



VIDAA USA INC. PRIVACY POLICY

Last Updated: August 15, 2023

VIDAA ("VIDAA," "we," "us," or "our") is a technology and innovation group of companies whose objective is to build market-leading smart device operating systems ("OS") and content platforms that place the consumer at the center of the experience.

This Privacy Policy (formerly referred to as the "Data Protection Policy") is provided by VIDAA and describes how we collect, store, use and safeguard your Personal Data when you use our website at <https://www.vidaa.com> (<https://www.vidaa.com/>) or other sites we own or operate (the "Site"); our mobile/tablet Applications; a Device and/or any Smart Services (as defined below); our user account offerings; and through any other websites, pages, features, Materials or other content owned and operated by VIDAA that direct to this Privacy Policy (collectively, including the Site, Applications, Device, Smart Services, and Materials, the "Services").

Where required by applicable law, the data Controller or entity responsible for processing your Personal Data pursuant to this Privacy Policy is:

VIDAA USA, Inc. (except for Russia, see below)

10775 Bell Road

Duluth, GA 30097

E-mail: privacy@vidaa.com (<mailto:privacy@vidaa.com>)

EU representative for individuals located in the European Economic Area ("EEA"):

VERDATA Datenschutz GmbH & Co. KG

Roemerstr. 12

D – 40476 Duesseldorf

Email: vidaa.representative@verdata.eu (<mailto:vidaa.representative@verdata.eu>)

In Russia, this policy is provided by Qingdao VIDAA Software Technology Co., Ltd. ("VIDAA China"), a company with offices located at No.399 Songling Rd. Laoshan District, Qingdao City, Shandong, China. VIDAA China is the data Controller for users of VIDAA Devices located in Russia.

By using our Services, you understand and acknowledge that collection and use of your Personal Data will be made in accordance with this Privacy Policy. If you do not feel comfortable with any part of this Privacy Policy, please discontinue use of the Services or engaging with VIDAA immediately.

Visit the new V website
(<https://v-home.com/>)

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If you are engaging with VIDAA as a user of a Device that runs on our operating system ("OS"), then you must read and accept our End User License Agreement ("EULA") through your Device if you wish to enable the Smart Services available through your Device. The VIDAA EULA may be viewed here: <https://www.vidaa.com/os-> (<https://www.vidaa.com/os-end-user-license-agreement/>) [end-user-license-agreement/](https://www.vidaa.com/os-end-user-license-agreement/) (<https://www.vidaa.com/os-end-user-license-agreement/>).

Supplemental terms and conditions may apply to certain services that may accompany certain content, software or other materials accessible through your Device. Any supplemental terms will be disclosed to you in connection with those other activities and will apply and govern specifically over such activities.

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This website and its associated mobile applications use cookies to enhance site functionality, personalize content, and analyze web traffic. By closing this banner or clicking "Accept," you agree to our use of these cookies. To manage these cookies, click on "Manage Preferences".

Please see our [Privacy Policy](#) ([/privacy](#)) to learn more. [ACCEPT](#) [Manage Preferences](#)

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INTRODUCTION

We are committed to protecting the privacy of all users of our Services. The purpose of this Privacy Policy is to inform you about the types of information we gather about you, how we may use that information, how we may disclose it to third parties, and the rights and controls you have with respect to your personal information.

This Privacy Policy applies to information about you that is collected by us as set forth herein.

This Privacy Policy does not apply to information that you provide directly to, or is collected by, unaffiliated third parties whose Smart Services you access via the Device, which are controlled by such third parties and whose use may be governed by a separate privacy policy and/or terms of use (for example, a channel or Application operator that is unaffiliated to us). You should review the applicable privacy policy and/or terms of use of any third party service providers or Applications whose Smart Services you access via the Device or Services.



1. IMPORTANT DEFINITIONS

"Adequate Jurisdiction" a jurisdiction that has been formally designated by the European Commission as providing an adequate level of protection for Personal Data.

"Application(s)" means an embeddable, downloadable and/or executable application owned by us or a third party and made available on the Device.

"Content" means all audio and visual elements and ideas offered by us or third parties, including but not limited to, data, movies, videos, photographs, software, games, designs, likenesses, artwork, images, music, sound, information and other materials, tangible and intangible, including derivative works, on all media and formats, existing or in the future.

"Controller" means the entity that determines the purposes and means of how Personal Data are Processed.

"Data Protection Authority" or **"Supervisory Authority"** means an independent public authority that is legally tasked with overseeing compliance with applicable data protection laws.

"Device" means a device or hardware through which this Privacy Policy is made available, including, but not limited to, a smart television set.

"EEA" means the European Economic Area, the United Kingdom, and Switzerland.

"Materials" collectively means any Content, Submitted Content (where applicable and as further defined herein), messaging, blogging, chatting, social networking, information, advertising and/or internet links, etc., accessible or delivered through the Device.

"Personal Data" (used interchangeably in this Privacy Policy with the term "Personal Information") may refer to any information that identifies or makes an individual identifiable or, depending on the law applicable in your location, may be defined more widely. In the UK and EEA Personal data shall mean any information relating to an identified or identifiable natural person. **Only the definition that applies to your physical location will apply to you under this Privacy Policy.**

"Process", "Processing" or **"Processed"** means anything that is done with any Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

"Sensitive Personal Data" means personal data about race or ethnicity, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health, sexual life, any actual or alleged criminal offences or penalties, national identification number, or any other information that may be deemed to be sensitive under applicable law. Other non- EU jurisdictions, such as Mexico, may define sensitive personal data more generally to include the following: photographs, national origins, or payment records (e.g., credit card numbers, expiration dates, and records of checks.)

"Smart Services" means the access, procurement, disposal, sale, purchase, subscription, lease, rental, consultation or other use of Materials, and all other types of services or functions typically available from the Internet offered by us, through Application(s).

"Submitted Content" means any Content submitted, uploaded or posted by you, on behalf of you, or by other users, on or through your Device or the Smart Services.

2. HOW WE COLLECT YOUR PERSONAL DATA

VIDAA collects Personal Data when you interact with our Services.

The types of Personal Data that we may collect about you include but are not limited to: information you provide to us, information collected automatically about your use of our Services, and information from third parties.

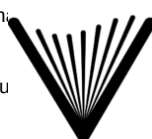
Information You Voluntarily Provide to Us: The Personal Data we collect on or through our Services may include:

- Data you provide:** We may obtain your name, email address, mailing address or other contact details when you provide it to us (e.g., where you contact customer service via email or telephone, you register for a VIDAA account, you submit a form through our Site or your Device, or through a newsletter sign-up).

- Relationship data:** We may collect or obtain information in the ordinary course of our relationship with you (e.g., your contact information for technical support or fulfillment purposes, or if you purchase a product or service from us, including any Smart Service).

