

# DIRECTV Privacy Policy

Effective August 26, 2021.

Your information and your privacy are important – to you and to us. Our policy explains how we use your information, keep it safe, and the choices you can make about how your information is used.

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## When this Policy applies

This Privacy Policy (“Policy”) covers the information generated when you use or subscribe to DIRECTV products, services, apps, websites, or networks to which this policy is linked. In the policy, we call them “Products and Services” for short. They include video, entertainment, advertising, and other products, services, and apps. This Policy applies to you and anyone who uses our Products and Services under your account, except where we identify for you that separate privacy policies or terms and conditions apply. You are responsible for making sure all users under your account understand and agree to this Policy.

Here are special circumstances where this Policy may not apply, or may apply in addition to other policies:

- Some of our Products and Services, for example DIRECTV STREAM, may be covered by their own privacy policies or additional privacy terms and conditions.
- Some of our affiliates, such as AT&T, WarnerMedia companies and Cricket Wireless, have their own privacy policies that apply to data they collect from products, services, and apps they provide. Any data collected subject to this Policy that is shared with those affiliates will still be protected consistent with this Policy.
- Some states, like California, require us to adopt additional policy terms and commitments in accordance with local laws.
- In certain cases, when you're using your DIRECTV Products and Services, other companies may be collecting information, so that your information may be covered by this Policy and other privacy policies at the same time. For example, if you purchase one of our Products or Services from a retailer or if you provide your information to another company through a co-branded website, app or service controlled by the other company, any information you provide to those companies may be subject to just their policy, or subject to both their policy and ours.
- If you are a DIRECTV business customer, we may have written Product and Service agreements that contain specific provisions about confidentiality, security, or handling of information. When one of those agreements differs from or conflicts with this Policy, the terms of those agreements will apply instead.

## The information we collect

We collect information about you and how you're using our Products and Services along with information about your devices and equipment. This may include performance information, along with online information, location and TV and video viewing information.

Here are detailed examples of types of information we collect from our Products and Services:

- **Account information** includes things like contact and billing information, service-related details and history and similar information. It also includes technical, equipment and usage information that relate to the Products and Services we provide you.

- **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, search terms you enter, items identified in your online shopping carts and other similar information.
- **Equipment Information** includes information that identifies or relates to your equipment, such as type, identifier, status, settings, configuration, software, or use.
- **Network performance** and usage information includes information about the networks used to deliver our Products and Services.
- **Location information** includes your street address, your ZIP code and the location of the device used to access our Products and Services. Location information is generated when the devices, Products or Services you use interact with cell towers, Wi-Fi routers, Bluetooth services, access points, other devices, beacons and/or with other technologies, including GPS satellites.
- **TV and video viewing information** is generated when you use our Products and Services, such as satellite, apps, or a streaming service. We get information from the technologies you use to watch TV or video. These services may also include video on demand, pay per view, streaming service, interactive services and games, DVR services, TV apps for a tablet or smartphone and similar services and products. If you are watching TV or video through a web browser or app, we may also collect information as described above in the online information section. We also collect information related to your use and interaction with the equipment in your home, including the TV receivers, set top boxes, remotes and other devices you may use to access our services.

## 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 directly communicate with us.
- **We automatically get it** when you use, or your device uses, our Products and Services.
- **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 we use your information

We use your information to power our Products and Services and to improve your experiences. We use your information to provide, support, improve, protect, analyze and bill for our Products and Services; to communicate with you about our Products or Services; to market our Products and Services; to detect and avoid fraud; for advertising; and for research purposes.

Here are examples of ways we use your information:

- Providing our Products and Services.
- Contacting you.
- Tailoring your viewing experience, including things like making recommendations and providing you with local programming.
- Improving your experience and protecting the Products and Services we offer. This includes things like customer care, security, verifying or authenticating your identity, detecting fraud, billing, and collection, protecting your financial accounts, authorizing transactions and the development of future Products and Services.
- Helping us plan, deploy, improve, protect, and defend our infrastructure, detecting and preventing fraud, security, protecting our property and legal rights, and for other lawful purposes.
- Creating engaging and customized experiences and offering new or improved Products and Services or offers. This is based on things like the information we've collected and our research, development, and analysis.
- Supporting and providing location services.
- Designing and delivering advertising and marketing campaigns to you and others and measuring their effectiveness. See [Privacy Choices and Controls](#) 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.
- Creating aggregate business and marketing insights, and helping companies develop aggregate insights to improve their business (for instance, to market their products and services).
- Preventing and investigating illegal activities and violations of our Terms, Use Policies and other service conditions or restrictions.

## How we share your information

- **We share it with your permission.**
- **We share it with our affiliates – like AT&T, WarnerMedia, Xandr and other companies.**
- **We share it with non-DIRECTV companies or entities as explained in this Policy.** For more details about how your information may be shared for advertising and marketing see [Privacy Choices and Controls](#).

