pass (the “Pass”).

This Policy applies in addition to the Yamaha Creator ID Privacy Policy and governs the processing of personal information in connection with your use of the Pass. Processing of personal information in connection with your Yamaha Creator ID account is governed by the Yamaha Creator ID Privacy Policy. For California residents, the “Supplementary Provisions for Processing of Personal Information of California Residents” also apply.

1. Who We Are

YMI is the data controller for personal information processed in connection with the Pass, unless otherwise stated. In the event that operation of the Pass is transferred to another Yamaha Group company, such company will become the data controller and this Policy will be updated accordingly.

2. What is Yamaha Creator Pass

Yamaha Creator Pass is a subscription-based creator services platform that provides access to digital tools, content, Partner Services, and other features for creators. Certain subscription plans or tiers may include access to third-party services, promotional tools, or physical hardware products.

3. Information We Collect in Connection with the Pass

3.1 Information You Provide

3.1.1 Subscription and Account-Related Information

- Email address

- Display Username

- Customer Name

- Communications you send to us (such as inquiries or support requests related to your account)

- Subscription plan, tier, and Add-On Subscription selections

- Billing cycle and subscription status

- Purchase history and transaction records

- Customer support communications related to the Pass

3.1.2 Content

- Content uploaded, created, or managed through the Pass

3.1.3 Payment Information

- Payment method information (such as credit card details or payment account identifiers), which may be processed by our payment service providers

- Billing address and related payment verification information

Please note that we do not store full payment card numbers on our systems. Payment information is processed by third-party payment processors in accordance with their privacy policies.

3.1.4 Support and Communications

- Inquiries, requests, and communications you send to us in connection with the Pass

- Feedback, survey responses, and other information you choose to provide

3.1.5 Hardware and Shipping Information

If your subscription plan or tier includes physical hardware products, we may collect:

- Shipping address

- Recipient name and contact information

- Delivery and fulfillment information

3.2 Information Collected Automatically

3.2.1 Usage and Activity Information

- Information about how you use the Pass, including features accessed, pages viewed, and actions taken

- Interaction with Partner Services accessed through the Pass

- Log data related to service usage

3.2.2 Device and Technical Information

- Device type, operating system, browser type

- IP address and general location information

- Date and time of access

3.3 Information from Yamaha Group Companies or Partners

- Information related to Creator ID and other services provided by Yamaha Group Companies

- Information provided by Partner Service providers (as defined in “6. Partner Services and Third-Party Services”).

4. How We Use Your Information

We use personal information collected in connection with the Pass for the following purposes:

- Providing, operating, and maintaining the Pass and related services

- Managing subscriptions, billing, and payments

- Enabling access to Partner Services and integrated tools

- Delivering hardware products and managing logistics

- Billing, payment processing, and confirming payments for paid services

- Conducting surveys and research to better understand user needs and to improve and personalize our services

- Promoting, marketing, and advertising services provided by Yamaha Group Companies or our selected partners

- Providing customer support and responding to inquiries

- Communicating with you about your subscription, updates, and service-related notices

- Improving and developing the Pass and related offerings

- Monitoring and analyzing usage and trends

- Detecting, preventing, and addressing fraud, abuse, and security issues

- Complying with legal and regulatory obligations

Where required by law, we will obtain your consent before using your personal information for marketing communications.

5. Legal Bases for Processing

Our legal bases for processing your personal information include:

- Performance of a contract

- Compliance with legal obligations

- Legitimate interests

- Your consent, where required by law

6. Partner Services and Third-Party Services

The Pass may provide access to or integrate with third-party services ("Partner Services"). When you access Partner Services through the Pass, your personal information may be shared with the relevant partner in order to provide the service.

Partner Services are operated by third parties, and their processing of your personal information is governed by their own privacy policies and terms. We encourage you to review the privacy policies of any Partner Services you use.

7. Sharing and Disclosure of Information

We may share your personal information as follows:

7.1 Yamaha Group Companies

We may share your personal information with other companies within the Yamaha Group for the purposes of service operation, support, internal administration, and improvement of Yamaha creator-related services.

7.2 Service Providers

We may share your personal information with third-party service providers who perform services on our behalf, such as:

- Payment processors
- Cloud hosting providers
- Customer support providers
- Analytics and monitoring providers
- Logistics and fulfillment partners

Among our service providers, we use Shopify to host and operate the Pass storefront, checkout, and related commerce infrastructure. When you visit our store, browse products, create an account, or make purchases, Shopify processes certain personal information about you and your interactions with the Pass on our behalf, including to operate the online store, process orders and payments, provide fraud prevention, analytics, and other services based on your interactions with the Pass, with other merchants that use Shopify, and with Shopify's own services. We share your personal information with Shopify and other service providers that support the operation of the Pass, including services that may incorporate data derived from your interactions with other merchants that use Shopify and with Shopify's own services, and these recipients may be located outside your country or region of residence. For more information about how Shopify processes personal information, please refer to Shopify's Consumer Privacy Policy.