Please see our [Privacy Policy \(/privacy\)](#) to learn more. [ACCEPT](#) [Manage Preferences](#)

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VIDAA is now V

A new look and a clearer vision for the future of TV at

home. Our brand and platform are evolving

Visit the new V website
(<https://v-home.com/>)

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3. **Data you make public:** We may collect or obtain your Personal Data that you choose to make public, including via social media (e.g., we may collect information from your social media profile(s), if you make a public post about us).
4. **Application data:** We may collect or obtain your Personal Data when you download or use any Applications, including your username, device ID or other technical identifiers.
5. **Submitted Content:** We may collect or obtain your Personal Data when you provide any Submitted Content.
6. **Site data:** We may collect or obtain your Personal Data (including non-directly identifiable information, such as IP address, cookie IDs, login information) when you visit any of our Sites or use any features or resources available on or through a Site.
7. **Registration details:** We may collect or obtain your Personal Data when you use, or register to use, any Applications or Smart Services.
8. **Content and advertising information:** If you choose to interact with any third party Content or advertising in any Applications or Smart Services, we may receive Personal Data about you either directly or from the relevant third party providing that Application or Smart Service.
9. **Promotions and feedback:** We may collect or obtain your Personal Data relating to your voluntary participation in a promotion or survey that we may ask you to complete for research purposes.
10. **Payment information:** We, or service providers on our behalf, may collect payment card, transaction or financial account information, if you make a purchase online or sign up via order forms.
11. **Job application:** We may collect employment- and background-related information provided to us as part of the job application process.
12. **Device permissions:** We may collect information relating to your use of features on our Services that may ask you to grant us access to location information, photos, microphone, video camera, or media on your computer, mobile device or other Device.
13. **Third party information:** We may collect information that you provide to us about others, such as the name or contact information of individuals with whom you would like to share one of our webpages or promotions. Please only share such information with us if you have obtained the permission of the other person to do so.

Information from Third Parties: When you interact with our Services or accounts on a social media platform, we may collect the Personal Data that you or the platform make available to us on that page or account, including your social media account ID and/or user name associated with that social media service, your profile picture, email address, friends list or information about the people and groups you are connected to and how you interact with them and any information you have made public in connection with that social media service. (X)

The information we obtain depends on your privacy settings on the applicable social media service; we will comply with the privacy policies of the social media platform and we will only collect and store such Personal Data permitted to collect by those social media platforms. When you access our Services through social media channels or when you connect our Services to social media services, you are authorizing us to collect, store, and use such information and content in accordance with this Privacy Policy.

Information Collected Automatically: As you navigate through and use our Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

1. **Activity and Usage Data:** when you browse our Site, our systems automatically collect information such as your web request, Internet Protocol ("IP") address, browser type, browser language, domain names, referring and exit pages and URLs, platform type, pages viewed and the order of these page views, the amount of time spent on various web pages, and the date and time of your request.
2. **Mobile Device Information:** if you access the Services through a mobile device (e.g., a smart phone or tablet), we may be able to identify the general location of your mobile device, your mobile device's brand, model, operating system, resolution, screen size, system version, mobile network information, and your mobile device's advertising ID.
3. **Performance Data:** information about your preferences to make your use of the Services more productive, via the use of cookies or similar tracking technologies.

3. COOKIES AND OTHER TRACKING TECHNOLOGIES

We and our third party service providers and partners may use cookies, embedded scripts, software development kits ("SDKs") and other similar technologies (collectively, "Tracking Technologies") to collect information about your use of our Services and to personalize your experience with our Services. We also may use these technologies to collect information about your online activities over time and across third party websites or other online services.

a. Cookies.

Cookies are small web files that a site or its provider transfers to your device's hard drive through your web browser that enables the site's or provider's system to recognize your browser and remember certain information. We use first-party and third-party cookies for the following purposes:

- to make our Services function properly;
- to improve our Services;
- to make login to our Services easier (such as by remembering your user ID);
- to recognize you when you return to our Services and to remember information you have already provided;
- to track your interaction with the Services;
- to collect information about your activities over time and across third party websites or other online services in order to deliver content and advertising tailored to your interests;
- and to provide a secure browsing experience during your use of our Services.

We may place cookies from third-party service providers and partners who may use information about your visits to other websites to target advertisements for products and services available from us. We do not control the types of information collected and stored by these third-party cookies. You should check the third-party's website for more information on how they use cookies. The following types of cookies are used on our Site:

- **Strictly Necessary Cookies.** These cookies are essential because they enable you to use our Site as you reasonable expect. For example, strictly necessary cookies allow you to access secure areas on our Site and provided necessary security functions. Without these cookies, some Site features cannot be provided. This category of cookies is essential for our Site to work and so they cannot be disabled.
- **Functional or Preference Cookies.** We use functional cookies to remember your choices so that we may tailor our Site to provide you with enhanced features and personalized content. For example, these cookies can be used to remember your name or preferences on our Site. While these cookies can be disabled, this may result in less functionality during your use of our Site.

- **Performance or Analytic Cookies.** These cookies collect passive information about how you use our Site, including webpages you visit and links you click. We use the information collected by such cookies to improve and optimize our Site. You can disable these cookies.

- **Advertising or Targeting Cookies.** These cookies are used to deliver targeted advertising messages more relevant to you. They may perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting ads that are based on your inferred interests. Our third-party advertising partners may use these cookies to build a profile of your interests and deliver relevant ads on other sites. You may disable the use of these cookies as noted below.

b. Your Choices.

Your web browser may provide you with the option to refuse some or all browser cookies. You may also be able to remove cookies from your browser. You can exercise your preferences in relation to cookies served on our Site by taking the steps outlined below.

- **First-Party Cookies.** You can use the browser with which you are viewing this Site to enable, disable or delete cookies. To do this, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" settings). Please note, if you set your browser to disable cookies, you may not be able to access secure areas of the Site. Also, if you disable cookies other parts of the Site may not work properly. You can find more information about how to change your browser cookie settings at <http://www.allaboutcookies.org> (<http://www.allaboutcookies.org/>).
- **Third-Party Cookies.** Many advertising companies that collect information for interest-based advertising are members of the Digital Advertising Alliance (DAA) or the Network Advertising Initiative (NAI), both of which maintain websites where people can opt out of interest-based advertising from their members. To opt-out of website interest-based advertising provided by each organization's respective participating companies, visit the DAA's opt-out portal available at <http://optout.aboutads.info/> (<http://optout.aboutads.info/>), or visit the NAI's opt-out portal available at <http://optout.networkadvertising.org/?c=1> (<http://optout.networkadvertising.org/?c=1>).

Additionally, you may select the "Manage Preferences" link within the <https://www.vidaa.com> (<https://www.vidaa.com>) website to submit an opt-out request for certain cookies used on our website in relation to that specific web browser, or you may visit your Device's "Settings" menu to update your preferences with respect to tracking technologies and personalized advertising.

Residents of the European Union may opt-out of online behavioral advertising served by the European Interactive Digital Advertising Alliance's participating member organizations by visiting <https://www.youronlinechoices.eu/> (<https://www.youronlinechoices.eu/>).

To opt-out of data collection for interest-based advertising across mobile applications by participating companies, download the DAA's AppChoices mobile application opt-out offering here: <https://youradchoices.com/appchoices> (<https://youradchoices.com/appchoices>).

