MCS / MCSPronto.com

PRIVACY POLICY

Effective Date: October 27, 2026

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A unified privacy policy for MCS Entertainment, LLC, Michael Coleman Studios, MCSPronto.com, and MCS-branded services operated or controlled by MCS.

PUBLICATION REVIEW NOTE: Confirm the legal entity, privacy contact, actual vendor and tracking practices, and any required privacy-rights mechanisms before publishing this policy.

1. INTRODUCTION

MCS is committed to respecting your privacy and protecting the personal information you share with us. This Privacy Policy explains how MCS collects, uses, stores, protects, and discloses information when you visit our websites, create an account, subscribe to our services, stream content, participate in events, purchase products, submit materials, or otherwise interact with our company and its affiliated brands.

For purposes of this Privacy Policy, “MCS,” “we,” “us,” and “our” refer to the MCS business structure operated by MCS Entertainment, LLC, including Michael Coleman Studios and the MCS-branded websites, platforms, channels, products, and services operated or controlled by MCS.

MCSPronto.com is the primary online destination for the MCS platform and its associated services. This policy is intended to provide a unified privacy framework across MCS services, rather than separate, conflicting policies for individual MCS channels.

By accessing an MCS website or service, you acknowledge that you have had an opportunity to review this Privacy Policy. Where consent is required by law, MCS will obtain that consent through an appropriate process. Accessing a website does not waive any privacy rights you may have under applicable law.

If you do not agree with our practices, you should discontinue use of the relevant service where appropriate. You may contact us with questions about how your information is handled.

2. SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies to personal information collected through MCS websites, digital platforms, streaming services, online accounts, mobile experiences, communications, transactions, events, and other services operated or controlled by MCS.

Covered services and brands may include, where operated or controlled by MCS:

- MCSPronto.com — the primary MCS digital and streaming platform.
- MCS Plus / MCS TV Plus — streaming channels and subscription-based entertainment services.
- MCS Originals — original films, series, and entertainment productions.
- MCS Comedy TV and MCS Comedy — comedy programming, stand-up performances, comedy specials, and related content.
- MCS Live and MCS Live Entertainment — live entertainment, events, performances, and related programming.
- MCS Music — music playlists, music programming, and related entertainment services.
- MCS Indie — independent entertainment and creative content.
- MCS Media Group and MCS Studios — media, production, studio, and related services.
- MCS Awards — awards programs, nominations, submissions, voting, registration, and related activities.
- The Michael D. Coleman Show — show-related programming, audience participation, and registration.
- Michael Coleman Talent Agency (MCTA) — talent-related inquiries, submissions, and agency services, where applicable.
- MichaelColemanFashion.com and MCS Fashion — fashion, merchandise, product inquiries, and related transactions.
- Coleman Publishing Company and MOGULING Magazine — publishing and related media services.
- Moguling Promoters Group — event promotion, networking, and promotional services.
- Moguling Global Distribution — distribution-related services.
- M4 Club / Moguling Millionaires Mansion Meetings — membership registration and related member services, where applicable.

- MCSPronto.com/MCSMusic, MCSPronto.com/MCSAwards, MCSPronto.com/MCSLive, MCSPronto.com/mcsplus, and MCSPronto.com/mcs-comedy-tv, along with other MCS-branded pages, programs, and service URLs.

This list describes the intended scope of the MCS brand structure and is not a representation that every listed service is currently active or collects information. The policy applies to the extent each service is operated or controlled by MCS.

Independent companies, external websites, third-party ticketing providers, payment processors, social networks, distributors, and other services may maintain their own privacy policies. Their practices are governed by their own policies unless otherwise stated.

3. INFORMATION WE MAY COLLECT

3.1 Information You Provide Directly

The information MCS collects depends on which services you use, the activities you participate in, the information you choose to provide, and the technology used to deliver the service. We may collect personal information you voluntarily submit, including:

- Name and contact information, such as email address, telephone number, and mailing address.
- Account details, usernames, profile information, and authentication information.
- Subscription, membership, registration, and service preferences.
- Transaction details, billing information, and purchase history.
- Information submitted through contact forms, customer support requests, surveys, or feedback forms.
- Information supplied for auditions, talent submissions, casting, creative opportunities, or professional inquiries.
- Information submitted for awards, contests, competitions, promotions, or event registration.
- Information you provide when submitting music, scripts, films, photographs, videos, artwork, or other creative materials.
- Information you provide when registering for MCS events, networking opportunities, memberships, or audience participation.
- Information associated with merchandise orders, fashion inquiries, sponsorships, advertising, or business partnerships.
- Any other information you choose to provide in connection with an MCS service.

