

DIRECTV Device Privacy Policy

Effective September 1, 2022

Table of Contents

- [When and what information is collected?](#)
- [How might we use your information?](#)
- [Do we share your information and, if so, with whom?](#)
- [How will Device information be governed if you also have products and services from DIRECTV or from one of its affiliates?](#)
- [What information is not covered by this Policy?](#)
- [Do you have safeguards in place to protect my information?](#)
- [Do you collect information about my children's use?](#)
- [What choices and controls do I have over the use of my data?](#)
- [What happens if there is a change in corporate ownership or to this policy?](#)
- [Your California Privacy Rights](#)
- [Your Nevada Privacy Rights](#)
- [Your additional rights](#)
- [How to contact us about this Policy](#)

When this Policy applies.

This policy (“Policy”) applies to you and anyone else who uses a DIRECTV Streaming Device, for example and not limited to the DIRECTV STREAM Device, Gemini, and any associated voice remotes or other devices, (“Device”), provided by DIRECTV, LLC, and/or its affiliates (“we”).

Your agreement to this Policy.

You and each user that accesses the Device agree to the collection, use, and sharing of data identified in this Policy. It is your responsibility to make sure all users of the Device are aware of this Policy. References to “you” throughout this Policy include all users. Note that DIRECTV STREAM and other video apps are covered by a separate [DIRECTV Video Apps Privacy Policy](#).

When and what information is collected?

We collect information from:

1. Use of the Device. This includes information like:
 - Search queries (such as what you click on or search for, voice commands and questions, or other inputs when navigating within the Device);
 - What apps you use and download to the Device, how and when you use them;
 - Device location, such as from IP address or Wi-Fi (“Your Device Location Information”);
 - Unique identifiers, such as the serial number of the Device; and
 - How you connect to the internet, such as the Wi-Fi connection you use.
2. Third parties. This includes information like demographic data and data from other available sources.

How might we use your information?

- We may use the information, including Device Location, collected through use of the Device to: deliver and improve the service; tailor your experience, including things like making recommendations; measure viewership; conduct analytics; prevent fraud; and help us and third parties serve you with advertisements or marketing materials in and outside the Device and assess the effectiveness of advertising and marketing campaigns.

- Without Your Device Location Information, we may not be able to provide access to certain services and features like regional sports programming or local weather.
- We may combine and use data, including Your Device Location Information collected from the Device, with other data as described in this Policy.

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

- We may share information collected through the Device as described in this Policy with:
 - Our affiliates, including AT&T;
 - Vendors who perform services like to: help fulfill marketing offers; provide or improve service; conduct analytics; and serve you with advertisements or marketing materials in and outside the Device and assess the effectiveness of advertising and marketing campaigns;
 - Programmers and networks who provide the programming that you watch through the Device; and
 - Third parties for their advertising or marketing uses (including how you use the Device and Your Device Location Information). These third parties may also share information collected from the Device with other third parties for their own advertising or marketing use. This information may include what apps are accessed; general interests (for example a sports lover); specific interests (for example a basketball fan of a specific team); and other information collected about you including Your Device Location Information as described in this Policy. When we share data with third parties, we use identifiers such as device or operating system identifiers. This could include but is not limited to your Android advertising ID.
- When we say “third parties” with whom we share data, we mean parties such as advertisers, programmers and networks, social media networks, analytics firms (companies that measure and analyze consumer behavior), ad networks (companies that deliver and track ads for advertisers across numerous websites, applications and devices), and other similar companies that are involved in creating and delivering advertisements.

- Your information (tied to identifiers that do not identify you personally) may be used in or shared to compile aggregate reports that won't identify you personally, such as a report on how many people searched for a certain television show or reports we may sell to other companies for their own marketing, advertising or other similar uses.
- We may also share information to:
 - Respond to emergencies or exigencies;
 - Comply with court orders and other legal requirements or process;
 - Enforce our agreements and protect our rights or property; and
 - Obtain payment for products and services including the transfer or sale of delinquent accounts to third parties for collection.

How will Device information be governed if you also have products and services from DIRECTV or from one of its affiliates?

- The information generated and derived from this Device is subject to this Policy; however, some of the services on the Device are provided by Google. Therefore, searches, queries, Device activity and users' network information may also be governed by the applicable Google terms of service and privacy policy.
- We may combine Device 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 policy. When we do that, the [DIRECTV Privacy Policy](#) applies to the combined data set. Your DIRECTV [Choices and Controls](#) will apply to the program under which the data is being used.
- If you're opted in to DIRECTV and AT&T's Enhanced Relevant Advertising (which may also be referred to as Personalized Plus in some contexts) program and we combine your data from other DIRECTV and AT&T products and services with Device information, [the Enhanced Relevant Advertising terms](#) will also apply.

What information is not covered by this Policy?

- This Policy does not apply if you access content in a third-party app from the Device. We will not see what show you watched from third-party apps. In this case, the privacy policy of the third-party app may apply.