**Sharing information with our affiliates – like AT&T, WarnerMedia, Xandr and other companies:** Our Products and Services are developed, managed, serviced, marketed, and sold by a variety of our affiliates. We share information that may identify you personally internally among our affiliates, such as AT&T, the WarnerMedia family of companies, Xandr and Cricket Wireless. You can learn more about our affiliates by going to [about.att.com](http://about.att.com). For information collected under this Policy, we require the affiliate to use, share and protect the information consistent with this Policy, including honoring your communications preferences for first-party marketing of their products and services, your advertising consents and your California Data Rights. We may also combine information that identifies you personally with data that comes from an app or affiliate that has a different privacy policy. When we do that, our Policy applies to the combined data set.

**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 Products or Services provided to you, including marketing or ad delivery services. We do not require consent for sharing with our vendors for these purposes. 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 in a way that's consistent with this Policy.

**Sharing information with other non-DIRECTV companies or entities:** There are also times when we provide information that identifies you personally to other companies and entities, such as government agencies, credit bureaus and collection agencies, without your consent, but where authorized or required by law. Reasons to share include:

- 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 fraud.

- Providing or obtaining payment for your service.
- 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.
- Alerting the National Center for Missing and Exploited Children to information concerning child pornography of which we become aware through the provision of our services.
- Enforcing our legal rights, protecting our property, or defending against legal claims.

**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 to provide its employee with a service. In such cases, we may use or share information that doesn't 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 research:** We may share information that doesn't identify you personally 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 businesses from reusing or reselling the information and require that they will handle it in a secure manner, consistent with this Policy.

**Sharing information for aggregate media research reports:** We share TV and video viewing information, tied to identifiers that do not identify you personally, with media research companies. They combine this data with other information to provide audience analysis services about what shows certain audience segments are watching. We require that they only use it to compile aggregate reports, and for no other purpose. We also require businesses to agree they will not attempt to identify any person using this information, and 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, WarnerMedia, Xandr and other companies, and with non-DIRECTV

companies to deliver or assess effectiveness of advertising and marketing campaigns as described in [Privacy Choices and Controls](#).

**Sharing information to support location services:** Location services rely on, use, or incorporate the location of a device to provide or enhance the service. Location services may collect and use or share location information to power applications on your device (those that are pre-loaded or those that you chose to download), such as mapping and traffic apps, or other location services you subscribe to. DIRECTV will not share your location information for location services without your consent (to us or a company providing you service), except as required by law. If you purchase location services from another company, the use or disclosure of location information is governed by the agreement between you and the service provider, including any applicable privacy policy of the service provider, and is not governed by this privacy policy. In other cases, for example parental controls services, the account holder for the location services, instead of a user, may initiate or subscribe to the location services and provide the required consent.

#### **Disclosing personally identifiable information collected from television**

**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 TV subscribers as a result of the subscriber's use of TV service, but only after we let the subscriber know what's going on. When a governmental entity obtains a court order, we're authorized to disclose personally identifiable information collected from a TV subscriber as a result of the subscriber's use of 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.

## **Your Privacy Choices and Controls**

You can [Manage Your Privacy Choices](#) about how we contact you and how we use or share your information. You also have choices about how certain third parties and advertisers use your information, including how we use and share your information for advertising, marketing, and analytics.

## Communication preferences

Sometimes we have offers or programs that may interest you. We'd like to be able to tell you about these. You can manage how we do it. You can opt-out of marketing and advertising programs, but we still may contact you with service and non-marketing messages.

- **Email:** You can opt-out of marketing emails by clicking the unsubscribe link at the bottom of the email you wish to stop receiving and following the steps to notify us that you no longer wish to receive marketing emails, or by using our [email unsubscribe](#).
- **Text messages:** Opt-out of our marketing text messages by replying "stop" to any message.
- **Consumer telemarketing:** Ask to be removed from our consumer telemarketing lists by contacting us at 800-531-5000, or by sending an e-mail to [privacypolicy@directv.com](mailto:privacypolicy@directv.com). You also can ask the DIRECTV representative to remove you from our telemarketing lists when you receive a marketing or promotional call from us.
- **Business telemarketing:** Where required by local laws and/or regulations, we'll remove your business information from our telemarketing lists at your request.
- **National Do Not Call Registry:** The FTC maintains a National Do Not Call Registry at [donotcall.gov](http://donotcall.gov), and some states in the United States may maintain their own Do Not Call Registry. Putting your number on these registries also may limit our telemarketing calls.
- **Automated messages:** In some cases, we will ask for your permission to send you automated calls or messages to your mobile phone. To opt-out of these calls or messages from us, go to [Manage Your Privacy Choices](#). As required or allowed by law, even if you opt-out, we may continue to contact you with automated calls or messages at the telephone number issued by us for certain important informational messages about your service. For example, we may need to let you know about a problem with your TV service.
- **Postal mail:** You can review our [Residential Do Not Mail Policy Statement](#) and limit postal mail solicitations. You'll still receive billing statements, legal notices, product updates and other similar correspondence, and you may still receive some promotional mailings.