7.3 Partner Service Providers

We may share your personal information with Partner Service providers in order to enable and operate the Partner Services you choose to access through the Pass.

7.4 Advertising and Marketing Services

We may share your personal information with third-party advertising and marketing services, including social media networks and digital advertising services, for purposes such as delivering targeted advertising and measuring the effectiveness of our marketing campaigns. These third parties, including Meta Platforms Ireland Ltd., may combine your information with other information they have about you and in limited circumstances may be acting as a joint controller. The essence of our joint controller arrangement is available upon request to our contact details listed in section “19. Contact Us” below."

7.5 Legal and Regulatory

We may disclose your personal information to comply with applicable laws, regulations, legal processes, or governmental requests.

7.6 Business Transfers

In the event of a merger, acquisition, reorganization, or transfer of assets involving the Pass or YMI, your personal information may be transferred as part of that transaction.

8. International Data Transfers

Your personal information may be transferred to and processed in countries other than your country of residence, including the United States and Japan. Privacy protection laws equivalent to those of the country where you reside might not be enforced in a country that receives a transfer of your personal information. However, YMI processes your personal information in accordance with applicable laws and ordinances and this Policy. YMI will ensure that appropriate safeguards are in place to protect your personal information, such as entering into standard contractual clauses with the relevant recipients. If you would like more information about these safeguards, please contact us using the contact details provided in Section “19. Contact Us”. We will take appropriate measures to ensure that such transfers comply with applicable data protection laws.

9. Data Retention

We retain your personal information for as long as your subscription to the Pass is active or as necessary to fulfill the purposes described in this Policy or to exercise legal claims, unless a longer retention period is required or permitted by law.

10. Required Personal Information

The personal information required for the provision of the services related to the Pass is indicated in the form you are requested to complete. You assume no obligation to provide such personal information, but if you choose not to provide it, YMI may be unable to offer the services.

11. Cookies

YMI uses cookies to obtain personal information about you that was not previously provided. For more information, please read our Cookie Policy.

12. Security

We implement reasonable technical and organizational measures to protect your personal information against unauthorized access, loss, misuse, or alteration. However, no security measure is perfect, and we cannot guarantee absolute security.

13. Your Rights for Disclosure, Correction, Addition, Deletion etc. of Personal Information

Depending on your location, you may have the following rights with respect to your own personal information, in accordance with applicable laws and regulations:

- Right to access your personal information

- Right to request correction of inaccurate information

- Right to request deletion of your personal information

- Right to restrict (stop the processing) the processing of personal information

- Right to receive personal information in a structured, machine-readable form (the right to request data portability)

These rights may be limited, on an exceptional basis, if complying with your request would infringe the rights of YMI or a third party, or if we are required to delete information that we are required to retain in accordance with laws and regulations. Exceptions to these rights are set out in the applicable laws and regulations.

If you wish to exercise these rights, please use the contact details listed in section “19. Contact Us” below.

14. Right to Object to the Processing of Personal Information

You may have the right at any time to object to the processing of personal information that is being processed on the basis of legitimate interests under applicable laws and regulations. The processing of personal information in this context includes profiling (This refers to analyzing and predicting your behavior based on their information.).

You may have the absolute right under applicable laws and regulations to refuse direct marketing or to refuse profiling done for that purpose if your personal information is being processed for direct marketing purposes.

If you wish to exercise these rights, please use the contact details listed in section “19. Contact Us” below.

15. Right to Withdraw Consent

You may have the right to withdraw your consent whenever YMI processes your personal information based on your consent. This withdrawal does not affect the legality of any processing made on the basis of consent previously given.

If you wish to exercise these rights, please use the contact details listed in section “19. Contact Us” below.

16. The Right to File a Complaint with a Supervisory Authority

You may have the right to lodge a complaint with the relevant data protection supervisory authority under applicable laws and regulations, in particular, in the EEA where you have your habitual residence or place of work, or where the alleged infringement occurred.

17. Children’s Privacy

The Pass is not intended for use by children under the age of 13 (or under the age required by applicable law in your jurisdiction). We do not knowingly collect personal information from children without appropriate parental consent.

18. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we will notify you by posting the updated policy or through other appropriate means. The “Last Updated” date at the top indicates when this Policy was last revised.

19. Contact Us

Yamaha Music Innovations, LLC

[Address] 400 Concar Dr, San Mateo, CA, 94402, USA

[Email] support@yamahacreatorpass.zendesk.com

Our EU Representative (GDPR Article 27)

[Name] intersoft consulting services AG EU Representative of Yamaha Music Innovations, LLC

[Address] Beim Strohhause 17 20097 Hamburg Germany

[Email] EU-Rep-Yamaha-Innovations@intersoft-consulting.de.

Supplementary Provisions for Processing of Personal Information of California Residents

In addition to the provisions set forth above, the following provisions apply to the processing of personal information of residents of the state of California in the United States (that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household, hereinafter the same) in accordance with the CCPA.