- This Policy also does not apply to the use of DIRECTV video apps, like the DIRECTV app, which are covered by a separate [DIRECTV Video Apps Privacy Policy](#). To clarify, this is the Policy for the Device, which may be used for DIRECTV or non-DIRECTV apps. Video apps used on the Device, whether DIRECTV or non-DIRECTV, have separate privacy policies for information like what shows are watched, etc.

Do you have safeguards in place to protect my information?

- We work hard to protect your information. Though we cannot guarantee the protection of your information, we've established electronic and administrative safeguards designed to help make the information we collect secure.
- In the event of a security incident, laws and regulations direct us in how to give you notification when certain types of sensitive information are involved. We will provide you with notice in accordance with these laws and regulations.
- We will keep your personally identifiable information in connection with your use of the Device as long as you are a customer and/or user or until it is no longer needed for business, tax, or legal purposes.

Do you collect information about my children's use?

- We do not knowingly collect personally identifying information from anyone under the age of 13 unless we first obtain permission from the child's parent or legal guardian.

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

- You are in control. You have choices and controls over how your data is collected, used, and shared when you use the App:
 - Collection of Information: You can stop the collection of information through the Device by stopping the use of the Device.
 - Sharing of Information: You may limit the Device from sharing information associated with your Android advertising ID through your Device settings.

What happens if there is a change in corporate ownership or to this Policy?

- Information about our customers and users, including personally identifiable information, may be shared, and transferred as part of any merger, acquisition, sale of company assets or transition of service to another provider. This also applies in the unlikely event of an insolvency, bankruptcy or receivership in which customer and user records would be transferred to another entity as a result of such a proceeding.
- We may update this Policy as necessary to reflect changes we make and to satisfy legal requirements. The most recent version of the Policy will always be made available through the Device. If we make material changes to this Policy, we will notify you to obtain your consent.

Your California privacy rights.

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

California Consumer Privacy Act ("CCPA").

CCPA Personal Information ("CCPA PI") is defined by California law as information that could reasonably be linked with California residents or households.

The CCPA PI 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.

CCPA PI 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, or other similar identifiers
- 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 interaction with an app
- Device 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
- Publicly available sources – such as public records

CCPA PI 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 above categories of CCPA PI with the following categories of third parties who perform services on our behalf:

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

The CCPA defines 'sale' very broadly and includes the sharing of CCPA PI for anything of value. According to this broad definition, in the year before the date this Policy was issued, a 'sale' of the following categories of CCPA PI may have occurred:

- Address and other identifiers – such as 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 obtained or on demand viewing histories
- Internet, gaming, or other electronic network activity information - such as browsing history, search history, and interaction with an app
- Device Location Information (see above)
- Inferences drawn from CCPA PI, such as individual profiles, preferences, characteristics, behaviors.

We may have sold each of the above categories of CCPA PI to the following categories of third parties:

- Analytics and measurement providers
- Companies involved in marketing and advertising
- Our affiliates, like AT&T and other companies

Your right to request disclosure of CCPA PI we collect and share about you.

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

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

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

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

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

Your right to request the deletion of CCPA PI.

Upon your request, we will delete the CCPA PI we have collected about you, except for situations when that information is necessary for us to: provide you with a good or service that you requested; perform a contract we entered into with you; maintain the functionality or security of our systems; comply with or exercise rights provided by the law; or use the information internally in ways that are compatible with the context in which you provided the information to us or that are reasonably aligned with your expectations based on your relationship with us.

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

Your right to ask us not to sell your CCPA PI.

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

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

Verification of identity – access or deletion requests.

Password Protected Account.

If you maintain a password-protected account with us, in most cases you may submit an access or deletion request by authenticating yourself with a password like you would when you access your account (see exceptions below). You'll have to authenticate yourself again to access your data or submit your deletion request.

Former accountholders, non-accountholders (without password protected account).

If you do not have a password protected account, we will ask to verify your identity using our mobile verification process. This process captures an image of your identity document, such as your driver's license, and compares it to a self-photo you submit. We will only use this information to verify your identity. We will delete it after the time expires allowed by the CCPA to process and respond to your request.

If we cannot verify your identity, we will not be able to respond to your request. We will notify you to explain.

Authorized agents.

You may designate an authorized agent to submit requests on your behalf. Your agent will need a valid power of attorney or written permission signed by you. If the agent relies on written permission, we'll need to verify the agent's identity. We may also contact you directly to confirm the permission. Your authorized agent can submit your requests by calling us at 866-385-3193.

We don't mind if you exercise your data rights.

We are committed to providing you control over your CCPA PI. 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 [“When and what information is collected?”](#) 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 [“Do we share your information and, if so, with whom?”](#) 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.

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 [contact us](#) online,

or write to us at: DIRECTV Stream Device Privacy Policy, 2260 E Imperial Hwy, El Segundo, CA 90245.

How to contact us about this Policy.

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

- [Contact us](#) online.
- Write to us at DIRECTV Stream Device Privacy Policy, 2260 E Imperial Hwy, El Segundo, CA 90245.

Thank you for choosing DIRECTV.