Please provide only the information reasonably necessary for the activity in which you are participating.

3.2 Account and Subscription Information

When you create an account or subscribe to an MCS service, we may collect information needed to create and maintain your account, verify eligibility, administer your subscription, provide access to content, process payments through applicable providers, and assist with account-related issues.

Passwords should be stored and processed using appropriate security practices. MCS does not need your password in plain text to provide ordinary customer support.

3.3 Payment Information

Payments for subscriptions, merchandise, memberships, tickets, or other services may be handled by third-party payment processors.

Depending on the transaction and payment provider, MCS may receive information such as transaction identifiers, payment status, billing details, the amount paid, and limited payment-method information. Full card or bank account details may be handled directly by the payment provider rather than stored by MCS.

The applicable payment provider's privacy policy and terms may also govern its processing of your information.

3.4 Automatically Collected Information

When you access an MCS website or digital service, certain information may be collected automatically, depending on the service and its configuration. This may include:

- Internet Protocol (IP) address.
- Browser type, operating system, and device characteristics.
- Website pages visited, referring pages, and navigation activity.
- Access dates, timestamps, and session information.
- Streaming activity, such as content viewed, playback events, and technical performance.
- Approximate location inferred from an IP address.
- Device identifiers and diagnostic information.
- Cookie identifiers and similar online technologies, where implemented.

Precise location information will be collected only where a relevant feature or service supports such collection and the applicable legal requirements are met.

3.5 Information from Other Sources

We may receive information from service providers, payment processors, event platforms, distribution partners, social networks, or other third parties when they provide services to MCS or when you choose to connect or interact with those services.

We may also receive information that you make publicly available through social media, public profiles, public comments, or other public-facing activities.

Information obtained from third parties will be handled in accordance with applicable law and this Privacy Policy, subject to any applicable third-party terms.

4. HOW MCS USES INFORMATION

MCS may use personal information for legitimate business purposes, including the following:

4.1 Delivering Services and Content

- Creating and administering user accounts.
- Providing streaming access and subscription services.
- Delivering films, shows, comedy programming, music, and other content.
- Maintaining account settings and user preferences.
- Providing membership benefits and access to eligible services.
- Processing orders, ticket registrations, and other requested transactions.
- Delivering customer support and responding to inquiries.

4.2 Operating and Improving the MCS Platform

- Maintaining website and streaming functionality.
- Troubleshooting errors and technical problems.
- Monitoring system performance and service reliability.
- Understanding aggregate audience engagement and content performance.
- Improving navigation, accessibility, and user experience.

- Developing new features, programming, and services.

4.3 Communications and Marketing

- Sending account notices and service-related communications.
- Providing event announcements, programming updates, and newsletters.
- Sending promotional messages and offers where permitted by law.
- Administering marketing preferences and subscription choices.
- Promoting MCS productions, events, channels, and related services.

You may opt out of marketing emails using the unsubscribe mechanism provided in the message or by contacting MCS. Opting out of marketing does not necessarily stop essential account, transaction, security, or legal notices.

4.4 Talent, Creative, and Professional Activities

Where relevant to the service you request, MCS may use submitted information to review creative materials, administer auditions or submissions, evaluate applications, coordinate productions, communicate with performers and creators, manage award entries, and respond to business or agency inquiries.

Submitting materials does not automatically grant MCS ownership of your work or permission to use it for unrelated purposes. Any rights to use creative materials are governed by the applicable submission terms, release, license, agreement, or other authorization.

4.5 Events, Awards, and Promotions

We may use information to register participants, administer events, communicate scheduling information, manage entries, determine eligibility, conduct voting where applicable, distribute prizes, and maintain records necessary to administer the activity.

If an event or promotion involves publication of participant names, photographs, submitted materials, or winner information, the relevant rules, consent, release, or other applicable notice will govern that publication.

4.6 Safety, Security, and Legal Compliance

We may use information to detect and prevent fraud, unauthorized access, abuse, unlawful activity, violations of our terms, and threats to the security of our users, systems, staff, and business.

We may also use or disclose information when reasonably necessary to comply with applicable laws, respond to lawful requests, establish or defend legal claims, or protect rights and safety.

