



VIDAA USA INC. PRIVACY POLICY

Last updated: February 19, 2026

VIDAA USA INC., as data controller, ("**VIDAA**", "**we**" or "**us**") present this privacy policy, as may be amended from time to time (the "**Privacy Policy**") in order to provide our **website user** ("**User**", "**you**" or "**your**") information about VIDAA's privacy and data protection practices in relation to Personal Data that is collected, used and/or otherwise processed by VIDAA and/or third parties acting on its behalf, through its website [Homepage](http://www.vidaa.com) (<http://www.vidaa.com>). (the "**Website**").

This Privacy Policy supplements our [Terms and Conditions](#) and [End-user-license-agreement-2026/](#)). If you have questions or concerns regarding this Privacy Policy, please contact us at privacy@vidaa.com.

For the sake of clarity, this Privacy Policy applies only to the Website and does not apply to VIDAA's mobile app, platform, devices, applications or other services, which are governed by separate privacy policies and/or notices.

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Careers. As provided below, the job application page may appear under VIDAA branding, but the application form and submission process are provided and hosted by a third-party applicant and is subject to such third party privacy notice and terms and conditions for the future of TV at [VIDAA's Career Page](#).

Partner Portal. If you access any partner/developer portal or similar restricted area made available through the Website (the "**Partner Portal**"), your use of the Partner Portal and any Personal Data processed in connection with it may be governed by separate terms and conditions but under this privacy notice which is also applicable to the Partner Portal. The Partner Portal is invite-only. When you create or use a Partner Portal account, we process basic account data such as your name and email address for authentication and account administration, and in order to provide you with an access to the Partner Portal.

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Please see our full Privacy Policy below in order to better understand our practices in detail.

1. Types of Personal Data We Collect and Process

Definition. When we use the term "Personal Data" in this Privacy Policy, we mean information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with an identifiable natural person, particular person, consumer or household.

Collection of Personal Data – General Provisions. You are not required by law to provide us with Personal Data when you browse the Website. However, certain Website features may require you to provide specific information. Mandatory fields (if any) will be marked at the time of collection, and if you do not provide the required information, we may not be able to process your request or provide the relevant feature.

Data Collection and Processing. When you fill in the forms available on the Website and/or provide us certain information, we collect and process the following categories of Personal Data:

Types of Personal Data	Included Personal Data
Contact/support inquiry data	Name; email address; information you include in your inquiry when you contact customer service.

Website usage and activity data	We automatically collect basic website usage and technical data when you browse the Website, such as your IP address, browser details, referring/exit pages, and how you navigate and interact with the Website (for example pages visited, time spent, and timestamps).
Cookie and tracking identifiers	Cookie IDs; information collected via cookies and similar tracking technologies, including WordPress cookies used for session management (for example, login/session cookies) and Google Analytics cookies.
Analytics/performance data	Preference/performance data used to understand, improve and optimize the Website and analyze usage patterns; visit/interaction events (for example clicking a button or reaching a page via pixels/tags).
Any information you decide to add when you send us a message	Date, time and subject matter of the request and any other information you choose to include. 

Cookies and Preferences. You can manage your cookie preferences on the Website at any time using our cookie banner/settings (where available), and you can control cookies through your browser settings. We use Google Analytics to help us understand how we interact with the Website and to improve performance. We also use basic WordPress cookies required for functionality and session management (for example, login/session cookies).

The provision of certain types of Personal Data may be necessary or optional, depending on your requests. Mandatory data will be marked as such and the non-provision of your Personal Data. If you refuse to provide mandatory data, VIDAA may not be able to process your request (e.g., reply to your contact request).

For the purposes of the California Consumer Privacy Act of 2018, the future of the California Privacy Rights Act of 2020 (both CCPA and CPRA), and the European Union's General Data Protection Regulation (GDPR), in the preceding twelve (12) months, we may have collected the following categories of Personal Data, as defined in the CCPA: identifiers; professional or employment-related information.

2. Purposes and Legal Basis

We process the Personal Data described in section 1 above for the following purposes:

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Purposes	Example of use of Personal Data	Legal Basis (for EEA Users only)
Managing your contact request	- to answer your questions and inquiries - to contact you if necessary	Legitimate interest of VIDAA in managing the contact requests sent to it
Complying with legal and regulatory obligations	- to perform any reporting and notifications obligations we may be subject to, to competent governmental agencies and authorities; - to process your requests to exercise your rights; - to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights	Legal obligations to which VIDAA is subject

