

DIRECTV Video Apps 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](#)."

DIRECTV VIDEO APPS PRIVACY POLICY

This Policy covers the information provided, collected, or generated when you access, use, or subscribe to the DIRECTV app and any other app that we control to which this Policy applies. Services provided by DIRECTV, LLC and its affiliates ("we" or "us") which may be accessed through various supported platforms connected to the internet, such as a browser, mobile device, tablet, Smart TV, or on a streaming device are collectively referred to as ("the App"). In certain circumstances, as we describe below, this Policy also applies to data about your home television viewing that we collect from your DIRECTV set-top box ("set-top-box").

The DIRECTV Privacy Policy does not apply to the App, unless we combine your data from the App, or from your DIRECTV set-top box through the [Personalized Plus Advertising](#) (formerly [Enhanced Relevant Advertising](#)) program, with other data collected from your use of other DIRECTV or DIRECTV affiliate products and services.

Depending on how you use the App and what login credentials you provide, your use is subject to the appropriate user agreement to which you separately agree (such as the [DIRECTV Apps End User License Agreement](#) or the [DIRECTV STREAM Terms of Service and End User License Agreement](#)). By using the App, you expressly agree to the collection, storage, use, and sharing of data identified in this Policy.

Please note that your use of any DIRECTV Streaming Device, such as the DIRECTV STREAM Device, Gemini, and any associated voice remotes or other devices is governed by a separate [DIRECTV Device Privacy Policy](#).

This Policy applies to you and anyone who uses the App under your account, except where separate privacy policies or terms and conditions apply. It is your responsibility to make sure all users of the App are aware of this Policy. References to "you" throughout this Policy includes all users. It is important that you share this Policy with all account users and communicate the account holder's choices to them.

The information we collect

Here are detailed examples of types of information we collect:

- **Location information** includes the location of the device used to access the App. Location information is generated when the devices, products or services

you use interact Wi-Fi routers, Bluetooth services, access points, other devices, beacons and/or with other technologies, including GPS.

- **TV and video viewing information** is generated when you use the App on your phone, tablet, computer, Smart TV, or any other device. This includes information like what videos, stations, programs and ads you watch or record and when and how you use the App (such as what you click on or search for). If you have DIRECTV satellite service and are using the App through that service, we also collect data about your home television viewing from your DIRECTV set-top-box.
- **Account information** includes things like contact and billing information, such as name, e-mail address, log-in credentials, address or postal code, payment method, telephone number, service-related details and history and similar information. It also includes subscription plans for accounts linked to the App.
- **Online information** includes internet protocol addresses and URLs, pixels, cookies and similar technologies, and identifiers such as advertising IDs and device IDs. It can also include information about the time you spend on websites or apps, the links or advertisements you see, or interact with, search terms you enter, items identified in your online shopping carts and other similar information.
- **Demographic and interest information** includes information about you that we get from you directly, infer ourselves and get from other companies to better tailor our programming, marketing, and advertising services to you.
- **Equipment information** includes information that identifies or relates to your equipment, like your set-top box, TV receiver, remote, computer, tablet, or phone used with the App, such as type, identifier, status, settings, configuration, software, or use.
- **Network performance and usage information** includes information about the networks used to deliver our TV and video services over the App, including connection information.

How we collect your information

We collect your information in 3 ways:

- **You give it to us** when you make a purchase, set up an account, or otherwise communicate with or provide it to us.
- **We automatically get it** when you use (or your device uses) the App.
- **We get it from outside sources** like credit reports, marketing mailing lists, and commercially available geographic and demographic information, along with other available information, such as public posts to social networking sites.

