

DIRECTV Device Privacy Policy

Effective January 1, 2023. Read [previous Privacy Policies](#).

This Privacy Policy ("Policy") tells you how we collect, use, and share your information, keep it safe, and the privacy choices you have. If you reside in [California, Nevada](#), or [Virginia](#), please also see the section below called "[State-specific privacy information](#)."

When this Policy applies

This Policy covers the information provided, collected, or generated when you access, use, or subscribe to a DIRECTV Streaming Device, for example and not limited to the DIRECTV STREAM Device, the Gemini Device, and any associated voice remotes or other devices, ("Device"), provided by DIRECTV, LLC, and/or its affiliates ("we" or "us").

By using the Device, you and each user that accesses the Device, you expressly agree to the collection, storage, use, and sharing of data identified in this Policy.

Please note that your use or access to the DIRECTV STREAM app and other apps are covered by a separate [DIRECTV Video Apps Privacy Policy](#).

This Policy applies to you and each user that accesses the Device, except where separate privacy policies or terms and conditions apply. It is your responsibility to make sure all users of the Device are aware of this Policy. References to "you" throughout this Policy include all users. It is important that you share this Policy with each user that accesses the Device and communicate the user's choices to them.

The information we collect

Here are detailed examples of some of the types of information we collect:

- **Account information** related to the Device including contact and billing information, information provided to finance the Device, name, e-mail address, address or postal code, payment method, telephone number, service-related details and history and similar information. It also includes technical, equipment and usage information that relate to the Device, such as ratings, preferences, or account settings.
- **Equipment information** includes information related to Device health, including diagnostic information, and information that identifies or relates to your equipment, like

your connected Device, such as type, identifier, status, settings, configuration, software, or use.

- **Network performance and usage information** includes information about the networks used to deliver our services, including connection and diagnostic information.
- **Device interactions** include information related to your use and interaction with your devices and equipment, including the TV receivers, remotes and other devices, for example, voice commands and audio recordings made through voice activated devices.
- **Third party information** including demographic information that we get from other companies to better tailor our products and services, including programming, marketing, and advertising services.

How we collect your information

We collect information when you give it to us, automatically when you use the Device, and from outside sources. The information we collect includes personal information like your name, address, email address, phone number, payment method, when you:

- Register to use the Device and enroll in a program package.
- Apply to finance the Device.
- Make a purchase through the Device.
- Use the Device, including information like:
 - Search queries (such as what you click on or search for, voice commands and questions, or other inputs when navigating within the Device);
 - What apps you use and download to the Device, how and when you use them;
 - Device location, such as from IP address or Wi-Fi (“Your Device Location Information”);
 - Unique identifiers, such as the serial number of the Device; and
 - How you connect to the internet, such as the Wi-Fi connection you use, and network diagnostic and device diagnostic information.
- Sign-up to receive a newsletter and/or special offers.

- Participate in user polls or contests.
- Contact us to make a request or obtain customer support.
- Otherwise submit information to us through the Device.

How we use your information

We use your information, generally speaking, to provide and improve the Device. As we describe below, that may include using your information for related uses such as communicating with you, marketing, preventing fraud, and for billing, advertising, and research purposes.

Here are examples of ways we use your information:

- We may use Device location, such as GPS or IP address (“Your Location Information”) collected through use of the Device to deliver and improve our products and services. Without Your Location Information, we may not be able to provide access to certain services and features like regional sports programming or local weather. We may combine and use data, including Your Location Information collected from the Device, with other data as described in this Policy.
- Contacting you.
- Tailoring viewing experiences, including things like making recommendations and providing localized content.
- To help us and third parties serve you with advertisements or marketing materials in and outside the Device and assess the effectiveness of advertising and marketing campaigns.
- Measuring and analyzing viewership.
- Conducting analytics related to use of the Device.
- Helping us plan, deploy, improve, protect, and defend our infrastructure, protecting our property and legal rights, and for other lawful purposes.
- For security purposes, including preventing and investigating illegal activities and violations of our Terms, Use Policies, and other service conditions or restrictions.
- Protecting your rights and our rights and complying with legal obligations.