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. In addition, most web browsers provide help pages relating to setting cookie preferences. More information may be found for the following browsers here:

- **Google Chrome** (<https://support.google.com/chrome/answer/95647>)
- **Internet Explorer** (<https://support.microsoft.com/en-us/topic/description-of-cookies-ad01aa7e-66c9-8ab2-7898-6652c100999d>)
- **Mozilla Firefox** (<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>)
- **Safari (Desktop)** (<https://support.apple.com/en-us/guide/safari/manage-cookies-and-website-data-sfri11471/mac>)
- **Safari (Mobile)** (<https://support.apple.com/en-us/HT201265>)
- **Android Browser** (https://support.google.com/nexus/answer/54068?visit_id=638035184398113524-4063500978&hl=en&rd=1)
- **Opera** (<http://www.opera.com/help>)
- **Opera Mobile** (<http://www.opera.com/help/mobile/android/#privacy>)

c. Other Tracking Technologies

To see how our Site is performing, we use cookies, beacons, tags, scripts and pixels, which fire a short line of code to tell us when you have clicked on a particular button or reached a particular page. We also use these tracking technologies to analyze usage patterns of our Services. The use of these technologies allows us to record that a particular device, browser, or application has visited a particular webpage.

d. Cross-Device Use.

We and our third party service providers may use the information that we collect about you (whether directly from our Site, from our mobile applications, through your device(s), from a third party, or via your use of Services through your Device, such as Enhanced Viewing Service) to help us and our third party service providers identify other devices that you use (e.g., a mobile phone, tablet, other computer, etc.). We and our third party service providers also may use the cross-device use and other information we learn about you to serve targeted advertising on your devices and to send you emails. To opt-out of cross-device advertising, you may disable or opt-out of personalized advertising at any time via opting out of advertising cookies on our website or by disabling personalized advertising via your Device. Please note that your opt-out will be specific to the web browser, app, or device from which you accessed the opt-out. If you use multiple devices or web browsers, you will need to opt-out each browser or device that you use.

e. Do Not Track.

Because uniform standards for "Do Not Track" signals have not been adopted, our Site does not currently process or respond to "DNT" signals.

f. Location-Based Services.

If you enable location-based services on your computer or mobile device in connection with your use of the Services, you expressly consent to us collecting the geolocation (which may include specific longitude and latitude) of your device. This information will be used as set forth in this Privacy Policy, including to provide specific advertising content or messages based on your location.

To manage your cookies preferences click here [Manage Preferences](#)

4. HOW WE USE YOUR PERSONAL DATA

We will only use your Personal Data as described in this Privacy Policy or as disclosed to you prior to such processing taking place. The purposes for which we may use your Personal Data include:

This website may use cookies to improve site functionality, personalize content, and analyze web traffic. By closing this banner or clicking "Accept," you agree to our use of these cookies. To manage these cookies, click on "Manage Preferences."

Please see our [Privacy Policy \(/privacy\)](#) to learn more. ACCEPT [Manage Preferences](#)

- 1. Provision of Services to you:** providing Sites, Applications and Smart Services to you; registering your account on your Device; providing you with other products and services that you have requested; providing you with promotional items at your request; and communicating with you in relation to those products and services; operating and managing Sites, Applications and Smart Services; providing Content to you; displaying advertising and other information to you; communicating and interacting with you via Sites, Applications and Smart Services; and notifying you of changes to any Sites, Applications and Smart Services.
- 2. Operation of the Device:** providing and maintaining services in connection with the Device; administering the Device (including Processing any searches or requests for certain Materials, recommending Materials, providing blogs, open forums, discussion pages or personalized features).
- 3. Maintain legal and regulatory compliance:** our Services are subject to certain laws and regulations which may require us to process your personal information. For example, we process your personal information to fulfill our business obligations, to manage risk as required under applicable laws and regulations, or to respond to requests by judicial process or governmental agency.
- 4. Enforce compliance with our terms, agreements and policies ("Terms"):** when you access or use our Services, you are bound to our terms, including our End User License Agreement, available at <https://www.vidaa.com/end-user-license-agreement/>. We may process your personal information for compliance purposes, such as carrying out our obligations and enforcing our Terms or other legal rights, including those arising from any contracts entered into between you and us, including for billing and collection.
- 5. Detect and prevent fraud and security risks:** we may process your personal information to help monitor, prevent and detect fraud and abusive use of our Service, monitor and verify your identity so that unauthorized users do not gain access to your information, enhance system security, and combat spam, malware, malicious activities or other security risks, operation of IT security systems, and conducting IT security audits.
- 6. Provide support or respond to you:** we collect any information that you provide to us when you contact us. Without your personal information, we cannot respond to you or ensure your continued use and enjoyment of our services.
- 7. Provide you with service-related communications:** we may send you administrative or account-related information to keep you updated about your account and our services. Such communications may include information about Privacy Policy updates, confirmations of your account actions or transactions, security updates, or other relevant transaction-related information. Service-related communications are not promotional in nature. You are not able to unsubscribe from such communications, otherwise, you may miss important developments relating to your account or our services.
- 8. Provide other communications to you:** communicating with you via any means (including via email, telephone, text message, social media, post or in person) news items and other information in which you may be interested, subject to ensuring that such communications are provided to you in compliance with applicable law; maintaining and updating your contact information where appropriate; and obtaining your prior, opt-in consent where required.
- 9. Financial management:** sales; finance; corporate audit; and vendor management.
- 10. Surveys and polls:** engaging with you for the purposes of obtaining feedback on our products and services, including for research purposes.
- 11. Investigations:** detecting, investigating and preventing breaches of criminal offences, in accordance with applicable law.
- 12. Improving our Sites, Applications and Smart Services:** identifying areas for improvement with Sites, Applications and Smart Services; planning improvements to Sites, Applications and Smart Services; and creating new Sites, Applications and Smart Services.
- 13. Personalize your experience:** saving your user account, registration and profile data or other Personal Data (so you do not have to re-enter it each time you visit or use the Device or Services); tracking your return visits to and use of the Services; tailoring your experience on the Services; using information about your viewing history or preferences to recommend content while using our Services; and/or otherwise customizing what you see when you visit and use the Services;
- 14. With your consent:** for any other purpose disclosed to you prior to you providing us your Personal Data or which is reasonably necessary to provide the Services or other related products and/or services requested, with your permission or upon your direction.



VIDAA IS NOW V

A new look and a clearer vision for the future of TV at home – Our brand and platform are evolving.

5. HOW WE SHARE AND DISCLOSE DATA

There are times where we may share the information described in this Privacy Policy, and this section describes how we may share such information.

Broadly speaking, we will only disclose your Personal Data to the extent that such disclosure is necessary: (i) to provide you with Smart Services you have requested; (ii) for compliance with applicable law; (iii) to establish, exercise or defend our legal rights; or (iv) to the extent necessary in connection with the sale or reorganization of any related business. Such sharing applies to all of the categories of Personal Data that we collect.