How might we use your information

We use your information, generally speaking, to provide and improve the App. 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 location information, such as GPS or IP address, ("Your Location Information") collected through use of the App to provide access to certain services and features, including live local channels, channel guide, or other content with geographic restrictions. We may combine and use data, including Your Location Information and viewing data collected from the App and/or your DIRECTV set-top box, with other data as described in this Policy.
- Contacting you.
- Tailoring your viewing experience, including things like making recommendations and providing you with localized content.
- Improving your experience and protecting the App. This includes things like customer care, security, verifying or authenticating your identity, detecting, and preventing fraud, optimizing content selection, recommendation algorithms, delivery, billing and collection, protecting your financial accounts, authorizing transactions and development of the App.
- Helping us plan, deploy, improve, protect, and defend our infrastructure, protecting our property and legal rights, and for other lawful purposes.
- Helping us understand which products, services, and offers may interest you, creating engaging and customized experiences and offering new or improved products and services to you. This is based on things like the information we've collected and our research, development, and analysis.
- Designing and delivering advertising and marketing campaigns and materials to you and to others in and outside of the App and measuring their effectiveness. See the [Choices and controls](#) section below for more information about how your information is used for advertising and marketing programs and your choices and controls for such use.
- Delivering or customizing products and the content you see, including advertisements, articles, videos, and marketing materials. For more information on how your information is used for marketing purposes, please see the section below: ["Do we share your information and, if so, with whom?"](#)

- 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.
- In combination with other information as described in this Policy.
- Any other purpose that is disclosed to you at the time we collect the information or is related to a request made by you.

Do we share your information and, if so, with whom?

- **We share it with your permission.**
- **We share it with our affiliates – like AT&T.**
- **We share it with non-DIRECTV companies or entities as explained in this Policy.**
- **We may share information with any party when we have your consent or when you otherwise choose to share such information.**

We share your viewing information and other information collected from the App as described in this Policy. We may also combine and use viewing data collected from your DIRECTV set-top box if you have DIRECTV satellite service and are using the App through that service. **By downloading and/or using this App, you permit us to share your viewing information and other information we collect as described in this Policy.**

For more details about how your information may be shared for advertising and marketing see the [Choices and controls](#) section below.

Sharing information with our affiliates – like AT&T: We share information with our affiliates. For example, we may combine information from the App with DIRECTV set-top box information and share such information with our affiliates. In instances where we combine your data from the App, or from your DIRECTV set-top box through the Personalized Plus Advertising program, with other data collected from your use of other DIRECTV or DIRECTV affiliate products and services, the [DIRECTV Privacy Policy](#) applies.

Sharing information with non-DIRECTV companies that provide services for us or for you: We share information that identifies you personally with vendors that perform services for us or that support the App, including marketing or ad delivery services. Another example would be programmers and networks who provide the programming that you watch through the App. We do not allow those vendors to use your information for any purpose other than to perform those services, and we require them to protect the confidentiality and security of data they get from us.

Sharing information with other non-DIRECTV companies or entities: There are also times when we provide information to other companies and entities, such as

government agencies, credit bureaus and collection agencies, without your consent for reasons such as:

- Complying with court orders, subpoenas, lawful discovery requests and as otherwise authorized or required by law. Like all companies, we are required by law to provide information to government and law enforcement agencies, as well as parties to civil lawsuits.
- Detecting and preventing fraud.
- Providing or obtaining payment.
- Enforcing our agreements and protecting our rights or property.
- Routing our products and services.
- Ensuring operations and security.
- Notifying, responding, or providing information (including location information) to a responsible governmental entity in emergency circumstances or in situations involving immediate danger of death or serious physical injury.

Disclosing personally identifiable information collected from subscribers in response to a court order: When a non-governmental entity obtains a court order, we're authorized to disclose personally identifiable information collected from the subscriber's use of our products and services, but only after providing notice to the subscriber.

When a governmental entity obtains a court order, we're authorized to disclose personally identifiable information collected from the subscriber's use of the TV service, but only if the following conditions are met:

- A judge decides that the governmental entity has offered clear and convincing evidence that the subject of the information is reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case; and
- The subject of the information has an opportunity to appear and contest the governmental entity's claim; and
- We have provided notice to the subscriber as required by applicable state law.
- We are required to notify you about the special requirements we must follow when it comes to sharing your personally identifiable viewing information in response to a court order.

We also may disclose personally identifiable information to a government entity pursuant to valid requests under the Electronic Communications Privacy Act and related statutes, except that such disclosure may not include records revealing a users' selection of video programming.

Sharing metrics reports with non-DIRECTV companies: Sometimes the services you enjoy from us directly involve other businesses. We may pay a network for the rights to broadcast a sporting event or your favorite show. We may be paid by an advertiser to deliver an advertisement or by a business customer, like a hospital or hotel, for our products and services. In such cases, we may use or share information that doesn't directly identify you personally to provide metrics reports to our business customers and service suppliers. We may also share it with advertising and other companies to deliver or assess the effectiveness of advertising and marketing campaigns.