5. HOW INFORMATION MAY BE SHARED

MCS does not disclose personal information indiscriminately. Information may be shared in the circumstances described below, subject to applicable law and any required permissions.

5.1 Service Providers and Contractors

We may share information with vendors and contractors that perform services on our behalf, such as:

- Website hosting and technical infrastructure.
- Streaming and content delivery.
- Account authentication and customer support.
- Payment processing and transaction administration.
- Email distribution and communications.
- Analytics, diagnostics, and performance monitoring.

- Event registration and ticketing.
- Security, fraud prevention, and technical maintenance.

These providers may use personal information only as authorized by their agreements, applicable law, and the purposes for which they receive it.

5.2 MCS Brands and Related Operations

Information may be shared among MCS departments, brands, channels, and services where necessary to administer a common account, fulfill a transaction, provide a requested service, coordinate an event, deliver support, maintain security, or carry out another disclosed and lawful purpose.

For example, information provided to register for an MCS event may be used by the relevant MCS event team to administer that registration.

Information will not automatically be shared with every MCS brand for unrelated marketing simply because the brands are associated with MCS. Where applicable law requires consent or another legal basis, that requirement will apply.

5.3 Business and Distribution Partners

Where a service is delivered jointly with a distributor, platform operator, production partner, event organizer, or other business, information may be shared to the extent necessary to deliver that service, administer the relevant agreement, or fulfill your request. The applicable service terms or separate privacy notice may explain additional disclosures.

5.4 Legal Requirements and Protection

MCS may disclose information where reasonably necessary to comply with a valid legal obligation or process, respond to lawful government requests, investigate fraud, enforce applicable agreements, protect the rights or property of MCS or others, or address an urgent threat to safety.

5.5 Business Transfers

If MCS undergoes a merger, acquisition, restructuring, financing, sale of assets, or similar business transaction, personal information may be transferred as part of that transaction, subject to applicable law and appropriate safeguards.

5.6 With Your Direction or Consent

We may disclose information when you specifically request or authorize us to do so, or when you participate in an activity for which the disclosure is clearly explained and legally permitted.

5.7 Sale or Sharing for Targeted Advertising

MCS will assess its actual data practices and applicable legal obligations to determine whether any activity constitutes a “sale” or “sharing” of personal information under relevant privacy laws.

Where required by law, MCS will provide applicable disclosures and an effective mechanism to exercise relevant opt-out rights. Do not assume that the use of analytics or advertising technology is automatically exempt from these requirements.

Before publication, MCS should verify its advertising, analytics, and third-party tracking arrangements and insert the applicable disclosures and opt-out controls if required.

6. COOKIES AND SIMILAR TECHNOLOGIES

MCS websites and digital services may use cookies, pixels, software development kits, local storage, or similar technologies where implemented.

These technologies may support:

- Essential website and account functions.
- Authentication and session management.

- Security and fraud prevention.
- Preferences and settings.
- Website performance and analytics.
- Content delivery and playback functionality.
- Advertising or campaign measurement, where applicable.

Some technologies may be provided by third parties, which may process information under their own policies and applicable agreements.

Where required by law, MCS will obtain consent before using non-essential cookies or similar technologies. Where available, you may manage relevant preferences through the website's cookie controls or your browser settings.

Blocking certain cookies may affect the functionality of some services.

7. STREAMING, VIEWING ACTIVITY, AND DIGITAL CONTENT

When you use MCS streaming services, we or our service providers may process information needed to deliver video, music, and other digital content.

Depending on the service, this may include playback requests, viewing history, watch progress, search activity, device information, subscription status, technical errors, and usage statistics.

We may use this information to provide playback, maintain subscription access, troubleshoot problems, improve content recommendations where offered, understand audience engagement, and protect the platform against misuse.

Viewing activity may be associated with your account where necessary to provide account-based functionality. MCS should disclose any additional use of identifiable viewing history for targeted advertising or other purposes where required by law.

8. PUBLIC POSTS, SUBMISSIONS, AND USER-GENERATED CONTENT

Some MCS services may permit comments, profiles, reviews, submissions, public posts, voting, or other interactive activities.

Information you intentionally publish in a public area may be visible to other users or accessible outside the MCS platform. Other people may copy, share, or retain publicly available material.

Please avoid posting private contact information, financial information, passwords, or other sensitive personal details in public areas.

Creative submissions, photographs, videos, and other user-generated content may contain personal information about you or other individuals. You are responsible for ensuring that you have the necessary rights and permissions before submitting materials.