We may share or disclose your personal information in the following circumstances:

- 1. Within Our Corporate Organization.** We may share your Personal Data with any subsidiaries and affiliates in order to provide you with the Services and take actions based on your request, as well as for the purpose of management and analysis.
- 2. Service Providers.** We may employ other companies and individuals to facilitate our Services, provide services on our behalf, perform service-related business activities, or assist us in analyzing how our Services are used. These service providers provide us support services such as credit card processing, payment gateways, subscription processing, website hosting, online store platforms, customer relationship management, order fulfillment, email and postal delivery, analytics, surveys, digital rewards, and marketing services. The service providers have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- 3. To Facilitate Corporate Acquisitions, Mergers and Transactions.** We may disclose Personal Data to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by us about our Services users is among the assets transferred. You agree to and do hereby consent to our assignment or transfer of rights to your Personal Data.
- 4. As Required by Law and to Protect Lawful Interests.** We may disclose your information if we believe that the disclosure is required by law, if we believe that the disclosure is necessary to enforce our agreements or policies, in response to valid requests by public authorities (e.g., a court or a government agency), or if we believe that the disclosure will help us investigate or prevent crimes (including fraud) or protect the rights, property, or safety of VIDAA or our customers. We may also share your information with our data protection officers, legal counsels and other professional advisors, for the management of our business and for legal compliance purposes.
- 5. With Business Partners.** We may provide Personal Data to unaffiliated third-party business partners, such as personalized advertising partners. You may opt out of such sharing at any time by contacting us or by disabling the use of services that enable such sharing, such as Enhanced Viewing Service within a Device.
- 6. With Your Consent.** We may disclose your personal information for any purpose with your consent.

Please note that we may disclose, without restriction, aggregated or anonymized information about the users of our Services, which is information that does not identify any specific individual.

6. ENHANCED VIEWING SERVICE AND AUTOMATED CONTENT RECOGNITION

VIDAA offers an Enhanced Viewing Service ("EV Service") that, when activated and where available, adjusts your sound and video quality based on what you are watching in real time and provides you with useful interactive features, content recommendations, and personalized advertisements. This is an optional service which you must opt-in to via your Device during the initial setup or any time after within the Device's "Settings" menu. From the Settings menu, you may also choose to enable all, some or none of Enhanced Viewing Service's features.

Please see our [Privacy Policy](#) (/privacy) to learn more. [ACCEPT](#) [Manage Preferences](#)

This website is an advertisement for VIDAA. You are watching in real time and provides you with useful interactive features, content recommendations, and personalized advertisements. This is an optional service which you must opt-in to via your Device during the initial setup or any time after within the Device's "Settings" menu. From the Settings menu, you may also choose to enable all, some or none of Enhanced Viewing Service's features.

Please Note: EV Service is not available in all areas nor in all makes and models of Devices. It may not currently be available on your Device, even if you opt-in to the EV Service. If EV Service is not currently available at your location, the EV Service features noted immediately above will not be delivered to your Device. If you do opt-in, and your Device supports it, EV Service will be activated automatically once EV Service is available in your location.

The EV Service uses Automated Content Recognition (“**ACR**”) technology, which works by analyzing and matching onscreen audio sounds that come from your Device (such as a TV show's dialogue or a movie streaming from an app or music playing during a commercial) against an extensive database of programming content. When the content is recognized, we can use this ACR data for content recommendations, advertising and, where available, to automatically optimize your picture quality based on the type of content you are watching (e.g., optimizing the picture mode to watch sports versus a movie).

Through the EV Service and ACR technology, we may collect and use data from your Device, including: device and usage information; log data about your use of Applications and services; user ID or other identifiers; your Device's IP address; product registration data; geolocation or information that can be used to derive geolocation; your Device viewing history; behavioral and demographic information; and your general device location (together, “**Viewing Data**”). If you opt-in to the EV Service, we may collect and use your Viewing Data even if the EV Service is not currently available on your Device or at your location.

Viewing Data will be used to help our advertising partner Nexxen and its partners select, deliver and measure personalized ads shown to you on your Smart TV or other linked devices sharing the same IP address, based on audience segmentation created from your viewing habits. By giving your consent to personalized ad targeting, you therefore also allow Nexxen to use your household IP address to identify other devices linked to you or your household for such advertising purposes. If you do not consent to personalized ads, you will still see ads, but they may not be as interesting to you.

For more information, including regarding how Nexxen may share your data with its partners for such purposes, please review Nexxen's privacy policy (available at: <https://nexxen.com/privacy-policy/> (<https://nexxen.com/privacy-policy/>)). You can also see each partner and how they may use data about you and your household at <https://nexxen.com/acr-data-partners/> (<https://nexxen.com/acr-data-partners/>).

We use and may share this information for the purpose of delivering you the EV Service (subject to availability on your Device), device-specific viewing recommendations, and serving relevant advertising. You may opt-in or opt-out of EV Service at any time through the Device's “Settings” menu.

For more information, including details on the technical aspects of the EV Service and ACR data, please see the VIDAA Enhanced Viewing Service Privacy Notice here: <https://www.vidaa.com/privacy> (<https://www.vidaa.com/privacy>).



7. SECURITY OF THE INFORMATION WE COLLECT

We maintain physical, administrative, technical and organizational safeguards to maintain the confidentiality and security of your Personal Data. Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted through use of any Device or Smart Services. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures for the Device or the Smart Services. The safety and security of your information also depends on you. Where you have chosen to provide your personal information in certain parts of our Services, you are responsible for keeping this password confidential. You should not share your password with anyone.



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8. RETENTION

We store your Personal Data within the period of your valid consent or the period under the contract between you and us, unless there are other different requirements according to applicable laws. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data or the information you provided to us to comply with applicable laws), resolve disputes and enforce our legal agreements and policies. We will retain your marketing contact information until you unsubscribe from our marketing communications. We will also retain Site, Applications and Device usage data for internal analysis purposes.

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(<https://v-home.com/>)

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9. COLLECTION OF CHILDREN'S PERSONAL DATA IS NOT PERMITTED

We are committed to protecting the Personal Data of children, and recognize that parents or legal guardians may purchase the Device for family use, including by minors. As such, Smart Services accessed through the Device are not intended for use by individuals under the local adult legal age minimum, and we will not knowingly collect Personal Data from individuals under such age for any purpose, nor will we accept registration from such individuals. In some cases, particularly where information is collected electronically, we may not be able to determine whether information was collected from children under local legal age, and we treat such information as though it were provided by an adult. If we learn that a child under the local legal age has provided any Personal Data, we will use commercially reasonable efforts to delete such information immediately.

WE EXPRESSLY DISCLAIM ANY RESPONSIBILITY OR LIABILITY FOR THE USE, OR MISUSE, OF SUCH FEATURES BY CHILDREN IN VIOLATION OF THIS PRIVACY POLICY.

10. HYBRID BROADCAST/BROADBAND TV SERVICE (HbbTV)

Depending on the jurisdiction in which you reside, your Device may have the ability to support Hybrid Broadcast/Broadband TV Service (“HbbTV Service”), which is enabled when you acknowledge this Privacy Policy and accept the End User License Agreement. Once enabled, you may turn off HbbTV Service at any time via the “Settings” menu.