Sharing information for advertising: We show our own ads and ads from other companies, and we share information with third parties for Online Behavioral Advertising purposes. We determine your specific interests based on information collected through the App or that we obtain from third parties, as described in this Policy. When we share data about you with third parties, we may connect it with 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 your personally identifiable information when used for advertising purposes. This could include but is not limited to your Apple or Android advertising ID. The advertisements that you see may be tailored to your interests based on information relating to your use of the App, your relationships with companies that advertise through the App, the advertisements or content you viewed, and your other activities online. For example, this information may include what shows are watched; general interests (for example 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. We determine your specific interests based on information collected from third parties, through the App and from your DIRECTV set-top box, as described in this Policy. To facilitate those ads, we don't share information with advertisers that can directly identify you, such as your name or postal address. Instead, we and our advertisers share limited information with third-party service providers who employ a matching process that connects information about your interests (for example, coffee-lover or sports enthusiast) to identifiers that do not identify you personally but instead are associated with your browser, devices or the App. These online identifiers are used to serve you ads that relate to your interests. We may also compile and provide reports, including in encrypted, aggregated, or de-identified forms, to advertisers about the effectiveness of advertising campaigns. See [Online Behavioral Advertising](#) below for more information about Online Behavioral Advertising and your rights to express choices about our use of your information for the above purposes. Visit [Your Privacy Choices](#) to express your choices.

Sharing information for research: We may share with other companies and entities for research. When we share this information, we require companies and entities to agree not to attempt or to allow others to use it to identify individuals. Our agreements will also prevent those businesses from reusing or reselling the information and require that they will handle it in a secure manner, consistent with this Policy.

Sharing information with DIRECTV affiliates and non-DIRECTV companies for advertising and marketing programs: We may share information with our affiliates like AT&T, and with non-DIRECTV companies to deliver or assess effectiveness of advertising and marketing campaigns as described in the [Choices and controls](#) section below.

Sharing and collecting location information: We collect and share location information, for example to provide access to local programming, such as local news and sports, and advertising. Without Your Location Information, we may not be able to provide access to certain services and features, including live local channels or other content with geographic restrictions. We may use your location to deliver certain features, such as the channel guide. This data may also be used to tailor advertising to you based on your location. You may have the right to control location tracking within our mobile apps or other services through options provided on the specific app or service.

How will the App customer information be governed if you also have other products and services from DIRECTV or its affiliates?

- We may also combine the App customer 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 privacy policy. If we do so, the DIRECTV Privacy Policy applies to the combined data set. Your [DIRECTV Choices and Controls](#) will apply as to the respective program under which it is being used.
- If you're opted into DIRECTV and AT&T's Personalized Plus Advertising program and we combine your data from other DIRECTV and AT&T products and services with App information, the Personalized Plus Advertising terms will apply. See the [Personalized Plus Advertising](#) program for more information.

What information is not covered by this Policy?

- This Policy does not apply if you go to a third-party site from the App, such as when you go to a non-DIRECTV website from the App (by clicking on a link or an advertisement, for example). In this case, the privacy policy of the third-party site may apply.
 - This Policy does not apply to information generated from the use of the DIRECTV STREAM TV Device, such as what you click on or search for, and your voice commands. In this case, the [DIRECTV STREAM Device Privacy Policy](#) would apply.
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Do you have safeguards in place to protect my information?

- 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 App as long as you are a customer and/or user, or until it is no longer needed for business, tax, or legal purposes. You can access or correct this information by writing to us at: DIRECTV Video App Privacy Policy, 2260 E. Imperial Hwy., El Segundo, CA 90245.

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. Unless we have parental consent, we will not contact a child under the age of 13 for marketing purposes.

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.

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 App:

Collection of information: You can stop the collection of information through the App by uninstalling the App.


Sharing of information: You may limit the sharing of information associated with your device advertising ID through your device or App settings.

DIRECTV Set Top Box: If you access the App through your Satellite service you can revoke your opt-in consent for your DIRECTV set-top box data for tailored advertising and for sharing with third parties as part of the [Personalized Plus](#) (formerly Enhanced Relevant Advertising) program by going to [Your Privacy Choices](#). This does not affect choices for Personalized (formerly [Relevant Advertising](#)). You can opt out of [Relevant Advertising](#) at [Your Privacy Choices](#).