Purposes	Example of use of Personal Data	Legal Basis (for EEA Users only)
Enforce compliance with the Terms and Conditions / protect legal rights	Enforce the Terms and Conditions and exercise or defend legal rights.	Steps at your request
Detect and prevent fraud and security risks	Monitor and prevent abusive use; enhance security; combat spam, malware and other security risks.	Legal obligations to which VIDAA is subject
Provide support or respond to you	Respond to your inquiry using the information you provide.	Steps at your request
Provide service-related communications (administrative/account)	Send administrative or account-related messages.	Steps at your request
Improve the Website and related offerings	Analyze Website usage to identify issues and plan improvements.	Legitimate interests of VIDAA 
With your consent (where required)	Use Personal Data for additional purposes as disclosed to you at collection	Consent
Managing any litigation	Take action against any identified security breach, manage any dispute or litigation	Legitimate interest of VIDAA in defending our rights and interests

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3. With Whom Do We Share Your Personal Data?

We may share your Personal Data with third parties as detailed below:

Service Providers , including data storage providers, data security services, fraud detection and prevention services, insurers.	We may share Personal Data with selected third-party companies we engage to perform services on our behalf. We only provide such service providers with Personal Data so they can perform their required functions on our behalf.
Governmental, Administrative or Judiciary Authorities	We will disclose or allow government and law enforcement officials access to certain Personal Data, exclusively in response to a subpoena, search warrant or court order (or similar requirement), or in compliance with applicable laws and regulations. Such disclosure or access may occur with or without notice to you, if we have a good faith belief that we are legally compelled to do so, or that disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing.

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](#)

Corporate Transactions	We may share Personal Data in connection with any proposed or actual financing, reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
Lawyers and Interested Parties	We will share Personal Data exclusively in case of the management of possible disputes and other legal matters where appropriate, including with respect to the Website; to establish, protect, or exercise our legal rights; as required to enforce agreements; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights.

For purposes of the CCPA/CPRA, in the preceding twelve (12) months, we may have disclosed the following categories of Personal Data collected through the Website to our service providers for business purposes (for example, to respond to inquiries and process Website-related requests): identifiers and professional or employment-related information.

We do not sell Personal Data collected through the Website. We also do not share Personal Data collected through the Website for cross-context behavioral advertising.

In addition, if you click on our careers/jobs links, then a third-party application page may appear under VIDAA branding, but the application form and submission process is managed and hosted by a third-party applicant (currently, Rippling). Any Personal Data you submit in connection with your job application (for example, your CV and employment history) will be collected and processed by such third-party applicant in accordance with its own privacy notice and terms, and not under this Privacy Policy.



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4. Cross-Border Data Transfers

A new look and a clearer vision for the future of TV at home – Our brand and platform are evolving. We may host, store, process, maintain or transfer the Personal Data to various sites worldwide, outside your jurisdiction, also between VIDAA affiliated entities. Where specific laws or regulations relating to Personal Data transfer apply to us, we will endeavor to ensure that the Personal Data is protected and transferred in a manner consistent with legal requirements.

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EEA Transfers. When we transfer Personal Data from within the European Economic Area (“EEA”) to countries or international organizations that are based outside the EEA, the transfer takes place on the basis of an adequacy decision by the European Commission, or in the absence of an adequacy decision, other legally permitted safeguards under the General Data Protection Regulation (GDPR), such as standard contractual clauses.

5. Data Retention

We retain Personal Data for as long as necessary for the purposes described. Other circumstances in which we will retain your Personal Data for longer periods of time include: (i) where we are required to do so in accordance with legal and regulatory requirements, or (ii) for us to have an accurate record of your interaction with us in the event of any inquiries or contact requests, or (iii) if we reasonably believe there is a prospect of litigation.

Please note that except as required by applicable law, we will not be obligated to retain your Personal Data for any particular period, and we may delete it for any reason and at any time, without providing you with prior notice if our intention to do so.

6. Data Security

We endeavor to maintain appropriate technical and organizational measures compliant with industry standards to protect Personal Data in particular, against accidental, unlawful or unauthorized destruction, loss, alteration, access, harm to the integrity, disclosure or use. However, although we make every effort to protect the Personal Data which you provide to us or we generate, we cannot completely ensure the security of any Personal Data you transmit to us over the internet or guarantee that this Personal Data will not be accessed, disclosed, altered, or destroyed.

If you have found a vulnerability or would like to report a security incident, you may send an email at privacy@vidaa.com.

