

## FAQ's LAS BETA 2019

### **How is this different than other calendars that are free?**

We work continuously to find your audience and bring them to the site to find you. We then use audience insights to help you improve your online presence to attract more fans and connect with potential presenters.

### **How much does membership cost?**

Monthly fees will be determined based on results of the beta. Our goal is to be affordable and deliver meaningful results. Factors at play include the number of members, events, and marketing costs. We will post the prices before opening the next call for artists.

### **Is there a limit to the number of artists?**

No. The more artists onboard the stronger we are and the more we can accomplish.

### **I am an artist that works with multiple groups. Can I post all their events?**

No. Each group must apply separately and create a separate account with unique user name and password and create their own profile.

### **Can artists have an administrator manage their account?**

At the artist's discretion they may provide their credentials to an administrative party to make updates on their behalf. Future releases may provide for multiple profiles to be managed from a single admin account.

### **What does LAS do with the artists' email lists?**

LAS may apply commercially available demographic, lifestyle and interest data to create a profile of the desired audience. The lists and profiles inform a "Look-A-like" model used to find *other* people like your current audiences.

### **Who else has access to artists' email lists?**

No one. Ever. Members do not see each other's lists. We will not contact your list directly. We do not rent, share, or sell names.

### **How do I submit my email list? Is it safe?**

LAS will provide instructions on how to upload the file using WeTransfer. Exports from Mail Chimp or Constant Contact are preferred. We can also accept .xlsx and .csv files.

### **How does LAS protect the privacy of individuals on a list?**

List owners must attest that all emails on their list were acquired with consent. Files must not contain unsubscribed or bounced emails. LAS adheres to rules set by the General Data Protection Regulation (GDPR), the FTC CAN-SPAM act and the Direct Marketing Association guidelines for self-regulation.

### **DON'T SEE YOUR QUESTION?**

Feel free to contact us at [admin@livingartistsociety.com](mailto:admin@livingartistsociety.com)