

DIRECTV Video Apps Privacy Policy

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This policy (“Policy”) applies to you and anyone else who uses the DIRECTV app and any other app that we control that links to this Policy. All of these are collectively referred to as (“the App”), which is provided by DIRECTV, LLC and its affiliates (“we” or “us”) and 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. 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 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 present, 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](#)) and to the collection, use, and sharing of data identified in this Policy. Please note that your use of the DIRECTV STREAM TV Device is governed by a separate [DIRECTV STREAM Device Privacy Policy](#).

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.

When and what information is collected?

We collect information about you from:

1. Your use of the App on your phone, tablet, computer, Smart TV, or any other device. This includes information like:
 - what videos, stations, and programs you watch or record and when;
 - where you’re located; and
 - how you use the App (such as what you click on or search for).
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: "What choices and controls do I have over the use of my data?"

3. Your account. This includes information like:
 - information you provide us through the registration process (such as log-in credentials, email address, billing address, demographic information, and subscription plans for accounts linked to the App); and
 - subscriptions to DIRECTV STREAM services associated with the App.
4. The devices on which the App is accessed. This includes information like:
 - mobile number and IP address;
 - device type and operating system;
 - connection type;
 - software;
 - location; and
 - unique identifiers associated with the devices.
5. Your use of the services made available through any website(s) associated with the App. This includes:
 - information about your computer, like its operating system and IP address; and
 - information from cookies and other similar technologies, including flash cookies, web beacons, widgets, server logs, or third-party plug-ins.
6. Third parties, including information like:
 - demographic and other data from other 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.

How might we use your information?

- We may use the information, including Your Location information, such as GPS or IP address ("Your Location Information") collected through use of the App to: deliver and improve the service; tailor your experience, including things like making recommendations; provide you with local stations and programming; conduct analytics; help fulfill advertising and marketing offers; prevent fraud; and help us and third parties serve you with advertisements or marketing materials in and

outside of the App and assess the effectiveness of advertising and marketing campaigns.

- 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?"
- Without Your Location Information, we may not be able 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.

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

- We may share information collected through the App, as described in this Policy, with:
 - Our affiliates, including AT&T, and other companies, including, for example, that we may combine information from the App with DIRECTV set-top box information and share such information with our affiliates;
 - By downloading and/or using this App, you permit us to share your viewing information and other information collected from your device as described in this Policy. We may also combine and use viewing data collected from your DIRECTV set-top box.
 - Vendors who perform services like: help fulfill marketing offers; provide or improve service; conduct analytics; and serve advertisements and marketing materials in and outside of the App and assess the effectiveness of advertising and marketing campaigns;
 - Programmers and networks who provide the programming that you watch through the App;
 - Third parties for their advertising or marketing uses. These third parties may also share information collected from the App with other third parties for their own advertising or marketing use. 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 through the App and your DIRECTV set-top box, 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 Apple or 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), content providers (companies that create or distribute video programming or content), and other similar companies that are involved in creating and delivering advertisements.
- When you use the App through a third-party device that requests viewing information we will allow the third party to access to this viewing information. This could include, for example, what shows were watched and where you paused the show. We will only allow the third party to access your viewing information if you consent to us sharing it. You may decline to consent or later withdraw your consent from the third-party streaming device.
- Your information may be used in or shared to compile aggregate or anonymous reports that won’t directly 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 emergencies or exigencies;
 - Comply with court orders and other legal process;
 - Assist with identity verification or authentication, 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.

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 this 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 Enhanced Relevant Advertising program and we combine your data from other DIRECTV and AT&T products and services with App information, the Enhanced

Relevant Advertising terms will apply. See the [Enhanced Relevant 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.


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 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.

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 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: 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](#). You can opt out of [Relevant Advertising](#) as described in the [DIRECTV Privacy Policy](#).
 - 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. You can also click the unsubscribe link at the bottom of each promotional email you receive. Your decision regarding whether you want to receive these promotional emails is separate from your decision regarding promotional emails for other DIRECTV Products and Services. You can view your [choices and controls](#) over promotional emails for other DIRECTV products and services.
 - Online Behavioral Advertising: 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](#).
 - After opting out of certain online tracking, if you change computers, devices, web browsers or you delete cookies, you will need to-opt out again.

- We comply with special legal requirements for California residents associated with access, deletion and sale of residents' data.

Even after you have opted out of tracking, your information may still be used in aggregate and anonymous reports.

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

What happens if there is a change in corporate ownership or a change 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. We will post a prominent notice of material changes on our website and the most recent version of the Policy will always be made available through the App.

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 the 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 your information collected through the App with third parties, you must uninstall the App from all of your devices.
- California customers who 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 could reasonably be linked with California residents 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:

- 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 IP address or device IDs
- Commercial information – such as records of products or services purchased or on demand viewing histories
- Internet, gaming, or other electronic network activity information – such as browsing history, search history and interaction with an app
- 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

Information We Shared About Consumers

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

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 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
- 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, 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
- Our affiliates, including AT&T, and other affiliated 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 [visiting 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. Exercising any of the rights explained in this section of the Privacy 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 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.

Your Nevada Privacy Rights

[Nevada's Privacy law](#) 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 consumer collected online that can be combined with an identifier to identify the specific individual. We generally handle Nevada PI in accordance with this Policy.

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

Your Rights under Nevada's Privacy Law. You can ask us not to sell your Nevada PI by visiting our [State Laws](#) page. Once we receive and verify your request, we will not sell this information unless you later allow us to do so.

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.

- [Contact us](#) online.
- 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](#) online or write to us at: DIRECTV App Privacy Policy, 2260 E. Imperial Hwy., El Segundo, CA 90245.

Thank you for choosing DIRECTV.