How we share your information

- **Affiliates:** We may share information with our affiliates, including AT&T.
- **Service providers and contractors:** We may share information with service providers or contractors that perform services for us or support the Device, to, for example, help fulfill marketing offers; provide or improve service; conduct analytics; and serve you with advertisements or marketing materials in and outside the Device and assess the effectiveness of advertising and marketing campaigns. We also share with service providers and contractors who may assist us in developing, supporting, and delivering our products and services and serving our users, such as providing technical assistance, payment services, eligibility verification services, service and product analytics, fraud protection, credit risk reduction, and other support services on our behalf.
- **Programmers and networks:** We may share information with programmers and networks who provide the programming that you watch through the Device.
- **Third parties:** We may share information with third parties for their advertising or marketing uses (including how you use the Device and Your Location Information). These third parties may also share information collected from the Device with other third parties for their own advertising or marketing use. This information may include what apps are accessed; general interests (for example a sports lover); specific interests (for example a basketball fan of a specific team); and other information collected about you including Your Location Information as described in this Policy. When we share data with third parties, we use identifiers such as device or operating system identifiers, or identifiers that do not identify you personally, which we or our service providers create to enhance the privacy and security of personally identifiable information. This could include but is not limited to your Android advertising ID.
 - When we say “third parties” with whom we share data, we mean parties, such as advertisers, programmers and networks, social media networks, analytics firms (companies that measure and analyze consumer behavior), advertising service providers (companies that deliver and track ads for advertisers across numerous websites, applications, and devices), and other similar companies that are involved in creating, delivering, and measuring the performance of advertisements.
 - Your information (tied to identifiers that do not identify you personally) may be used in or shared to compile aggregate reports that won’t identify you personally, such as a report on how many people searched for certain television

show or reports we may sell to other companies for their own marketing, advertising, or other similar uses.

- We may also share information to:
 - Respond to emergencies and other urgent circumstances;
 - Comply with court orders and other legal requirements or process
 - Enforce our agreements and protect our rights or property; and
 - Obtain payment for products and services including the transfer or sale of delinquent accounts to third parties for collection.

How Device information will be governed if you also have other products and services from DIRECTV, its affiliates, or certain third parties

- The information generated and derived from your Device is subject to this Policy; however, some of the services on the Device are provided by Google. Therefore, searches, queries, Device activity and users' network information may also be governed by the applicable Google terms of service and privacy policy.
- We may combine the Device information with other data collected from your use of other DIRECTV products and services or we may combine this information with data that comes from an affiliate, like AT&T, that has a different policy. If we do so, the [DIRECTV Privacy Policy](#) applies to the combined data set. Your [DIRECTV Choices and Controls](#) will apply to the program under which the data is being used.
- If you're opted in to DIRECTV and AT&T's Personalized Plus Advertising program (formerly Enhanced Relevant Advertising) and we combine your data from other DIRECTV and AT&T products and services with Device information, [the Personalized Plus Advertising terms](#) will also apply.

Information not covered by this Policy

- This Policy does not apply if you access content in a third-party app from the Device. We will not see what show you watched from third-party apps. In this case, the privacy policy of the third-party app may apply.

- This Policy also does not apply to the use of DIRECTV video apps, like the DIRECTV app, which are covered by a separate [DIRECTV Video Apps Privacy Policy](#).

To clarify, this is the Policy for the Device, which may be used for DIRECTV or non-DIRECTV apps. Video apps used on the Device, whether DIRECTV or non-DIRECTV, have separate privacy policies for information like what shows are watched, etc.

Security

- We work hard to protect your information. Though we cannot guarantee the protection of your information, we've established electronic and administrative safeguards designed to help make the information we collect secure.
- In the event of a security incident, laws and regulations direct us in how to give you notification when certain types of sensitive information are involved. We will provide you with notice in accordance with these laws and regulations.
- We will keep your personally identifiable information in connection with your use of the Device as long as you are a customer and/or user or until it is no longer needed for business, tax, or legal purposes. After that, we destroy it by making it unreadable or indecipherable. Additional detail about how long we retain personal information is available in the ["Retention of your personal information"](#) disclosure in the California section below.

Do you collect information about my children's use?

- We do not knowingly collect personally identifying information from anyone under the age of 13 unless we first obtain permission from the child's parent or legal guardian.
- You may send us an e-mail at privacypolicy@directv.com, call us at 800-531-5000 or write to us at DIRECTV Device Privacy Policy, 2260 East Imperial Highway, El Segundo, CA 90245 with any questions or concerns you may have about this Policy as it relates to children.
- Information collected from devices or services purchased by adult subscribers that are used by children without our knowledge will be treated as the adult's information under this Policy.
- Learn how to manage DIRECTV STREAM [Parental Controls](#).