DIRECTV STREAM promotional emails: For DIRECTV STREAM subscribers, by creating an account, you agree to receive promotional emails regarding your respective

subscriptions. You can always unsubscribe from emails relating to DIRECTV STREAM by clicking the unsubscribe link at the bottom of the promotional email you receive.

Online Behavioral Advertising also known as tailored or personalized advertising, is automated, customized advertising that you see when using online services, like ads in mobile apps or on websites. Those ads are served to you based on inferences about your interests. Those interests are determined from data collected about you, whether by DIRECTV or other parties.

- We work with ad companies that may serve ads for us, and for others, across your use of online services. We and these companies may use cookies, mobile advertising identifiers, and other technologies to collect information about your use of our and other websites and apps. This information may be used to, among other things, analyze and track online and in-app activities and deliver ads and content tailored to your interests as part of our, our advertisers' and third parties' advertising programs.
- In accordance with industry self-regulatory principles, you can opt out of Online Behavioral Advertising from companies who participate in the [Digital Advertising Alliance](#) by going to their [Consumer Choice Page](#) or selecting this icon  when you see it on an online ad. To limit collection of data on websites that may be used for advertising, learn about how to manage [cookies and other similar technologies on your computer](#).
- To limit collection of data on websites that may be used for advertising, you can manage cookies and other similar technologies on your computer or other device. If you change computers, devices, web browsers or you delete cookies, you will need to opt out again. Please note that our collection of web browsing information works independently of your web browser's privacy settings with respect to cookies and private browsing

California opt-out preference signal processing notice (applies to California residents only). In addition, effective January 1, 2023, if you access a DIRECTV website from a California based device with an opt-out preference signal enabled in your browser that we recognize (like the Global Privacy Control), we will process the opt-out preference signal and apply it as your cross-context behavioral advertising preference. This means that we will suppress targeted advertising cookies on your device and set a Do Not Track cookie to identify your preference if you visit without your signal on. To provide additional information to opt-out of the sale or sharing of your personal information, please visit [Your Privacy Choices](#). We do not otherwise currently respond to Do Not Track and similar opt-out signals.

For rights, choices and controls you may have regarding use of your information from other DIRECTV products and services please see <https://www.directv.com/privacy/privacy-center/>.

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 could reasonably be linked with California residents 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, or passport number.
- Unique and online identifiers, such as internet protocol address or device IDs.
- Commercial information, such as records of products or services purchased or on demand viewing histories and viewership information.
- Demographic information, such as gender, age, income levels, and language preferences.
- Video footage (e.g., CCTV); audio recordings; photographs, calendar information.
- Internet, gaming, or other electronic network activity information, such as browsing history, search history and interaction with an app.
- Professional or Educational Information.
- Biometric information

- Location information ([see above](#)).
- In game or online viewing activities (e.g., videos viewed, pages viewed).
- Inferences drawn from CCPA PI, such as preferences 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. Please see the [Online Behavioral Advertising](#) section above to learn more about those third parties' collection of information.

Information we 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 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. According to this broad definition, in the year before the date this Policy was issued, a "sale" 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 as 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 interaction with an app
- Location Information ([see above](#))
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, and behaviors.

We may have sold or shared each of the categories of CCPA PI listed immediately above 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 of 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 disclosed 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 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, 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, taking into account 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 at a later date, but we will wait at least 12 months before doing so.

You may also send us a request to opt-out of sharing and selling through certain browser-enabled preference signals. If you do, we will assist you in completing the request accordingly.

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 products and 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 contact 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 a 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 consumer 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 [Your Privacy Choices](#) page. 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 residents.

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, taking into account 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, after January 1, 2023, we will get your opt-in consent prior to collecting 'sensitive' Virginia Personal Data. If you are in Virginia, you will be opted out of Personalized Plus advertising by default. To update your sharing and collection consent preferences, please visit [Your Privacy Choices](#).
- **Right to Appeal.** If we refuse to take action 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.

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 emailing or writing us about this Policy.

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

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 Video App Privacy Policy, 2260 E. Imperial Hwy., El Segundo, CA 90245.

Thank you for choosing DIRECTV.