

# Privacy Principles

## ■ Samba TV uses personal data to make TV better.

Your Choice, Always

Complete Transparency

The Perfect TV Experience Based on Data Minimization

We Safeguard Your Data

You are in Complete Control

External Validation

ISO 27001 and 27701 Certification

Participation in Industry Frameworks

Samba TV uses personal data to make TV better.

**We understand that your data belongs to you and no one else.**

At the heart of all Samba TV's products and services is our commitment to protecting your data and giving you complete control over its use. In fact, on devices featuring our application, Samba Interactive TV services is disabled by default, and you have to choose to enable it before we will begin processing any of your data.

way, with the same care, we would expect our own data to be handled. If you want further details on how we apply the principles below in practice, please review our [Privacy Handbook](#) or read our [Privacy Policy](#).

## Your Choice, Always

Samba TV's relationship with the consumer always starts with providing a clear-cut choice to opt-in or opt-out of using our services and the processing of your data. This includes providing you comprehensive controls to change or tailor your choices at any time.

## Complete Transparency

We are boldly transparent about how Samba TV and consumers both benefit when you choose to opt in to our services.

## The Perfect TV Experience Based on Data Minimization

We only collect information that is necessary to enhance and improve your TV experience. As a result, we offer our products and services without requiring that consumers provide us with their name, phone number, home or work address.

## We Safeguard Your Data

Once you have entrusted your data with us, we vigorously protect it with appropriate security controls.

## You are in Complete Control

We ensure our data processing and operations support your ability to access your data or have it deleted.

## External Validation

Samba does not expect you to take our word for it. We subject our data protection program to third-party audits, and received certifications that confirm the soundness of our practices.

Samba TV has been audited and is certified as ISO/IEC 27001 and 27701 compliant. Together these frameworks specify a set of best practices for an information security management system (ISMS) and privacy information management system (PIMS).



## Participation in Industry Frameworks

Samba TV prioritizes participation in industry self-regulatory frameworks to ensure that we always implement best practices to protect your data.

We are on the Board of the Network Advertising Initiative and adhere to its Regulatory Framework. To learn more about the Framework and how it helps to protect your privacy visit their [website](#).

Samba TV and Samba TV UK Limited participate in the IAB Europe Transparency & Consent Framework (TCF) and comply with its Specifications and Policies. The identification number for Samba TV within the framework is 350. The identification number for Samba TV UK Limited is 351. You can learn more about the TCF and how it protects your privacy by visiting their [website](#).