What choices and controls do I have over the use of my data?

You have choices and controls over how your data is collected, used, and shared when you use the Device:

- **Collection of Information:** You can stop the collection of information through the Device by stopping the use of the Device.
- **Sharing of Information:** You may limit the Device from sharing information associated with your Android advertising ID through your Device settings.

What happens if there is a change to this Policy?

We may update this Policy at any time. The most recent version of this Policy is reflected by the effective date at the top of this Policy, and you can read past policies [here](#).

We'll post a prominent notice of material changes on our websites.

Information about our customers and users, including personally identifiable information, may be shared, and transferred as part of any merger, acquisition, sale of company assets or transition of service to another provider. This also applies in the unlikely event of an insolvency, bankruptcy or receivership in which customer and user records would be transferred to another entity because of such a proceeding.

State-specific privacy information

This portion of our Policy contains information on privacy rights specific to residents of [California](#), [Nevada](#), and [Virginia](#).

Your California privacy rights

This portion of our Policy applies to residents of the state of California only.

California Consumer Privacy Act ("CCPA")

CCPA Personal Information (“CCPA PI”) is defined by California law as information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with California consumers or households.

Information we collected from consumers. The CCPA identifies a number of categories of CCPA PI. In the year before the date this Policy was issued, we collected these categories of CCPA PI:

- Identifiers, such as name, postal address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.
- Unique and online identifiers, such as IP address, device IDs, or other similar identifiers.
- Commercial information, such as records of products or services purchased, or on demand viewing histories, viewership information.
- Internet, gaming, or other electronic network activity information – such as browsing history, search history interaction with an app.
- Device Location Information (see above in the “The information we collect” section of this Policy).
- In Game or Online Viewing Activities (e.g., videos viewed, pages viewed)
- Inferences drawn from CCPA PI, such as preferences, characteristics, and behaviors.

We collected the above categories of CCPA PI for the following purposes:

- Performing services on your behalf, such as customer service, processing or fulfilling orders, and processing payments.
- Auditing customer transactions.
- Fraud and crime prevention
- Debugging errors in systems.
- Marketing and advertising.
- Internal research, analytics, and development – e.g., user preference analytics.
- Developing, maintaining, provisioning, or upgrading networks, services, or devices.

We collected the above categories of CCPA PI from the following sources:

- Directly from you, such as contact and billing info and customer service interactions.
- Generated by your use of our services, such as technical, equipment and usage information.
- Social media sites and other online platforms.
- Other companies, such as vendors, marketing firms and our affiliates like AT&T. Publicly available sources, such as public records.

We may allow certain third parties (such as online advertising services) to collect your personal information through automated technologies. Those third parties may use your personal information to optimize our online properties, display cross-contextual advertising and manage their own platforms.

Information we disclosed, sold or shared about consumers

In the year before the date this Policy was issued, we disclosed all of the categories of CCPA PI that we collect with entities that provide services for us, like processing your bill.

We may have disclosed each of the above categories of CCPA PI to the following categories of third parties who perform services on our behalf:

- Product and services delivery companies.
- Marketing and advertising services companies.
- Cloud storage companies.
- Credit reporting agencies.
- Billing and payment processing companies.
- Fraud prevention entities.
- Analytics companies.

The CCPA defines “sale” and “share” very broadly and includes providing CCPA PI for anything of value or sharing personal information for cross-contextual advertising. According to this broad definition, in the year before the date this Policy was issued, a “sale” or “share” of the following categories of CCPA PI may have occurred:

- Address and other identifiers, such as full or partial postal address.
- Unique and online identifiers, such IP address, or device IDs.

- Commercial information – such as records of products or services purchased or on demand viewing histories and viewership information Internet, gaming, or other electronic network activity information - such as browsing history, search history, and information regarding an individual's interaction with an internet website, application, or advertisement. (see above in [“The information we collect”](#) section of this Policy)
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, and behaviors.

We may have sold or shared each of the above categories of CCPA PI to the following categories of third parties:

- Analytics and measurement providers.
- Companies involved in marketing and advertising.
- Our affiliates, including AT&T.

Your right to know CCPA PI

We are committed to ensuring that you know what information we collect. You can ask us for the following information:

- The categories your CCPA PI that we've collected.
- The categories of sources from which your CCPA PI was collected.
- The business or commercial purposes for collecting, selling, or sharing your CCPA PI.
- The categories of third parties with whom we shared your CCPA PI.
- The specific pieces of your CCPA PI that we've collected.