MCS will handle submitted materials in accordance with the applicable service terms, permissions, releases, and legal requirements.

9. THIRD-PARTY WEBSITES, PLATFORMS, AND SERVICES

MCS websites and channels may contain links to, or integrations with, third-party websites, social networks, ticketing platforms, payment providers, streaming distributors, and other services.

If you leave an MCS website or use a third-party service, the third party's own privacy policy and terms may govern its collection and use of information.

MCS does not control the independent privacy practices of third parties. We encourage you to review their privacy notices before submitting personal information or completing a transaction through them.

A link to a third-party service does not, by itself, mean that MCS endorses or controls that service.

10. DATA RETENTION

MCS retains personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide services, maintain accounts, complete transactions, administer memberships and events, meet legal obligations, resolve disputes, enforce agreements, and protect the business.

Retention periods may vary depending on the type of information and the reason it was collected.

When information is no longer required, MCS will take reasonable steps to delete it, destroy it, or de-identify it, subject to applicable law, legitimate recordkeeping requirements, and technical limitations.

Some information may remain in backups or archives for a limited period or be retained where legally required. Information retained for legal or security purposes will be handled consistently with those purposes and applicable law.

MCS should maintain internal retention schedules that specify retention periods or criteria for different categories of information.

11. DATA SECURITY

MCS takes reasonable measures designed to protect personal information against unauthorized access, disclosure, alteration, destruction, and misuse.

Depending on the nature of the information and the service, safeguards may include access restrictions, account authentication, secure transmission, vendor oversight, monitoring, and appropriate administrative and technical controls.

No website, digital platform, storage system, or method of transmission can be guaranteed to be completely secure. MCS therefore cannot promise absolute security.

You should use strong, unique passwords, protect your login credentials, and notify MCS if you suspect unauthorized access to your account.

Where legally required, MCS will provide notices regarding qualifying security incidents or data breaches.

12. YOUR PRIVACY RIGHTS AND CHOICES

Depending on your location, the nature of your relationship with MCS, and applicable law, you may have rights regarding your personal information. These rights may include:

- Right to know or access: Request information about the personal information collected about you and, where applicable, obtain a copy.
- Right to delete: Request deletion of personal information, subject to legal exceptions.
- Right to correct: Request correction of inaccurate personal information.
- Right to opt out: Opt out of certain sales, sharing, or targeted advertising activities where applicable.
- Right to limit certain uses: Request limits on the use or disclosure of sensitive personal information where the law provides that right.
- Right to withdraw consent: Withdraw consent where processing is based on consent.
- Right to portability: Receive certain personal information in a portable format where required.
- Right to appeal: Appeal certain privacy-rights decisions where applicable law provides an appeal process.
- Right to non-discrimination: Exercise applicable privacy rights without unlawful discrimination.

These rights are not absolute and may be subject to exceptions under applicable law.

12.1 How to Submit a Request

To request access, correction, deletion, or other applicable privacy assistance, contact MCS using the contact information in Section 20.

Please identify the relevant MCS service and describe your request. We may need to verify your identity before acting on a request and may request additional information reasonably necessary to process it.

Where permitted by law, an authorized agent may submit a request on your behalf, subject to applicable verification requirements.

MCS will respond within the time required by applicable law. If we cannot fulfill a request, we will explain the decision where legally required.

12.2 Marketing Preferences

You may opt out of marketing emails by using the unsubscribe link included in the message or by contacting MCS. Even after you opt out, we may continue to send necessary transactional, security, account, or legal communications.

12.3 Account Deletion

If account deletion is available for the service you use, you may request it through the relevant account settings or by contacting MCS. Deleting an account does not necessarily erase all transaction records, information subject to legal retention requirements, or information held independently by third parties.

12.4 California Privacy Rights

If you are a California resident, you may have additional rights under the California Consumer Privacy Act, as amended, including rights to know, delete, correct, and opt out of certain sales or sharing of personal information, subject to statutory requirements and exceptions.

California residents may also have rights concerning sensitive personal information and protections against unlawful discrimination for exercising privacy rights.

MCS will provide the notices, methods for submitting requests, and other disclosures required by California law when applicable. Any required “Do Not Sell or Share My Personal Information” or other privacy control will be made available as required by law and based on MCS's actual practices.

12.5 Other Jurisdictions

Residents of other states or countries may have additional rights under their local privacy laws. MCS will honor applicable rights and provide required notices and mechanisms to the extent those laws apply to the relevant service and processing activity.

