

# Our DIRECTV App Privacy Policy

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## **Effective 7.1.2020**

This policy applies to your use of the DIRECTV app, provided by DIRECTV ("we"). The app is an extension of your DIRECTV satellite subscription and can be accessed through any device connected to the internet. This Policy also applies to data about your home television viewing that we collect from your DIRECTV set-top box ("set-top-box").

The AT&T Privacy Policy does not apply to this app, unless we combine your data from this app, or from your DIRECTV set-top box through the Enhanced Relevant Advertising program, with other data collected from your use of other AT&T products and services.

By agreeing when you download and/or use this app, you agree to the following collection and uses of data, on each device on which your account is used, and to the [End User License Agreement](#). You are responsible for making sure all users of this app on your account agree to this Policy. It is important that you share this Policy with all account users and communicate the account holder's choices to them.

### **When and what information is collected?**

We collect information about you from:

1. Your use of the app on any device. This includes things like:
  - what videos, stations, or programs you watch and when
  - where you're located
  - how you use the app
2. Your DIRECTV set-top box, if you have not revoked your consent for use of your DIRECTV set-top box data for advertising and sharing with third parties. Please see the section below titled **What choices and controls do I have over the use of my data?**
3. Your account. This includes things like:
  - information you provide us through the registration process
  - log-in credentials
  - email address
  - billing address
  - demographic information (e.g., through registration)
  - subscription plans for AT&T and/or DIRECTV accounts linked to the app
4. The devices on which you use the app. This includes things like:
  - device type and operating system
  - connection type
  - software
  - mobile number and IP address
  - location
  - unique identifiers associated with the devices
5. Third parties, including things like:
  - demographic and other data from publicly available sources.

**A note about Do Not Track** – We don't respond to "do not track" signals. For more information on Do Not Track, please visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### **How might we use your information?**

- We may use the information we collect through your use of this app to provide and improve the service; to tailor your experience including things like providing you with local stations; to make recommendations; to help fulfill advertising and marketing offers, provide or improve service, conduct analytics; and to help us and third parties serve you with advertisements or marketing materials in and outside the app. For more information on how your information is used for marketing purposes, see the sections below titled Do we share your information and, if so, with whom? and What is Enhanced Relevant Advertising and how might we use your information in the Enhanced Relevant Advertising program?
- In addition, we use location information ("Your Location Information"), for example, to provide access to local programming. 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. If you disable location tracking on your device, you acknowledge and agree this app may determine your location, such as using your public IP address, to determine your general location for purposes of delivering services, such as the channel guide.
- We may combine and use viewing data collected from your DIRECTV set-top box with other data, as described in this policy.

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

- By downloading and/or using this app, you grant us consent and agree to let us share your viewing information and other information collected from your device as described in this policy. Your consent also authorizes us to combine and use viewing data collected from your DIRECTV set-top box.
- We may combine information from the app with DIRECTV set-top box information and share such combined information with other companies within the AT&T family of companies and vendors to help fulfill marketing offers, provide or improve service, conduct analytics, and serve you with advertisements or marketing materials in and outside the app.
- We also may share with third parties your specific interests (e.g., "interested in Game of Thrones") and other information collected about you as described in this Policy. We determine your specific interests based on information collected through the app and your DIRECTV set-top box, as described in this policy. When we share information, we use identifiers such as device or operating system identifiers. This could include but is not limited to your Apple or Android advertising ID, (which are commonly used by many other apps for their own advertising purposes.)

- We share this information to help fulfill marketing offers, provide or improve service, conduct analytics; and to help us and third parties serve you with advertisements or marketing materials in and outside the app.
- When we say "third parties," we mean advertisers, content providers (companies that create or distribute video programming or content), social media networks, analytics firms (companies that measure and analyze consumer behavior in the app, including what users watch) and ad networks (companies that deliver and track ads for multiple advertisers across numerous websites).
- To see choices and controls about the use and sharing of your information, see the section below titled **What choices and controls do I have over the use of my data?**
- Your information may be used in aggregate and anonymous reports that won't identify you personally, such as a report on how many people watched 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;
  - Assist with identity verification, and prevent fraud and identity theft;
  - 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.
- 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:
  - In the case of a court order obtained by a non-governmental entity, we are authorized to disclose personally identifiable information collected from subscribers as a result of the subscriber's use of services only after providing prior notice to the subscriber.
  - In the case of a court order obtained by a governmental entity, we are authorized to disclose personally identifiable information collected from subscribers as a result of the subscriber's use of service only if, in the court proceeding relevant to the order:
    - i. The governmental entity offers 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
    - ii. The subject of the information has an opportunity to appear and contest the governmental entity's claim; and
    - iii. We have provided notice to the subscriber as required by applicable state law.
  - 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.