We are also committed to ensuring that you know what information we sell or share about you. You can submit a request to us for the following additional information:

- The categories of CCPA PI we've sold or shared about you, the third parties to whom we've sold or shared that CCPA PI, and the category or categories of CCPA PI sold or shared to each third party.
- The categories of CCPA PI that we've shared for a business purpose (such as, service providers who provide services for us, like processing your bill) and the categories of third parties to whom we've disclosed that CCPA PI for a business purpose.

To exercise your right to request to know your CCPA PI that we collect or disclose, visit [Your Privacy Choices](#) or contact us at 866-385-3193. These requests for disclosure are generally free.

Your right to request the deletion of CCPA PI

Upon your request, we will delete the CCPA PI we have collected about you, except for situations when that information is necessary for us to: provide you with a good or service that you requested; perform a contract we entered into with you; maintain the functionality or security of our systems; comply with or exercise rights provided by the law; or use the information internally in ways that are compatible with the context in which you provided the information to us or that are reasonably aligned with your expectations based on your relationship with us.

To exercise your right to request the deletion of your CCPA PI, either visit [Your Privacy Choices](#) or contact us at 866-385-3193. Requests for deletion of your CCPA PI are generally free.

Your right to correct inaccurate CCPA PI

If you believe that we are maintaining inaccurate CCPA PI about you, you may request we correct such inaccurate CCPA PI, considering the nature of the CCPA PI and the purposes of the processing of such CCPA PI.

To exercise your right to correct inaccurate CCPA PI, visit [Your Privacy Choices](#) or contact us at 866-385-3193.

Your right to ask us not to sell or share your CCPA PI.

You can always tell us not to sell or share your CCPA PI by visiting [Your Privacy Choices](#) or contacting us at 866-385-3193.

Once we receive and verify your request, we will not sell or share your CCPA PI unless you later allow us to do so. We may ask for your permission to resume sale or share of your CCPA PI later, but we will wait at least 12 months before doing so.

Your right to limit use and disclosure of sensitive personal information

In some instances, we may use or disclose certain CCPA PI that we collect which constitutes "sensitive personal information" under the CCPA.

You have the right to direct us to limit our use and disclosure of such sensitive personal information. If you do, we may still use the information for certain limited uses, such as the following: (i) providing our Services; (ii) detecting security incidents; (iii) resisting malicious, deceptive, fraudulent, or illegal actions; (iv) ensuring physical safety; (v) for certain non-personalized advertising; (vi) maintaining or servicing accounts, providing customer service, or similar uses; and (vii) improving our services.

To exercise your right to limit the use and disclosure of your sensitive personal information under the CCPA, either visit [Your Privacy Choices](#) or contacting us at 866-385-3193.

Password Protected Account. If you maintain a password-protected account with us, in most cases you may submit an access or deletion request by authenticating yourself with a password like you would when you access your account (see exceptions below). You'll have to authenticate yourself again to access your data or submit your deletion request.

Former Accountholders, Non-AccountHolders (without password protected account). If you do not have a password protected account with us, we will ask to verify your identity using our mobile verification process. This process captures an image of your identity document, such as your driver's license, and compares it to a self-photo you submit. We will only use this information to verify your identity. We will delete it after the time expires allowed by the CCPA to process and respond to your request.

If we cannot verify your identity, we will not be able to respond to your request. We will notify you to explain.

Authorized agents

You may designate an authorized agent to submit requests on your behalf. Your agent will need a valid power of attorney or written permission signed by you. If the agent relies on written permission, we'll need to verify the agent's identity. We may also contact you directly to confirm the permission. Your authorized agent can submit your requests by calling us at 866-385-3193.

We don't mind if you exercise your California data rights

We are committed to providing you control over your CCPA PI. Exercising any of the rights explained in this section of the Policy will not disadvantage you. You will not be denied or charged different prices or rates for goods or services or provided a different level or quality of goods or services.

Consumers under 16 years old

As of the effective date of this Policy, we do not have actual knowledge that we sell or share CCPA PI of consumers under 16 years of age. If we collect CCPA PI that we know is from a child under 16 years old in the future, we will not sell or share that information unless we receive affirmative permission to do so. If a child is between 13 and 16 years of age, the child may provide that permission.