1. Categories of Personal Information We Collect and the Parties Receiving the Information

YMI collects and has collected in the last twelve (12) months, the following categories of personal information from you. Further, YMI has disclosed the personal information collected in the last twelve (12) months to the receiving party indicated below. The section numbers indicated under "Receiving Party" are the numbers indicated in section "7. Sharing and Disclosure of Information" above.

Category	**Receiving Party**
Identifiers	7.1, 7.2, 7.3, and 7.4
Personal information under Cal. Civ. Code §1798.80(e)	7.1, 7.2, 7.3, and 7.4
Commercial information	7.1, 7.2, 7.3, and 7.4
Internet or other electronic network activity information	7.1, 7.2, 7.3, and 7.4
Audio, electronic, visual, thermal, olfactory, or similar information	7.1, 7.2, and 7.3
Sensitive personal information	7.2

For details on personal information and the source of personal information we collect, refer to section "3. Information We Collect in Connection with the Pass" above. For the business purpose and commercial purpose of personal information we collect, refer to section "4. How We Use Your Information" above. For the retention period of the personal information we collect, refer to section "9. Data Retention" above.

2. Your Rights and Choices under CCPA

The CCPA provides residents of California with specific rights regarding personal information. If you are a California resident, the following describes your rights under the CCPA and explains how to exercise those rights.

2.1 Right to Access Personal Information

You have the right to request that YMI discloses certain information to you about our collection, sharing, disclosure or use of your personal information. Once YMI receives and confirms your verifiable request, we will disclose the following information to you:

- The categories of personal information we collected about you;

- The categories of sources for the personal information we collected about you;

- Our business or commercial purpose for collecting, selling, or sharing that personal information;

- The categories of third parties with whom we share or sell that personal information; and

- The specific pieces of personal information we collected about you.

2.2 Right to Request Deletion

You have the right to request that YMI deletes any of your personal information that we have collected from you and retained, subject to certain exceptions. Once YMI receives and confirms your verifiable request, we will delete (and notify our contractors to delete the same) your personal information from our records, unless an exception applies.

YMI may deny your deletion request if retaining the information is necessary for us or our contractors in order to:

- Complete the transaction for which personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated by you within the context of our ongoing business relationship with you, or otherwise perform our contract with you;

- Help to ensure security and integrity to the extent the use of your personal information is reasonably necessary and proportionate for those purposes;

- Debug products to identify and repair errors that impair existing intended functionality;

- Exercise free speech, ensure the rights of other consumers to exercise their free speech rights, or exercise other rights provided for by law;

- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.);

- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent; and

- Enable solely internal uses that are reasonably aligned with consumer expectations based on the relationship between you and YMI; or

- Comply with legal obligations.

2.3 Right to Request Correction

You have the right to request that YMI corrects any of your inaccurate personal information that we have collected from you and retained. Once YMI receives and confirms your verifiable request, we will correct (and notify our contractors to correct the same) your inaccurate personal information. YMI may deny your request for correction if we determine that the contested personal information is more likely than not to be accurate based on the totality of the circumstances.

2.4 Right to Opt-out of Sale or Sharing

YMI has not sold personal information collected from you in the past 12 months and it will not sell them in the future. However, YMI may share your personal information with third-party advertising and marketing services described in Section 7.4. To exercise your rights to opt-out of the sharing, please submit a verifiable request to YMI by contacting us in the manner set forth in section “19. Contact Us”.

2.5 Right to Opt-in to Sale or Sharing of Personal Information

YMI will not knowingly sell or share your personal information if you are over the age of 13 and under the age of 16 without obtaining your prior consent, or the consent of your parent or guardian if you are under the age of 13.

2.6 Right to Limit the Use of Sensitive Personal Information

YMI has not used or disclosed and will not use or disclose sensitive personal information collected from you for any purpose other than the following:

- To perform the services or provide the goods reasonably expected by an average consumer who requests such goods or services;

- To help to ensure security and integrity to the extent the use of your personal information is reasonably necessary and proportionate for those purposes;

- For short-term, transient use (except those involving profiling or changes to the future consumer experience);

- To perform services on behalf of YMI; and

- To undertake activities to verify or maintain the quality or safety of a service or device that is owned, manufactured for, or controlled by YMI.

2.7 Non-discrimination

YMI will not discriminate against California residents for exercising any of their rights under the CCPA. Moreover, unless permitted by the CCPA, we will not:

- Deny the goods or services to you;

- Charge different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;

- Provide you a different level or quality of goods or services;

- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services; or

- Retaliate against an employee, applicant for employment, or independent contractor.

2.8 Exercising Rights for Disclosure Request, Deletion Request and Correction Request

To exercise your rights for disclosure request, deletion request, and correction request described above, please submit a verifiable request to YMI by contacting us in the manner set forth in section “19. Contact Us”.

Only you, a natural person or a person registered with the California Secretary of State that you authorize to act on your behalf, or a person who has a power of attorney or is acting as conservator for you, may make your verifiable request related to your personal information. You may also make your verifiable request on behalf of your minor child.

The verifiable request must:

- Provide sufficient information that allows YMI to reasonably verify you are the person about whom we collected the personal information or an authorized representative; and

- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond thereto.