**Choices about how we use and share your information for advertising, marketing, and analytics**



You have choices about whether your information is used or shared in our programs that provide you with marketing and advertising tailored to your interests and for aggregate analytics. Our collection and use of information operates independently in many cases from the user controls and settings on your device, through your operating system, or on third-party websites or apps.

**Online behavioral advertising:** Online behavioral 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. These companies may use cookies, mobile advertising identifiers, and other technologies to collect information about your use of our websites and other websites. This information may be used to, among other things, analyze and track online activities and deliver ads and content tailored to your interests as part of our advertising programs, such as Relevant Advertising.
- 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 icon when you see it on an online ad.

**Relevant Advertising and Enhanced Relevant Advertising:** Relevant Advertising and Enhanced Relevant Advertising are programs we operate in collaboration with our AT&T affiliates. Both use information to deliver ads that we think might interest you on websites, TV and video programming, apps and other properties, sites, or services.

- **Relevant Advertising:** This program is used to tailor the ads you see to match your interests. It doesn't give you more advertising—it just makes the ads you see more likely to be relevant to you. If you don't want to receive Relevant Advertising, you may opt-out by going to [Manage Your Privacy Choices](#).
  - Information we use for Relevant Advertising: In this program, we use information about your use of our Products and Services, information we get from companies like our advertising partners, and demographic information like ZIP code and age range to deliver or assess effectiveness of advertising and marketing campaigns. We use the information we collect about you, like your TV viewing, your location, or information about the apps you use or the websites you visit in

combination with other information that our affiliates may have about you to place you into demographic or interest categories like “sports enthusiast” or “coffee lover.” We do not use or share sensitive information such as medical conditions or diagnosis or financial account records to target ads. We don’t use or share information you provide to encrypted websites.

- Information we share in Relevant Advertising: We may share non-sensitive information, such as your device information, information from companies like our advertising partners, and demographic information like your age range, gender, and ZIP code. We may share this information with third parties, such as advertisers, programmers and networks, social media networks, analytics firms, ad networks, and other similar companies that are involved in creating and delivering advertisements. When we share that information, we combine it with an identifier like a device or ad ID (such as Apple or Android Ad ID).
- Information we don’t share in Relevant Advertising: We don’t share information about your individual web browsing or TV and video viewing. Nor will we share the precise location of your device, Social Security number, full date of birth, credit card information or driver’s license number. When we share information with third parties, we won’t share your name or identify you by anything other than an identifier, like a device or ad ID.
- **Enhanced Relevant Advertising:** This opt-in program further personalizes the ads you see. With your prior consent, this program lets us use and share additional information for advertising and marketing purposes. Please see the Enhanced Relevant Advertising [Terms and Conditions](#) for more details. If you’d like to participate in Enhanced Relevant Advertising or change your previous choice, you can go to [Manage Your Privacy Choices](#) .

### **External Marketing and Analytics:**

We may use or share information that does not identify you personally to help our business customers develop aggregate insights that improve their businesses. This information may be combined with data from our affiliates and other information, such as demographic information or an identifier like a device ID or ad ID. We require that your information be used only to develop aggregate insights that will improve products and services. In addition, we require anyone who receives this data to agree they will only use it for aggregate insights, won’t attempt to identify any person or device using this information, and will handle it in a secure manner, consistent with this Policy.

If you don't want your information included in External Marketing and Analytics, you can opt out by going to [Manage Your Privacy Choices](#).

## Other Choices

- **DIRECTV Puerto Rico:** If you're a DIRECTV customer in Puerto Rico, you can exercise and manage your choices by visiting <https://www.directvpr.com/Midirectv/ingresar> or by calling (787) 776.5252.
- **Online behavioral advertising by Industry Participants:** 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 its [Consumer Choice Page](#) or selecting icon when you see it on an online ad. To limit collection of data on websites that may be used for advertising, you can [manage cookies and other similar technologies](#) on your computer. 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. In addition, we don't currently respond to Do Not Track and similar signals. You can manage DIRECTV's use of web browsing information at [Manage Your Privacy Choices](#).

## Security

We work hard to safeguard your data using a range of technological and organizational security controls.

We maintain and protect the security of computer storage and network equipment, and we use security procedures that require employees to authenticate themselves to access sensitive data. We also limit access to personal information only to those with jobs requiring such access. We require callers and online users to authenticate themselves before providing account information.