HbbTV Service is a global initiative aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices. The service is designed to provide viewers with useful content, accessibility features, and interactive, interest-based advertisements offered by third party broadcasters on your smart TV.

We do not own or control the HbbTV Service. For information about how your data is collected, used, shared or processed by, and your rights related to, the HbbTV Service, you should review the respective applicable HbbTV terms of use and privacy policies at <https://www.hbbtv.org/hbbtv-privacy-policy/> (<https://www.hbbtv.org/hbbtv-privacy-policy/>).

Although we do not own or control the HbbTV service, we may obtain information about your Device's use of HbbTV if you agree to turn on the “Product Improvement” feature of your Device during the initial setup process or anytime afterwards via your Device's “Settings” menu. For more information about the “Product Improvement” feature, see the Product Improvement Privacy Policy available at <https://www.vidaa.com/privacy> (<https://www.vidaa.com/privacy>) or <https://www.vidaa.com/privacy> to learn more. **ACCEPT** [Manage Preferences](#)

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If you enable the "Product Improvement" feature, then we may collect device usage and log information about how, when and for how long you use the HbbTV. We may use such information from the HbbTV Service to:

- improve your experience with the HbbTV Service;
- respond to your requests and inquiries;
- operate, evaluate and improve our business (including developing new products; analyzing, enhancing and improving our products, Services and customer service; managing our communications; conducting market research; performing data analytics; and performing accounting, auditing and other internal functions); and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including our VIDAA Privacy Policy and End User License Agreement, available at <https://www.vidaa.com/privacy> (<https://www.vidaa.com/privacy>), as applicable.

When you enable HbbTV Service and your Device's "Product Improvement" feature, we may share the Personal Data we receive from your HbbTV Service usage with our subsidiaries, affiliates, advisors and business partners. We may also share this information with our service providers, agents and contractors to perform business services on our behalf. We may also disclose your HbbTV Service-related information: (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response or requests by government agencies, such as law enforcement authorities; (3) to establish, exercise, or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm; (5) in connection with an investigation of suspected or actual illegal activity; (6) in the event we sell or transfer all or a portion of our business or assets (including in the event of a merger, acquisition, reorganization, dissolution or liquidation); or (7) otherwise with your consent.

11. PRODUCT REGISTRATION

Your Device may allow for you to provide information as part of a Device registration ("Registration"). Registering a Device allows for users to file warranty claims and obtain after-purchase technical support. The types of Personal Data that we may obtain about you through the voluntary Registration process includes your name, email address, zip code and proof of purchase. We also may collect other information about you, your Devices and Apps in ways we describe to you at the time of collection or otherwise with your consent. You can opt-out of a Registration at any time by turning off the "Product Registration" feature through your Device's "Settings" menu.

We and our authorized service provider(s) may use the Registration information with your proof of purchase, to:

- provide you with warranty service;
- provide after-purchase technical support;
- improve your experience with our Service or your Device, on to timely responding to your warranty claims;
- with your separate consent where required, communicate with you about our products and services, and provide you with notifications, content, offers, promotions, marketing information, communications and advertisements;
- perform internal research and development to improve our products and services and to develop new ones;
- protect against fraud and other criminal activity, claims and related liabilities, and
- comply with and enforce applicable legal requirements and our policies.

We may share this information as described in the "How We Share and Disclose Data" section of this Privacy Policy.

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12. ACCESS, CORRECTION AND DELETION OF YOUR PERSONAL DATA

You have the ability to access, correct, and delete your Personal Data that you shared with us on our Services or through other written or oral means. We are committed so that your Personal Data is kept accurate and up to date. However, it is up to you to update it with any changes. In most cases, you can review and submit changes to your Personal Data by logging into your VIDAA account and visiting your account profile page. You may also notify us via the information in the "Contact Us" section below to request changes, or to correct any Personal Data that you have provided to us. We may not accommodate a request to delete or change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you no longer wish to have your Personal Data processed, you may request to delete your account (username and password), subject to certain limitations, by contacting us as described below.

Please note that if you would like to deactivate the Smart Services or withdraw your consent, this does not automatically delete all of your Personal Data collected by us or on our behalf. However, you can delete all of the account-related Personal Data you have provided us by visiting my.vidaa.com and deleting your account or by contacting us with your request as described below. You may also delete data related to your Device via your Device's "Settings" menu.

13. COMMUNICATION PREFERENCES

In order to provide service to you, we may send you communications related to your transactions, security, or the administration of our Services. From time to time, we may also send you other messages or updates about VIDAA, our website, our operating systems, your Device, or our other products and offerings. If you do not wish to receive non-transaction communications from us, you may opt-out by clicking the "unsubscribe" link in the communication or by contacting us as specified in the "Contact Us" section below.

Please note that "opt-out" and "unsubscribe" requests may not take effect immediately and may take a reasonable amount of time to receive, process and apply, during which time your information shall remain subject to the prior privacy settings.

By downloading and using our mobile applications, you may receive messages, reminders, offers, news, and information from us within the mobile application itself. These "in app" messages are part of our mobile application's functionality but can be adjusted using your device or app settings.

14. SENSITIVE PERSONAL DATA

We do not seek to collect or otherwise process your Sensitive Personal Data in the ordinary course of our business. We ask that you not provide us with any Sensitive Personal Data. In some jurisdictions, the uploading of photos to a user account or the storage of payment card information, for instance, may constitute collection of Sensitive Personal Data, and we comply with applicable law in relation to residents of those locations. Although we generally do not collect or process Sensitive Personal Data in situations where applicable law requires it, we rely on one of the following legal bases:

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You also have the right, for reasons arising out of your particular situation, at any time to withdraw your consent for the processing of the data concerned, based on GDPR Art. 6. para 1(f). In this case, we will no longer process the data concerning you, unless we can prove compelling reasons of protection for the processing that outweigh your interests, rights and freedoms, or processing is for the purpose of asserting, exercising or defending legal claims.

If the data in question is processed for direct advertising, you have the right to object at any time to the processing of such data for the purpose of such advertising. If you oppose processing for direct advertising purposes, this data will no longer be processed for this purpose. This does not affect your statutory rights.

c. Retention.

As a general rule, we keep your Personal Data for only as long as it is needed to complete the purpose for which it was collected or as required by law. We may need to keep your data for longer than our specified retention periods to honor your requests, including to continue keeping you opted out of marketing emails, or to comply with legal, regulatory, accounting or other obligations. For more information, please see Section 8 above.

16. YOUR CALIFORNIA PRIVACY RIGHTS

This section applies only to California residents. The purpose of this section is to inform our users of our Services who are California residents, as defined in Section 17014 of Title 18 of the California Code of Regulations, about our Personal Information collection practices.

a. Categories of Personal Information Collected, Used, and Disclosed

Below describes the categories of Personal Information (as defined under Cal. Civ. Code §1798.140(v)(1)), that we may have collected in the preceding 12 months from you, and provides information about the sources and purpose of such collection. For the other parties with whom your Personal Information may have been shared for a business purpose, please refer to section 5, above.

