

AT&T TV Device Privacy Policy

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Effective 7.01.2020

Our AT&T TV Device Privacy Policy.

This policy ("Policy") applies to you and anyone else who uses the AT&T TV Device ("Device"), provided by DIRECTV LLC and its affiliates ("we"). You and each user that accesses the Device agree to the AT&T TV Device [Terms of Use](#) and collection, use, and sharing of data identified in this Policy. 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.

When and what information is collected?

We collect information from:

1. Use of the Device. This includes information like:
 - Search queries (such as what you click on or search for, and voice commands 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.
2. Third parties. This includes information like demographic data and data from other available sources.

How might we use your information?

- We may use the information, including Device Location, collected through use of the Device to: deliver and improve the service; tailor your experience, including things like making recommendations; conduct analytics; prevent fraud; and 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.
- Without Your Device 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 Device Location Information collected from the Device, with other data as described in this Policy.

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

- We may share information collected through the Device as described in this Policy with:
 - Other companies within the AT&T family of companies, including any of our affiliates (including those that may not share the DIRECTV or AT&T brands such as Xandr and the WarnerMedia family of companies);
 - Vendors who perform services like: 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;
 - Programmers and networks who provide the programming that you watch through the Device; and
 - Third parties for their advertising or marketing uses (including how you use the Device and Your Device 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 Device Location Information as described in this Policy. When we share data with third parties, we use identifiers such as device or operating system identifiers. 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), ad networks (companies that deliver and track ads for advertisers across numerous websites, applications and devices), and other similar companies that are involved in creating and delivering advertisements.
- Your information 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 a 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 911 requests and other emergencies or exigencies;
 - Comply with court orders and other legal 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 will Device information be governed if you also have products and services from AT&T?

- The information generated and derived from this 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.
- If we combine Device information with other data collected from your use of other AT&T products and services that are covered by the AT&T Privacy Policy, the combined data will be governed by the [AT&T Privacy Policy](#). Your [AT&T Choices and Controls](#) will apply to the program under which the data is being used.
- If you're opted in to AT&T's Enhanced Relevant Advertising program and we combine your data from other AT&T products and services with Device information, the [Enhanced Relevant Advertising terms](#) will apply.

What information is 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 AT&T and DIRECTV video apps (e.g. AT&T TV, WatchTV and DIRECTV app). The respective privacy policies of those video apps would apply. To clarify, this is the policy for the Device, which may be used for AT&T or non-AT&T apps. Video apps used on the Device, whether AT&T or non-AT&T, have separate privacy policies for information like what shows are watched, etc.

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 Device as long as you are a customer and/or user or until it is no longer needed for business, tax or legal purposes.

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.

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

- You are in control. 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 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 in corporate ownership or to this policy?

- 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 as a result of such a proceeding.
- We may update this Policy as necessary to reflect changes we make and to satisfy legal requirements. The most recent version of the Policy will always be made available through the Device. If we make material changes to this Policy, we will notify you to obtain your consent.

Your California Privacy Rights

- California Civil Code Section 1798.83 entitles California customers to request information concerning whether a business has disclosed personal information to any third parties for their direct marketing purposes. As stated in this Policy, by using our Device you agree to the sharing of your information with other companies to use for their own marketing purposes. If you don't want us to share your information collected through our Device with third parties, you must factory reset or stop using the Device.
- California customers who want to request further information about our compliance with these requirements or would like to request a copy of information regarding our disclosure to third parties for their direct marketing purposes in the preceding calendar year or have questions or concerns about our privacy practices and policies may contact us at the contact information listed below.

California Consumer Privacy Act (CCPA)

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

THE INFORMATION WE COLLECT AND SHARE

We want to provide our customers with the information they need to exercise their rights over their CCPA PI. Here is information about the CCPA PI we have collected from and shared about consumers over the past year.

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:

- Address and other identifiers – such as name, postal address, email address, account name, or other similar identifiers
- Unique and online identifiers – IP address, device IDs, or other similar identifiers
- Commercial information – such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
- 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
- Location Information (see above)
- In Game or Online Viewing Activities (e.g., videos viewed, pages viewed)
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, behaviors.

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

- Performing services on behalf of the business, 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 other AT&T companies
- Publicly available sources – such as public records

Information We Shared About Consumers

In the year before the date this policy was issued, we shared these categories of CCPA PI with entities that provide services for us, like processing your bill:

- Address and other identifiers – such as name, postal address, email address, account name, or other similar identifiers
- Unique and online identifiers – IP address, device IDs, or other similar identifiers
- Commercial information – such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
- 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
- Location Information (see above)
- In Game or Online Viewing Activities (e.g., videos viewed, pages viewed)
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, behaviors.

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

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

The CCPA defines 'sale' very broadly and includes the sharing of 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 name, postal address, email address, account name, or other similar identifiers
- Unique and online identifiers – IP address, device IDs, or other similar identifiers
- Commercial information – such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
- 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
- Location Information (see above)
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, behaviors.

We may have sold 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
- Other AT&T companies

YOUR RIGHT TO REQUEST DISCLOSURE OF INFORMATION WE COLLECT AND SHARE ABOUT YOU

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

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

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

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

To exercise your right to request the disclosure of your CCPA PI that we collect or share, either [visit our CCPA page](#) 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 our CCPA page](#) or contact us at 866-385-3193. Requests for deletion of your CCPA PI are generally free.

YOUR RIGHT TO ASK US NOT TO SELL YOUR CCPA PI

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

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

Verification of Identity – Access or Deletion Requests

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, 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 DATA RIGHTS

We are committed to providing you control over your CCPA PI. If you exercise any of these rights explained in this section of the Privacy Policy, we 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 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 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.

How to contact us about this Policy

Contact us at either of these addresses for any questions about this Policy.

- Email us at privacypolicy@att.com.
- Write to us at AT&T TV Device Privacy Policy, Chief Privacy Office, 208 S. Akard, Room 2100, Dallas, TX 75202.

Thank you for choosing AT&T.