No security measures are perfect, however. We can't guarantee that your information will never be disclosed in a manner inconsistent with this Policy. If a breach were to occur, we will notify you as required by applicable law.

## Data storage, transfer, retention, and accuracy

We take steps to ensure that data is processed according to this Policy and to the requirements of applicable law of your country and of the additional countries where the data is subsequently processed.

Data we collect may be processed and stored in the United States or in other countries where we or our affiliates or service providers process data.

We keep your information as long as we need it for business, tax, or legal purposes. After that, we destroy it by making it unreadable or indecipherable.

Need to update your information? We're happy to help you review and correct the information we have on your account and billing records. For more information, please see the [Contact Us](#) section of this Policy.

## **Other privacy information**

### **Changes in ownership or to the Policy**

Information about our customers and users, including information that identifies you personally, 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.

We may update this Policy as necessary to reflect changes we make and to satisfy legal requirements. We'll post a prominent notice of material changes on our websites. We'll give you reasonable notice before any material changes take effect.

### **Information specific to children**

We don't knowingly collect personally identifying information from anyone under the age of 13 unless we first get 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.

You may e-mail us at [privacypolicy@directv.com](mailto:privacypolicy@directv.com), call us at 800-531-5000 or write to us at DIRECTV ATTN: Privacy Policy, 161 Inverness Drive West, Englewood, CO, 80112 with any questions or concerns you may have about our privacy 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's [Parental Controls](#).

## **Your California Privacy Rights and other Information for our California customers**

We comply with special legal requirements for California residents associated with access, deletion and sale or sharing of residents' data and application of do not track notices.

**Website data collection:** We don't knowingly allow other parties to collect personally identifiable information about your online activities over time and across third party websites for their own use when you use our websites and services unless we have your consent.

**Do Not Track notice:** We don't currently respond to Do Not Track and similar signals. Please go to [All About Do Not Track](#) for more information.

[California customers have the right](#), in certain circumstances, to request information about whether a business has disclosed personal information to any third parties for their direct marketing purposes. You have the right to opt-out of our disclosing your information to third parties for their marketing purposes. To find out more, go to [Manage Your Privacy Choices](#).

### **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 associated with personal information – 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 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.
- Professional or Educational Information.
- Video Footage (e.g., CCTV); Audio Recordings; Photographs; Calendar Information.
- Location Information (see above in “The information we collect”).
- Biometric information such as unique biological pattern or characteristic or other unique physical or digital representation of biometric data, that is used to identify a specific individual.
- 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 prevention and authentication/identify verification.
- 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 companies affiliated with DIRECTV.
- 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, 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 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.
- Professional or Educational Information.
- Video Footage (e.g., CCTV); Audio Recordings; Photographs; Calendar Information.
- Location Information (see above in “The information we collect”).
- Biometric Information (see above in “Information We Collected From Consumers”).
- 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 and authentication/identity verification 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 associated with television viewing, 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 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 “The information we collect”).
- 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.
- DIRECTV affiliates, like AT&T, WarnerMedia, Xandr, and other 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 categories of 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 [www.directv.com/ccpa](http://www.directv.com/ccpa) 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 [www.directv.com/ccpa](http://www.directv.com/ccpa) 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 [www.directv.com/ccpa](http://www.directv.com/ccpa) 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 a 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.

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 contact us at [privacypolicy@directv.com](mailto:privacypolicy@directv.com), or write to us at DIRECTV ATTN: Privacy Policy, 161 Inverness Drive West, Englewood, CO, 80112.

## **How to contact us about this Policy**

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

- Email us at [privacypolicy@directv.com](mailto:privacypolicy@directv.com).

- Write to us at DIRECTV ATTN: Privacy Policy, 161 Inverness Drive West, Englewood, CO, 80112.

For questions not related to privacy, go to the “Contact Us” link at the bottom of any [directv.com](http://directv.com) page. You also can access your online account at [directv.com](http://directv.com) for additional service options.

If you are not satisfied with our resolution of any dispute, including with respect to privacy or data-use concerns, please review a description of our dispute resolution procedures in our Residential Customer Agreement at <http://www.directv.com/legal/directv-residential-customer-agreement>.

You also have the option of filing a complaint with the FTC Bureau of Consumer Protection by using an [online form](#) or by calling toll-free [877.FTC.HELP](tel:877.FTC.HELP) [(833) 378.0829; TTY: (844) 522.8838]. Other rights and remedies also may be available to you under federal or other applicable laws.

If you’re a DIRECTV TV subscriber, you also have certain rights under Section 338(i) of the Federal Communications Act.

Customer service contact numbers can be found at [directv.com](http://directv.com).