A. Identifiers

Personal Information Type:

1. Personal details: given name(s); preferred name; nickname and photograph.

Source: Voluntarily provided by You

2. Contact details: address; telephone number; email address; and public social media profile(s).

Source: Automatically collected by us

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(3) Maintain legal and regulatory compliance.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(6) Provide support or respond to you.
- Section 4(7) Provide you with service-related communications.
- Section 4(8) Provide other communications to you.
- Section 4(9) Financial management.
- Section 4(10) Surveys and polls.
- Section 4(11) Investigations.
- Section 4(12) Improving our Sites, Applications and Smart Services.
- Section 4(13) To personalize your experience.
- Section 4(14) With your consent.

(B) Commercial information, such as records of service purchased

Personal Information Type: (<https://v-home.com/>)

1. Purchase details: records of purchases and prices, including purchases made via Smart Services.

Source: Automatically collected by us

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(3) Maintain legal and regulatory compliance.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(6) Provide support or respond to you.
- Section 4(7) Provide you with service-related communications.
- Section 4(8) Provide other communications to you.
- Section 4(9) Financial management.

2. Payment details: invoice records; payment records; billing address; payment method; bank account number or credit card number; cardholder or account holder name; card or account security details; card 'valid from' date; and card expiry date; payment amount; payment date; and records of cheques.

Source: Voluntarily provided by You

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(3) Maintain legal and regulatory compliance.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(6) Provide support or respond to you.
- Section 4(9) Financial management.

(C) Internet activity information, such as browsing history.

1. Information relating to Sites, Applications and Smart Services: Device details; settings; IP address; language settings; dates and times; Application usage statistics; Application settings; dates and times of connecting to an Application; location data, and other technical communications information; username; password; security login details; usage data; aggregate statistical information.

Source: Voluntarily provided by You

Purpose of Collection:

- Section 4(1) Provide Services to you.

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- Section 4(2) Operation of the Devices.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(6) Provide support or respond to you.
- Section 4(7) Provide you with service-related communications.
- Section 4(8) Provide other communications to you.
- Section 4(11) Investigations.
- Section 4(12) Improving our Sites, Applications and Smart Services.
- Section 4(13) To personalize your experience.
- 2. Cookies and Other Tracking Technologies.

Source: Automatically collected by us (subject to Your opt-out)

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(6) Provide support or respond to you.
- Section 4(11) Investigations.
- Section 4(12) Improving our Sites, Applications and Smart Services.
- Section 4(13) To personalize your experience.
- Section 4(14) With your consent.

- 3. Content and advertising data: if you have explicitly agreed, records of your interactions with our online advertising and Content, records of advertising and Content displayed on pages or Application screens displayed to you, and any interaction you may have had with such Content or advertising.

Source: Automatically collected by us

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(6) Provide support or respond to you.
- Section 4(11) Investigations.
- Section 4(12) Improving our Sites, Applications and Smart Services
- Section 4(13) To personalize your experience.
- Section 4(14) With your consent.

(D) Geolocation data.

Location information

Source: Automatically collected by us; Voluntarily provided by you

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices

(E) Audio and visual information.

Audio and visual information, such as voice command.

Voluntarily provided by You

Purpose of Collection

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices

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(<https://v-home.com/>)

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(F) Professional or employee information.

Job applications.

Source: Voluntarily provided by You

Purpose of Collection:

Process and assess your application, including assessing your suitability for a role, make employment decisions, monitor and improve our application process, and maintain legal and regulatory compliance.

(G) Inferences about preferences, characteristics, etc.

- 1. Demographic information: gender; date of birth / age; nationality; salutation; title; and language preferences.

Source: Voluntarily provided by You

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(3) Maintain legal and regulatory compliance.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(13) To personalize your experience.
- Section 4(14) With your consent.

- 2. Views and opinions: any views and opinions that you choose to send to us (e.g., through surveys or polls, feedback forms, or ratings of Applications in third party application stores) or publicly post about us on social media platforms.

Source: Voluntarily provided by You

Purpose of Collection:

- Section 4(1) Provide Services to you.
- Section 4(2) Operation of the Devices.
- Section 4(3) Maintain legal and regulatory compliance.
- Section 4(5) Detect and prevent fraud and security risks.
- Section 4(4) Enforce compliance with our Terms, Agreements and Policies.
- Section 4(6) Provide support or respond to you.

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Section 4(10) Surveys and polls.
Section 4(11) Investigations.
Section 4(12) Improving our Sites, Applications and Smart Services.
Section 4(13) To personalize your experience.
Section 4(14) With your consent.

b. Right to Opt-Out of Sale or Sharing of Personal Information

We may allow certain third parties (such as advertising partners) to collect your personal information. You have the right to opt out of such disclosure of personal information, which may be treated as a “sale” or “sharing” under applicable California law, by emailing us as described in this Privacy Policy or by selecting the “Do Not Sell or Share My Personal Information” link within your Device’s Settings menu.

c. Your California Privacy Rights

Please see section 17 below for details.

17. NOTICE TO RESIDENTS OF CERTAIN STATES IN THE UNITED STATES

This portion of our Privacy Policy advises residents of certain U.S. states (as detailed below) of their applicable rights as provided under your state of residence’s consumer privacy law, and how to effectuate these rights by communicating with us. Please note, we will seek to verify your identity when we receive an individual rights request from you in order to ensure the security of your Personal Data.

Depending on applicable law in effect at the time and in a state where you are a resident, you may be able to assert certain rights related to your Personal Data. The rights you may have include:

- **Right to Know/Access.** You may have the right to obtain a copy, or a list of categories of the personal information that we hold about you, as well as other supplementary information, such as the purposes of processing, and the entities to whom we disclose your personal information.
- **Right to Correction/Rectification.** You may have the right to correct any of your personal information in our files. You may request us to rectify, correct or update any of your personal information held by us that is inaccurate. You may also do this at any time by logging in to your account.
- **Right to Delete/Erasure.** Under certain circumstances, you may have the right to request that we delete the personal information that we hold about you, or request us to deactivate/delete your account. This right is not absolute, and we may refuse your right to delete if there are compelling legitimate grounds for keeping your personal information, for instance, for legal or public policy purposes or as required by law.
- **Right to Opt Out of Sale.** You may have the right to opt-out of the sale of your personal information to third parties. To exercise your right to opt-out, please submit a request by clicking on the “Do Not Sell/Share My Personal Information” within the settings menu of your Device or Service.
- **Right to Opt Out of Targeted Advertising.** You may have the right to opt-out of the sharing of your personal information to third parties for behavioral advertising purposes. Like many websites, we use your IP address or device identifiers, to certain third-party advertisers in order to improve your user experience and to optimize our marketing activities. You have the right to direct us not to share or use your personal information for targeted advertising purposes. To exercise your right to opt-out, please submit a request by clicking on the “Do Not Sell/Share My Personal Information” within the settings menu of your Device or Service. Please note that you may still receive general advertising, but not targeted advertising.
- **Right to Object to Use of Sensitive Information.** In some jurisdictions, you may have the right to object to our processing of your sensitive personal information as defined and permitted under applicable law. However, we may continue to process your personal information if it is necessary for the defense of legal claims, or for any other exceptions permitted under applicable laws.
- **Right to Object to Automated Decision-Making.** In some jurisdictions, you may have the right not to be subject to a decision which significantly impact your rights that is based solely on automated processing (where a decision is taken about you using an electronic system without human involvement). No decision will be made by us about you on the basis of automated processing which has a significant impact on you.
- **Right to Portability.** Under certain circumstances, you may have the right to receive personal information we hold about you in a structured, commonly used, and machine-readable format so that you can provide that personal information to another entity.
- **Right Against Discrimination.** You have the right not to be discriminated against for exercising any of the rights described in this section. We will not discriminate against you for exercising your rights.

