

SPOTIFY'S POLICY

Spotify terms state that the service can collect personal data such as **a user's email address, birth date, gender, postal code, and country, as well as voice data**. So, firstly, they collect account registration data, information supplied when signing up for an account. If you pay, you'll also give it your billing information.

Secondly, they keep track of the songs it's user's play and what playlists they create. Getting straight to the point, Spotify collects behavioural data. Everything you do in Spotify's web player and desktop and mobile apps is tracked: every tap, song start, playlist listen, search, shuffle, and pause is logged. The positive side of this is that, based on your behaviour, Spotify comes up with "inferences" that are meant to reflect your interests.

What is curious, though, is that Spotify can use (and they did) people's listening habits in advertising. An example is the ad from 2017 that played the following sentence: „Dear person in the Theater District who listened to the Hamilton Soundtrack 5.376 times this year, can you get us tickets?“.

But that's not the only data Spotify gets. The company's privacy policy also says it can get cookie data, IP addresses, the type of device you're using, your browser type, your operating system, and information about some devices on your Wi-Fi network.

Spotify can get extra information about you from other companies and services. If you log in with Facebook, for instance, it can "import your information" from there, including a Facebook user ID. Other "technical service partners" provide Spotify with data that puts IP addresses onto maps to know what city and state you're in.