13. CHILDREN'S PRIVACY

MCS services are not intended to collect personal information from children under 13 without the notices, permissions, and safeguards required by law.

MCS does not knowingly collect personal information online from children under 13 in circumstances where parental consent or other legal requirements have not been satisfied.

If an MCS service is directed to children, or MCS has actual knowledge that it is collecting personal information online from a child under 13, additional requirements may apply under the Children's Online Privacy Protection Act (COPPA) and other applicable laws.

Where required, MCS will provide appropriate notice to parents or guardians, obtain verifiable parental consent, limit collection to what is reasonably necessary, and provide applicable rights to review or delete a child's information.

If you believe a child has provided personal information in violation of applicable requirements, contact MCS using the details in Section 20. We will review the request and take appropriate action as required by law.

Parents and guardians should review the terms and age requirements of individual MCS services before allowing a child to create an account or participate.

14. INTERNATIONAL DATA TRANSFERS

MCS and its service providers may process or store information in the United States and other jurisdictions where relevant service providers or business operations are located.

Privacy protections may differ between jurisdictions. Where applicable law requires specific safeguards, transfer mechanisms, notices, or consent, MCS will implement the requirements applicable to the relevant transfer.

Use of an MCS service does not eliminate rights provided by mandatory privacy laws in your jurisdiction.

15. EMAIL, TEXT MESSAGES, AND OTHER COMMUNICATIONS

MCS may send account-related notices, subscription confirmations, service announcements, customer support responses, event updates, and marketing communications where permitted.

Marketing emails will include an unsubscribe mechanism where required. Text messages and other electronic marketing communications will be sent only in accordance with applicable consent and communication laws.

You may be able to change your communication preferences through your account, a message's unsubscribe mechanism, or by contacting MCS.

Opting out of one communication category may not automatically opt you out of all communications from separately operated third-party services.

16. DO-NOT-TRACK AND GLOBAL PRIVACY CONTROL

Some browsers and devices provide privacy signals, including Global Privacy Control (GPC), that may communicate a user's preference regarding certain forms of data processing.

MCS will honor legally applicable privacy signals where required by law and supported by the relevant service. The effect of a signal may depend on the applicable law, the service receiving it, and the type of processing involved.

MCS will update this disclosure as necessary to reflect the signals it actually recognizes and the processes used to honor them.

17. CHANGES TO THIS PRIVACY POLICY

MCS may update this Privacy Policy to reflect changes in its services, business structure, technology, information practices, or legal obligations.

When changes are made, MCS will post the revised policy and update the “Last Updated” date.

Where required by law, MCS will provide additional notice or obtain consent before implementing material changes.

Your rights regarding information collected before a revision remain subject to applicable law and any applicable notices, consents, and agreements.

We encourage you to review this Privacy Policy periodically.

18. LIMITATIONS OF THIS POLICY

This Privacy Policy describes MCS's intended general approach to personal information across services it operates or controls. It does not override a more specific privacy notice, legally required disclosure, valid consent choice, or applicable agreement governing a particular service.

Where a specific MCS service provides an additional privacy notice, that notice should be read together with this policy. If a specific notice conflicts with this policy regarding a particular data practice, the applicable law and the more specific notice will govern to the extent of the conflict.

Nothing in this Privacy Policy is intended to waive, restrict, or eliminate any privacy right that cannot lawfully be waived.

19. GOVERNING LAW

This Privacy Policy will be interpreted subject to applicable privacy and data-protection laws. Any choice-of-law provision in an applicable agreement will apply only to the extent permitted by law and will not displace mandatory privacy protections that apply to an individual or a particular processing activity.

This Privacy Policy is intended to describe information practices. It is not a substitute for separate website terms of use, subscription terms, payment terms, event rules, talent-submission releases, or other agreements that may apply to particular MCS services.

20. CONTACT MCS

If you have questions about this Privacy Policy, wish to exercise a privacy right, or have concerns about the handling of personal information, please contact MCS.

Company: MCS Entertainment, LLC / MCS

Primary Website: https://MCSPronto.com

Privacy and General Inquiries: contact@MCS.com

Please identify the relevant website, channel, account, or service when contacting us so that your inquiry can be directed appropriately.

Before publication: Confirm that the email address above is active and monitored for privacy requests. If MCS uses a dedicated privacy email address or maintains a physical mailing address for legal notices, those details should be added here.