California Residents: If you are a California resident at the time of personal information collection, you may have the following rights under the California Consumer Privacy Act (“CCPA”) (https://www.cdpr.ca.gov/), the California Privacy Rights Act (“CPRA”) which goes into effect on January 1, 2023 — Right to Know/Access, Right to Correction/Rectification, Right to Delete/Erasure, Right to Opt Out of Sale or Sharing of Personal Information, Right to Limit the Use of Sensitive Information (effective January 1, 2023), Right to Object to Automated Decision-Making, Right to Portability, and Right Against Discrimination. You may authorize an agent to make such a request on your behalf. We will seek to verify your identity and your agent’s authority when we receive an individual rights request from you or on your behalf to ensure the security of your Personal Information, and may need to collect additional Personal Information to do so.

Virginia Residents (Effective January 1, 2023): Under Virginia’s Consumer Data Protection Act (“CDPA”), which goes into effect on January 1, 2023, Virginia residents have the following rights around VIDAA’s collection, use, and sharing of their Personal Data — Right to Know/Access, Right to Correction/Rectification, Right to Delete/Erasure, Right to Opt Out of Sale, Right to Opt Out of Targeted Advertising, Right to Object to Automated Decision-Making, Right to Object to Processing, Right to Portability, and Right Against Discrimination.

Colorado Residents (Effective July 1, 2023): Under Colorado’s Consumer Privacy Act (“CPA”), which goes into effect on July 1, 2023, Colorado residents have the following rights around VIDAA’s collection, use, and sharing of their Personal Data — Right to Know/Access, Right to Correction/Rectification, Right to Delete/Erasure, Right to Opt Out of Sale, Right to Opt Out of Targeted Advertising, Right to Object to Automated Decision-Making, Right to Object to Processing, Right to Portability, and Right Against Discrimination.

Connecticut Residents (Effective July 1, 2023): Under Connecticut’s Data Privacy Act (“CTDPA”), which goes into effect on July 1, 2023, Connecticut residents have the following rights around VIDAA’s collection, use, and sharing of their Personal Data — Right to Know/Access, Right to Correction/Rectification, Right to Delete/Erasure, Right to Opt Out of Sale, Right to Opt Out of Targeted Advertising, Right to Object to Automated Decision-Making, Right to Portability, and Right Against Discrimination.

18. SPECIAL INFO FOR CANADIAN CITIZENS

a. Consent. We will obtain your consent to collect, use or disclose Personal Information except where we are authorized or required by law to do so without consent. For example, we may collect, use or disclose Personal Information without your knowledge or consent where: the information is publicly available, as defined by statute or regulation; we are obtaining legal advice; or we reasonably expect that obtaining consent would compromise an investigation or proceeding. Other exceptions may apply.

Your consent can be expressed or given through an authorized representative. Consent may be provided orally, in writing, electronically through inaction (such as when you do not notify us that you do not wish your Personal Information collected/used/disclosed for various purposes after you have received notice of those purposes) or otherwise.

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You may withdraw consent at any time, subject to legal, contractual and other restrictions, provided that you give us reasonable notice of your withdrawal of consent. If you notify us that you withdraw consent, we will inform you of the likely consequences of that withdrawal, which may include our inability to provide certain services for which that information is necessary.

b. Limits on Collection of Personal Information. We will not collect Personal Information indiscriminately but will limit collection of Personal Information to that which is reasonable and necessary. We will also collect Personal Information as authorized by law.

c. Limits for Using, Disclosing, and Retaining Personal Information. Your Personal Information will only be used or disclosed for the purposes set out above and as authorized by law.

We will keep your Personal Information for as long as necessary in connection with the purposes identified above or as permitted or required by law. You must notify us if you no longer want us to retain your information.

We will destroy, erase or make anonymous documents or other records containing Personal Information as soon as it is reasonable to assume that the original purpose is no longer being served by retaining the information and retention is no longer necessary for a legal or business purpose. We will take due care when destroying Personal Information so as to prevent unauthorized access to the information.

d. Location of Service Providers, Hosting and Servers. Our service providers may be located outside of the country in which you are located, and our servers are currently located in the United States of America. You therefore acknowledge that your Personal Information may be processed and stored in foreign jurisdictions and that governments, courts, law enforcement or government or regulatory agencies in the USA, Canada and elsewhere may be able to access or obtain disclosure of your Personal Information under a lawful order or otherwise through the laws of the applicable jurisdiction, irrespective of the safeguards we have put in place for the protection of your Personal Information.

e. Access to my Personal Information. You may modify Personal Information that you have submitted by logging into your account and updating your profile information. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site or Application for a period of time.

Also, upon written request and authentication of identity, we will provide you with your other Personal Information under our control, information about the ways in which that information is being used and a description of the individuals and organizations to whom that information has been disclosed. We will make the information available within 30 days or provide written notice where additional time is required to fulfil the request. 

In some situations, we may not be able to provide access to certain Personal Information. This may be the case where, for example, disclosure would reveal Personal Information about another individual, the Personal Information is protected by solicitor/client privilege, the information was collected for the purpose of an investigation or where disclosure of the information would reveal potential commercial information that, if disclosed, could harm our competitive position. We may also be prevented by law from providing access to certain Personal Information. When an access request is refused, we will notify you in writing, document the reasons for refusal and outline further steps you may take. 

f. Amendment to my Personal Information. Requests to modify any information that exists in Provider notes, may be submitted to privacy@vidaa.com (<mailto:privacy@vidaa.com>). Please allow up to thirty (30) days for us to process and respond to your request.

g. Limitations on Deletion of Information. You may request deletion of your Personal Information by us, however, we may be required (by law or otherwise) to keep this information and not delete it. When we delete Personal Information, it will be deleted from the Site and the Application's active database, but your Personal Information may remain in our archives. If we disclose some of your Personal Information to third parties, we may no longer have access to that Personal Information and cannot force the deletion or modification of any such information by those third parties. After we delete Personal Information, we may retain de-identified information, and will continue to use the information as permitted under this Privacy Policy.

h. Accuracy. We will make a reasonable effort to ensure that Personal Information we are using or disclosing is accurate and complete. In most cases, we rely on you to ensure that your information is current, complete and accurate.

If you demonstrate the inaccuracy or incompleteness of Personal Information, we will amend the information as required. If appropriate, we will send the amended information to third parties to whom the information has been disclosed. When a challenge regarding the accuracy of personal information is not resolved to your satisfaction, we will continue to use the information under its control until the challenge is resolved but not made.

i. What choices do I have regarding use of my Personal Information? We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails, we may still send you emails about your account or any services you have requested or received from us.