#### **What is Enhanced Relevant Advertising and how might we use your information in the Enhanced Relevant Advertising program?**

- Enhanced Relevant Advertising is an advertising program that tailors ads to your interests by sharing and combining data with third parties as described above in **Do we share your information and, if so, with whom?**
- As part of the Enhanced Relevant Advertising program, data may be collected from this app and from your DIRECTV set-top box and may be disclosed (using identifiers such as device or operating system identifiers) to third parties consistent with the description above in **Do we share your information and, if so, with whom?**
- When you opt-in to Enhanced Relevant Advertising, you override any previous relevant advertising choices made under the AT&T privacy policy.

#### **How will DIRECTV customer data be treated if you also have other products and services from AT&T?**

If we combine your information from this app and your DIRECTV set-top box with other data collected from your use of other AT&T products and services, this combined data will be governed by the [AT&T Privacy Policy](#) and the [AT&T Choices and Controls](#) will apply. Those choices and controls do not apply, however, to data derived only from the app and your set-top box data obtained through the Enhanced Relevant Advertising program, which you agree are governed by this policy.

#### **What safeguards do you have in place to protect my information?**

- We work hard to protect your information. And we've established electronic and administrative safeguards designed to help make the information we collect secure.
- In the event of a security breach, laws and regulations guide 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 as long as you are a DIRECTV 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: AT&T App Privacy Policy, Chief Privacy Office, 208 S. Akard, Room 1033, Dallas, Texas 75202.

#### **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 have some choices and controls over how your data is collected and used when you use this app.
- You can revoke consent for AT&T to collect and share your future app viewing information and other app information at any time, by un-installing the app.
- 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 Enhanced Relevant Advertising program by going to [Manage my Privacy Settings](#). This does not affect choices for Relevant Advertising. If you want to opt out of Relevant Advertising as described in the AT&T privacy policy, go [here](#).
- You can choose not to receive some types of advertising through this app.
  - Opt-out of Online Behavioral Advertising provided by AT&T and other advertisers on your computer by clicking the "[Advertising Choices](#)" link at the bottom of our web pages.
  - Opt-out of online behavioral advertising from many other ad networks at the [Network Advertising Initiative \(NAI\) site](#).
  - When you see online ads for AT&T products and services that display this icon, click and you will get information on how to opt-out.
- To limit collection of data on web sites that may be used for advertising, go [here](#) for information on how to manage cookies and other similar technologies on your computer.

Your information may still, however, be used in aggregate and anonymous reports. For rights, choices and controls you may have regarding use of your information from other AT&T products and services please see [www.att.com/privacy](http://www.att.com/privacy).

**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 Privacy Policy as necessary to reflect changes we make and to satisfy legal requirements. We will post a prominent notice of material changes on our website and the most recent version of the Privacy Policy will be made available through the app. We will provide you with other appropriate notice of important changes at least 30 days before the effective date.

**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 app 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 with third parties your information collected through our app you must uninstall the app from your device and stop using it.

California customers who wish 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 [privacypolicy@att.com](mailto:privacypolicy@att.com), or write to us at: AT&T App Privacy Policy, Chief Privacy Office, 208 S. Akard, Room 1033, Dallas, Texas 75202.

**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 you with the information about how to exercise rights involving 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, Social Security number, driver's license number, passport number, 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
- 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 categories of CCPA PI listed above 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 providers who provide services for us, like processing your bill:

- Address and other 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 – 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
- 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 categories of CCPA PI listed immediately above 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, Social Security number, driver's license number, passport number, 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
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, behaviors.

We may have sold 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
- 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 click [here](#) 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 click [here](#) 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 clicking [here](#) or contact 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 the way you normally 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. Consistent with the CCPA, if we collect CCPA PI that we know is from a child under 16 years old, 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.

Any customer who wishes to request further information about our compliance with these requirements, or who has questions or concerns about our privacy practices and policies, can email us at [privacypolicy@att.com](mailto:privacypolicy@att.com), or write to us at AT&T Privacy Policy, Chief Privacy Office, 208 S. Akard, Room 2100, Dallas, TX 75202.

**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@att.com](mailto:privacypolicy@att.com), or write to us at: AT&T App Privacy Policy, Chief Privacy Office, 208 S. Akard, Room 1033, Dallas, Texas 75202.