

Notice of Right to Opt-Out

■ Notice of Right to Opt-Out

Opt-out Using the Controls on Your Television and Mobile Device

Opt-out Using the Privacy Frameworks (United States Only)

Opt-out Using the Web Form

Notice of Right to Opt-Out

Samba TV respects your privacy. Your trust is important to us and we are committed to providing you with meaningful choices with respect to the information we collect from or about you.

Consumer data protection laws provide you with certain rights with respect to your personal information. These rights include the right to opt-out or object to certain disclosures and processing of your personal information. Sometimes the term “sale” is used to describe these disclosures.

Samba TV offers you a number of opt-out options.

You may Opt-out Using the Controls on Your Television and Mobile Device. This option is relevant to you if you have a television that features Samba Interactive TV Services or if you downloaded one of our applications on your mobile device, and you had opted-in during set-up.

You may Opt-out Using the Privacy Frameworks. This option is relevant to you if you are a resident of the United States and would like to exercise options with respect to companies, including Samba TV, who seek to tailor the advertisements you receive in accordance with your interests.

ensure that your request pertains to your personal information

If you have questions regarding your data privacy rights or how Samba TV processes and protects your personal information, you may email us at privacy@samba.tv or review our Privacy Policy.

Opt-out Using the Controls on Your Television and Mobile Device

Samba TV Services on Your Television. If you have enabled Samba Interactive TV Services on your TV, you may prevent collection of or possible sharing of any personal information by disabling the services. To do so, go into the Settings menu of your television and access “Samba Interactive TV”*. You can then toggle the services to “off.” If you do not want to disable Samba TV services, but merely want to stop receiving tailored advertising based on your content viewing information, you may disable the “Ad Personalization” feature; or, enable the “Limit Ad Tracking” feature. Doing so will prevent Samba TV or its advertising partners from using your television viewing choices to tailor advertisements to you. (You will still receive advertisements, but they will not be tailored based on the viewing information collected by Samba TV.) In the Settings menu you may also reset your device identifier, which will unlink the existing data associated with your TV. Depending on the make and model of your device, the Samba TV privacy menu may offer you additional, granular controls.

Indeed, the names of menus and controls may differ between television brands and models; please read the descriptions in the menus to understand the features on your device. If you cannot find the Samba TV privacy features in your TV settings, please contact us with 1) the make and model of your television, and, 2) the country where the television is located. We will then be able to provide you with a more precise location of these features.

Samba TV Services for Web and Mobile. If you have downloaded Samba TV mobile apps on your mobile device, deleting such apps will prevent collection of or possible sharing of any personal information through the app.

To limit ad tracking on your iPad, please refer to your iOS settings to opt-out of receiving tailored advertising, or to reset your mobile device advertiser ID to unlink information previously associated with your advertiser ID. To opt-out of targeted advertisements on your Android device, please refer to the device’s settings menu, access the Google Services option, and then under the “Ads” tab enable “Opt-out of Ads-Personalization” or similar choices that may be available.

Opt-out Using the Privacy Frameworks (United States Only)

Samba TV, along with other companies that collect your personal information to provide you with more relevant advertising, participates in industry frameworks that allow you to make choices regarding your personal information. Samba TV is a member of two such industry frameworks: 1) the Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising, and 2) the Network Advertising Initiative (“NAI”).

You can visit the [DAA's website](#) to learn how to opt out of the use of personal information for online behavioral or tailored advertising across multiple participating companies, including Samba TV. You

applications, you can download the DAA's AppChoices application from your mobile device at [Your Ad Choices](#) or from your device's app store.

Opt-out Using the Web Form

You may complete the [web form](#) to opt-out of Samba TV processing your data. After submission, you will be asked to verify your identity and provide additional information with which we will need to identify any data associated with you, as required by the applicable laws.



Learn more about how Samba can help your organization

[Contact Us](#)