You may also withdraw your consent to our collections, uses and disclosures of your information at any time, subject to legal, contractual and other restrictions, provided that you give reasonable notice of withdrawal of consent to us. On receipt of notice of withdrawal of consent, we will inform you of the likely consequences of the withdrawal of consent, which may include our inability to provide certain services for which that information is necessary.

19. YOUR MEXICO PRIVACY RIGHTS

You have the right to (i) access your Personal Data; (ii) rectify your Personal Data, if they are inaccurate or incomplete; (iii) cancel your Personal Data; and (iv) oppose the use of your Personal Data for specific purposes (jointly, the "ARCO Rights"). In case you wish to exercise any of the ARCO Rights, please send an email to the account privacy@vidaa.com (<mailto:privacy@vidaa.com>), which must contain, at least, the following information:

- Full name and email address or address, in order to communicate the response to your request.
- The documents that prove your identity, or if applicable, that of your legal representative.
- A clear description of the Personal Data with respect to which you seek to exercise any of the ARCO Rights.
- Any other element or document that facilitates the location of Personal Data.

If required, we may request additional information. The response to your request will be communicated to you within the following 15 (fifteen) business days and, if it is appropriate, it will be implemented within a maximum period of 20 (twenty) business days.

a. How can you revoke your consent to the use of your Personal Data? You can revoke the consent that, in your case, you have given us for the processing of your Personal Data. However, it is important that you bear in mind that not in all cases we will be able to respond to your request or terminate the use immediately, since it is possible that due to some legal obligation, we will need to continue processing your personal data. Likewise, you should consider that for certain purposes, the revocation of your consent will imply that we cannot continue to provide the service you requested, or the conclusion of your relationship with us.

To revoke your consent, you must submit your request at privacy@vidaa.com (<mailto:privacy@vidaa.com>).

To know the procedure and requirements for the revocation of consent, you can contact us at privacy@vidaa.com (<mailto:privacy@vidaa.com>).

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b. How can you limit the use or disclosure of your Personal Data? In order for you to limit the use and disclosure of your Personal Data, we offer you the following means:

Your registration in the Public Registry to Avoid Advertising (*Registro Público para Evitar Publicidad*), which is in charge of the Federal Consumer Prosecutor's Office (*Procuraduría Federal del Consumidor*), so that your personal data is not used to receive advertising or promotions from goods or services companies. For more information about this registry, you can consult the PROFECO Internet portal, or you can contact it directly.

Your registration in our exclusion list, so that your personal data is not processed for marketing, advertising or commercial prospecting purposes by us. For more information, you can contact us at privacy@vidaa.com (<mailto:privacy@vidaa.com>).

Non-conformity or complaint to the INAI

If you consider that your right to the protection of Personal Data has been damaged by any conduct or omission on the part of the Data Controller, or you presume any violation of the provisions set forth in the Law, its Regulations and other applicable regulations, you may file your disagreement or complaint before the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI). For more information, we suggest you visit their official website: www.inai.org.mx.

20. THIRD PARTY MATERIALS, APPLICATIONS AND ADVERTISEMENTS

Third parties who offer Applications or Materials on a Device may collect Personal Data when you access their Application(s) and Materials. We are not responsible for the data collection and privacy practices employed by such third parties or their services, and they may be collecting data about you and may be sharing it with us and/or others. These third parties and their services may also track you across sites and time, serve you their own advertisements (including interest-based advertisements) and may or may not have their own published privacy policies.

In addition, when you are using the Device you may be directed to other services that are operated and controlled by third parties that we do not control. For example, if you browse the Internet and "click" on a link on a website, the link may take you to a different website. We encourage you to note when you access a new website or Application and to review the privacy policies of all third-party locations and exercise caution in connection with them. We are not responsible for the availability, completeness or accuracy of such third parties' policies or notices.

21. BULLETIN BOARDS AND OTHER PUBLIC AREAS

We may offer bulletin boards or other public functions on the Device or Services, and any posting by you in these areas is considered public information that is available to other users. We do not control, and are not responsible for, the actions of other users of the Device and/or Smart Services with respect to any information you post in public areas. In addition, information that you submit to public areas may be collected and used by others to send you unsolicited messages and for other purposes. Any posting in bulletin boards and public areas on the Device are governed by the EULA for the Device or the terms and conditions of the applicable third-party web sites. Portions of your user profile may also be available to other users, and you should take care to not use Personal Data in your user name or other information that might be publicly available to other users.



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22. INTERNATIONAL TRANSFER OF INFORMATION

A new look and a clearer vision for the future of TV at home – Our brand and platform are evolving.

VIDAA's business operates on a global scale. When you access or submit information to us, your Personal Data may be transferred to, processed, maintained, and used on computers, servers and systems located where the data protection laws may not be as protective as those in your jurisdiction. If you choose to provide information to us in connection with your use of the Device or Services, please note that we may transfer your Personal Data to servers located in the United States or America, and our processor or affiliates located elsewhere. We will take appropriate contractual or other steps to protect the relevant personal information in accordance with applicable laws.

Visit the new V website
(<https://v-home.com>)

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We rely primarily on the European Standard Contractual Clauses to facilitate the international and onward transfer of Personal Data collected in the EEA, to the extent the recipients of the European Personal Data are located in a country that the EEA consider to not provide an adequate level of data protection. We may also rely on an adequacy decision of the relevant regulatory body confirming an adequate level of data protection in the jurisdiction of the party receiving the information, or derogations in specific situations. On request, the supporting documentation can be requested by contacting us at privacy@vidaa.com (<mailto:privacy@vidaa.com>).

VIDAA is responsible for the processing of Personal Data it collects and subsequently transfers to a third party acting as an agent on its behalf. Before we share your information with any third party, we will enter into a written agreement requiring that the third party provide at least the same level of protection for the personal information as required under applicable data protection laws.

23. PRIVACY POLICY VERSIONS AND CHANGES

We reserve the right to change this Privacy Policy at any time or for any reason. If we make any material changes, we will post the updated Privacy Policy on this page with a "Last Updated" effective date of the revisions. This Privacy Policy will remain in full force and effect as long as you are a user of the Device or our Services, even if your use of or participation in any particular service, feature, function or promotional activity terminates, expires, ceases, is suspended or deactivated for any reason. We encourage you to look for updates and changes to this Privacy Policy by checking this page when you access our Services. If you have any questions about this policy, please reach out anytime as described in the "Contact Us" section below.

24. CONTACT US

Please direct any questions you may have regarding your data protection or requests to exercise applicable rights described in this Privacy Policy to our email at privacy@vidaa.com (<mailto:privacy@vidaa.com>).

If you are based in EEA or EEA residents contact us at privacy@vidaa.com (<mailto:privacy@vidaa.com>), or you may also contact our EU representative:

VERDATA Datenschutz GmbH & Co. KG

Roemerstr. 12

D – 40476 Duesseldorf

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 **English** ▼ (<https://www.vidaa.com/os-privacy-policy/>)

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