

Your Privacy Handbook

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What personal data does Samba TV collect about me?

It is very important to Samba TV that you understand the personal data we collect, how we collect it, and for what purpose.

1. Viewership and Device Information Collected when you Enable our Interactive TV Services on your Television:

When you choose to enable Samba Interactive TV on your television, we collect information to understand your household viewing preferences as well as information about your television and other household devices. Samba TV uses this information to create a profile that we use to support consumer features, and to tailor advertisements to your interest and measure their engagement. For details please see our [Privacy Policy](#).

information about your viewing habits so we can recommend content to you that we hope you will enjoy. For details please see our [Privacy Policy](#).

3. Ad Measurement and Device Information Collected when we Serve You with Personalized Ads:

If you agree to receive personalized advertisements from Samba TV, we will collect information that confirms that the advertisement was served to you on your television or other household device. The information may include when the ad was served and the device that received the ad. For details please see our [Privacy Policy](#).

4. Measurement Data Collected when Conducting Research to Analyze Marketing Engagement and Preferences:

If you agree to receive personalized advertisements from us, we may collect information regarding the ads that you see and combine this information with data from third parties to make our ad campaigns more tailored to your preferences. In addition, we may collect information to measure the effectiveness of the campaign. For instance, we may track whether you watched a television program related to an advertisement you saw. All of this information helps improve the relevancy of the ads you see and provide insights to brands, networks, and content providers. For details please see our [Privacy Policy](#).

With respect to each of these processing activities, we only retain your personal data as long as necessary for the purpose it was collected. No longer.

How does Samba TV secure my Personal Data?

We implement an Information Security Management System (ISMS) with appropriate technical and organizational measures to protect your personal data. Our ISMS consists of policies and controls implementing pseudonymization, encryption, access restriction, and retention policies to guard against unnecessary or unauthorized use of personal data in our systems.

Samba TV's is certified as ISO/IEC 27001 compliant.

How does Samba TV protect your household and children?

Samba TV's products and services are not directed at children, and children cannot register for our products. When you enable Samba TV, we collect your combined household's viewership information to support our advertisement and research products. However,

Of course, if you use Samba TV and wish to prevent your household's viewership information from being used in targeted ad campaigns or any other of our advertising services, you may do so through the privacy menu in the settings of your television at any time.

To learn more about how Samba TV uses your household and children, please refer to the [Privacy Policy](#).

Kids Privacy Assured by PRIVO: COPPA Safe Harbor Certification. Samba TV is a member of the PRIVO Kids Privacy Assured COPPA Safe Harbor Certification Program ("the Program"). The Program certification applies to the digital properties listed on the validation page that is viewable by clicking on the PRIVO Seal. PRIVO is an independent, third-party organization committed to safeguarding children's personal information collected online. The PRIVO COPPA certification Seal posted on this page indicates Samba TV has established COPPA compliant privacy practices and has agreed to submit to PRIVO's oversight and consumer dispute resolution process. If you have questions or concerns about our privacy practices, please contact us at privacy@samba.tv. If you have further concerns after you have contacted us, you can contact PRIVO directly at privacy@privo.com.



How does Samba TV share or transfer my personal data?

Samba TV may share your personal data with other affiliates in the Samba Group, our service providers, and trusted clients. These parties may be located in your home country as well as abroad. Your personal data may therefore be subject to privacy laws that are different from those in your country of residence. We, however, ensure that your data is

Personal data collected within the European Union (“EU”), Switzerland, and the United Kingdom, may, for example, be transferred to and processed by Samba TV or third parties located in a country outside of those jurisdictions. Samba TV participates in the [EU-U.S. Data Privacy Framework and Swiss-U.S. Data Privacy Framework](#), as well as the [UK Extension](#), which requires that Samba TV ensure that the transfer of your personal data is carried out in accordance with the General Data Protection Regulation.

Samba TV may share your data with the following companies, to allow them to process your data consistent with the purposes explained in our [Privacy Policy](#) and the applicable laws. The companies below are acting as Controllers of your data under the GDPR:

Comscore, Inc. – To learn more about how Comscore may process your data or to exercise your privacy rights, please review the [Comscore Privacy Policy](#) or send an email to privacy@comscore.com.

The Trade Desk – To learn more about how The Trade Desk may process your data or to exercise your privacy rights, please review the [The Trade Desk Privacy Policy](#) or send an email to privacy@thetradedesk.com.

For Australian residents, Samba TV may share your data with MiQ Digital Australia Pty Ltd. Please click [here](#) for more information on MiQ Australia Pty Ltd. handling of your data.

How can I control the processing of my personal data on my Samba TV device?

On television’s featuring our Interactive TV Services, our application is disabled by default. It is only enabled and starts processing your data if you make the choice to enable it.

Samba TV ensures you never lose control of your data. You can update your choices regarding our Interactive TV Services and the data Samba processes at any time through the privacy menu in the settings of your television.

For example, you can disassociate all the content viewing and marketing information related to your TV by resetting your ad ID. With the Ad Personalization control, you have the ability to decline or “opt out” of receiving personalized ads based on your content viewing information while still enjoying the personalization features of our Interactive TV Services. Please note that on some of the televisions featuring our services the Ad Personalization feature may be called Limit Ad Tracking. However, they both function the same: enabling

Indeed, based on the make and model of your television, the names of the controls may be different as Samba TV is always working to improve our privacy features. So please review your television's privacy menu and read the descriptions to understand the controls we offer on your device. And, we encourage you to reach out to us at privacy@samba.tv with any questions.

Regardless of the specifics of your television, you always remain in control over your data and what you allow us to collect, process, and share.

Samba TV Mobile also provides you the option of disabling the service at any time after it's been enabled. And, of course, you have similar controls regarding resetting ad IDs and limiting ad tracking on your Android and iOS mobile devices.

To learn more about how you may control your data, please review our [Privacy Policy](#).

How do I exercise my privacy rights?

Samba TV supports all the rights extended to consumers in the jurisdictions in which we operate. As available and except as limited under applicable law, Samba TV provides you the means to exercise the rights described below:

OPTING OUT & OBJECTING: You may object to our collection of your data, the processing of your data, the sale of your data, direct marketing, as well as automated decision-making based on your personal data.

REQUESTING INFORMATION & ACCESS: You may request to know the categories, sources, and business purposes of the collection of your personal data, as well as the categories of personal information we have disclosed or sold about you.

MANAGING YOUR DATA: You may access your personal data, have us restrict our processing of it, have it ported to another party, as well as have it corrected or deleted.

Please note that Samba TV does not in any way discriminate against consumers who exercise their privacy rights. For example, Samba TV does not charge you more for services, deny you services, or offer services of lesser quality merely because you choose to exercise your privacy rights.

To submit a request to exercise these rights, please use this [link](#).

If for any reason, Samba TV declines to process your privacy request, you will be provided notice and an opportunity to appeal that decision to our Legal Department. You will be able to do so through the email ticket associated with your request. Our Legal Department will provide you with a decision within 30 days through the same email ticket and inform you of any rights you may have to challenge that decision.