Retention of your personal information

We keep records and personal information for specified periods of time, depending on business needs, privacy interests and our legal compliance obligations. As a general matter, we only retain personal information for as long as it is needed or useful for accomplishing a business, legal or tax purpose. After such period, the data is deleted or fully anonymized:

- Personal information collected for purposes like maintaining your account (like sales and billing information) is retained while we have a relationship with you plus a period of no more than 10 years after that relationship ends;
- Personal information collected for marketing purposes is generally retained for a maximum period of 6 years; and
- Personal information collected for customer service purposes is generally retained for a maximum of 3 years or 2 years after our relationship ends (depending on the information).

Your Nevada privacy rights

This portion of our Policy applies to residents of the state of Nevada only. [Nevada's privacy law, SB260](#), gives Nevada residents choices about how we share information.

Nevada covered personal information ("Nevada PI") includes personally identifiable information about a Nevada resident collected online, such as an identifier that allows the specific individual to be contacted, and any other information about a Nevada resident collected online that can be combined with an identifier to identify the specific individual. We generally handle Nevada PI in accordance with this Policy.

The Nevada PI we collect and share. For information regarding the categories of Nevada PI we collect, visit the [information we collect](#) section of this Policy. For information regarding the categories of third parties with whom we may share Nevada PI, and those that may collect Nevada PI regarding your online activities over time, visit the [how we share your information](#) section of this Policy.

Your rights under Nevada's privacy law. You can ask us not to sell your Nevada PI by visiting our [Your Privacy Choices](#).

Once we receive and verify your request, we will not sell this information unless you later allow us to do so.

Your Virginia privacy rights

This portion of our Policy applies to residents of the state of Virginia only.

Virginia Covered Personal Data. "Virginia Personal Data" means any information that is linked or reasonably linkable to an identified or identifiable Virginia resident.

The Virginia Personal Data We Process and the Purpose of Processing. For information regarding the categories of Virginia Personal Data we process, visit the [information we collect](#) section of this Policy. For information regarding the purpose for processing Virginia Personal Data, visit the [how we use your information](#) section of this Policy.

Sharing Virginia Personal Data with Third Parties. For the categories of Virginia Personal Data that we share with third parties and the categories of third parties with whom we share Virginia Personal Data, visit the [how we share your information](#) section of this Policy.

Your Rights Under the Virginia Consumer Data Protection Act. This portion of our Policy advises Virginia residents of rights provided in the Virginia Consumer Data Protection Act and how Virginia residents may exercise those rights. You may exercise any of the rights in this section at [Your Privacy Choices](#).

- **Right to Confirm and Access.** You have the right to confirm whether we are processing your Virginia Personal Data and you have the right to access such Virginia Personal Data.
- **Right to Correct.** You have the right to correct inaccuracies in your Virginia Personal Data, considering the nature of the Virginia Personal Data and the purposes of processing the Virginia Personal Data.
- **Right to Delete.** You have the right to delete Virginia Personal Data provided by or obtained about you.
- **Right to Obtain a Copy.** You have the right to obtain a copy of your Virginia Personal Data that you previously provided to us in a portable, and to the extent technically feasible, readily usable format that allows you to transmit the data to another data controller without hindrance, where the processing is carried out by automated means.
- **Right to Opt-Out.** You have the right to opt-out of the processing of your Virginia Personal Data for the following purposes: 1) targeted advertising, 2) the sale of your Virginia Personal Data, or 3) conducting profiling in furtherance of decisions that produce legal or similarly significant effects concerning you. Subject to certain exceptions provided by law we will get your opt-in consent prior to collecting “sensitive” Virginia Personal Data.
- **Right to Appeal.** If we refuse to act regarding your exercise of any of the rights described in this section, you may appeal our refusal to do so by contacting us as provided below.

Your additional rights

The Satellite Act imposes limitations on our ability to use your data. Please know that the Satellite Act affords you rights under the statute. If you believe that we exceeded or violated these limitations in the Satellite Act or other applicable laws, we encourage you to contact us directly at privacypolicy@directv.com, or write to us at: DIRECTV Device Privacy Policy, 2260 E Imperial Hwy, El Segundo, CA 90245

How to contact us about this Policy

Contact us at either of these addresses for any questions about this Policy. Please specify if you are e-mailing or writing us about this Policy.

- Email us at privacypolicy@directv.com.
- Write to us at DIRECTV Device Privacy Policy, 2260 E Imperial Hwy, El Segundo, CA 90245.

Thank you for choosing DIRECTV.