7. Your Rights Regarding your Personal Data

General Provisions. Please note that under certain circumstances and depending on your jurisdiction, you are entitled to specific rights regarding your Personal Data (subject to some exceptions). In most cases, you can exercise such rights free of charge. When you ask us to exercise any of your rights under this Privacy Policy and the applicable privacy and data protection laws, we may need to ask you to provide us with certain credentials to make sure that you are who you claim you are, to avoid disclosure to you of Personal Data which is related to others that you are not authorized to receive, and to ask you questions to better understand the nature and scope of Personal Data that you request to access. Applicable privacy and data protection laws in your jurisdiction may provide you with different or additional rights related to the Personal Data we collect from you, which may also apply. Please note that you can delete your account by contacting us at privacy@vidaa.com.



EEA Users. If you are based in the EEA, you have the following rights: (i) to access your Personal Data in order to obtain clear, transparent and understandable information on how we process your Personal Data and on your rights, as well as a copy of your Personal Data; (ii) to rectify your Personal Data in case your Personal Data is obsolete, inaccurate or incomplete; (iii) to object the processing of your Personal Data when the processing is based on VIDAA's legitimate interest. We will no longer process your Personal Data unless we demonstrate compelling legitimate grounds for the processing which override your rights and freedoms, such as the respect of a legal obligation (e.g., legal obligation involving the retention of documents), or for the establishment, exercise or defense of legal claims; (iv) in certain circumstances under GDPR, you have the right to restrict the processing of some of your Personal Data during a limited period of time; (v) to withdraw your consent when it has been used as a basis for processing your Personal Data; (vi) in certain circumstances under GDPR, you have the right to request the portability of your Personal Data, meaning that you can receive the Personal Data originally provided by you in a structured and commonly used format or that you can request the transfer of the Personal Data you provided to another data controller; (vii) in certain circumstances under GDPR, you have the right to delete your Personal Data (also known as the right to be forgotten); (viii) if applicable, not to be subject to a decision based solely on automated processing, including profiling, if such profiling produces a legal effect concerning you or similarly significantly affects you and if automated processing is used; (ix) to lodge a complaint with your national data protection authority. If you have a complaint about how we use your Personal Data, we will always prefer you to contact us first. If you are unsure which data protection authority to contact, please contact us at privacy@vidaa.com.

California Users. If you are California Users who resides in California, you have the following rights: (i) to know what Personal Data we have collected, including the categories of Personal Data, the categories of sources from which the Personal Data is collected, the business or commercial purpose for collecting, selling, or sharing Personal Data, the categories of third parties to whom we disclose Personal Data, and the specific pieces of Personal Data we have collected about you; (ii) to request the deletion of your Personal Data that we collect or maintain, subject to certain exceptions; (iii) to request the correction of your inaccurate Personal Data that we maintain about you; (iv) to the extent applicable, you have the right to opt-out of the "sharing" of your Personal Data for "cross-contextual behavioral advertising," often referred to as "interest-based advertising" or "targeted advertising"; (v) to the extent applicable, you have the right to opt-out of the sale of your Personal Data to third parties; (vi) under certain circumstances, to the extent we use or disclose Sensitive Personal Information (SPI), you have the right to limit the use or disclosure of SPI; (vii) to receive a copy of your Personal Data, including specific pieces of Personal Data, including where applicable, to obtain a copy of the Personal Data you provided to us in a portable format; (viii) to not receive discriminatory treatment if and when you exercise your rights regarding your Personal Data under the CCPA.

Only you may make a request related to your Personal Data. If you are a California resident a request can be made by a person registered with the California Secretary of State that you authorize to act on your behalf, in such event you must provide us with signed documentation that you have authorized an agent to act on your behalf.

Other jurisdictions. If you are located outside the EEA and California, you may still contact us to exercise any rights available to you under applicable local privacy laws.

8. Children

The Website is not intended for use by minors (an individual that is under the age defined by applicable law, which concerns the EEA is under the age of 18, and with respect to the US, under the age of 13). If we nevertheless receive Personal Data from an individual who indicates that he or she is, or whom we otherwise have reason to believe is, under the age of 18, we will endeavor to delete such Personal Data from our systems.

9. Changes to This Privacy Policy

This Privacy Policy may change from time to time. If we decide to change our Privacy Policy, we will post new or updated privacy policy in our Website. Each version of this Privacy Policy will be identified by its effective date, which you can find at the top of this Privacy Policy. The new or updated privacy policy will be effective from the date mentioned at the top page of the new privacy policy.

We strongly encourage you to review this Privacy Policy periodically to ensure that you understand our most updated privacy practices.

10. Contact Information and Data Controller D

If you have any questions about this Privacy Policy, or in the event that you wish to exercise certain rights you are eligible for with respect to your Personal Data, please contact us as follows:

By email: privacy@vidaa.com
By Mail: A new look and a clearer vision for the future of TV at home – Our brand and platform are evolving.

VIDAA USA INC.

3600 Mansell Road, Suite 300, Alpharetta, Georgia 30022

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