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CALIFORNIA RESIDENTS

correct, or delete your personal information and to opt out of the sale and sharing of your personal information. For a full summary of those rights, please see our [Privacy Policy](#) and [Privacy Policy Addendum for California Residents](#). We honor applicable opt-out signals where required.

- **How can I exercise my rights as a California resident?:**

Please see our [Privacy Policy Addendum for California Residents](#) to learn how you can exercise the rights that are available to you as a California resident.

VIEWING DATA

- **What is Viewing Data?**

When you first set up your VIZIO operating system (OS) product, you are given the option to allow VIZIO to use its Automated Content Recognition (ACR) technology, that (when enabled) uses video and audio data to recognize what is playing on the TV and send information back to VIZIO about what is showing (“Viewing Data”).

In addition, now that VIZIO is owned by Walmart, you will have an additional choice about whether Walmart can link your Viewing Data to the Walmart account logged in to those devices or services.

Please see our [Viewing Data Supplement](#) and Consent to Combine VIZIO OS Data With Your Walmart Account Data for a full description of how this information is collected and shared.

- **How do I opt in or opt out of the Viewing Data program?:**

If you have opted into Viewing Data, you may opt out at any time in the Settings menu of your VIZIO OS product.

- If you sign in to your VIZIO OS product with a Walmart account that has opted out of the sale/sharing of personal information (including for targeted advertising), we will honor the opt-out including by not selling or sharing your Viewing Data on your account-linked VIZIO OS products if they have the latest firmware supporting this feature. We may still collect your Viewing Data to personalize your VIZIO experience unless you expressly opt-out of the collection of Viewing Data by turning the “Viewing Data” toggle to OFF within the Settings menu on VIZIO OS product.

LIMITED AD TRACKING

- **What is Limited Ad Tracking?**

To provide you with the best advertising experience, VIZIO’s advertising platform can serve tailored ads to your VIZIO OS product. If you would like to opt-out of these targeted ads on a

- **What happens if “Limit Ad Tracking” is in the ON position?**

VIZIO’s advertising platform will not serve tailored ads to your VIZIO OS product. You will still see advertisements when you use the VIZIO OS home screen or stream apps, but they may be less relevant to you.

Please note that VIZIO only controls the ads served by its platform. You may still receive tailored ads from other application partners based on your relationship with those application partners.

- **What happens if “Limit Ad Tracking” is in the OFF position?**

VIZIO’s advertising platform will serve tailored ads to your VIZIO OS product.

- **How can I Limit Ad Tracking?**

You can toggle on/off Limit Ad Tracking in the Settings menu on your VIZIO OS product.

If you sign in to your VIZIO OS products with a Walmart account that has opted out of the sale/sharing of personal information (including for targeted advertising), we will honor the opt-out on your account-linked VIZIO OS products if they have the latest firmware supporting this feature. Walmart will send you an email notification with additional instructions if we detect account-linked VIZIO OS products that are not yet eligible to automatically honor your opt-out preference. If you opt out, you will still see advertisements on your VIZIO OS product, but they may not be related to your interests.

VIZIO OS products after 2024:

Menu > Privacy & Legal > Advertising > Limited Ad Tracking

VIZIO OS products before 2024:

Menu > Admin & Privacy > Advertising > Limited Ad Tracking

VIZIO OS products before 2020:

Menu > System > Reset & Admin > Advertising > Limited Ad Tracking

DO NOT SELL/SHARE

- For VIZIO OS products with updated firmware, the “Do Not Sell/Share” option is managed by your Walmart account. If you sign in to your VIZIO OS products with a Walmart account that has opted out of the sale/sharing of personal information (including for targeted advertising), we will honor the opt-out on your account-linked VIZIO OS products if they have the latest firmware supporting this feature. Walmart will send you an email notification

advertisements on your VIZIO OS product, but they may not be related to your interests.

- You can exercise your Do Not Sell/Share and Targeted Advertising choices through [Your Privacy Choices](#) or as otherwise described in [Walmart Customer Privacy Notice](#).

Please note that VIZIO only controls the ads served by its platform. You may still receive targeted ads from other application partners based on your relationship with those application partners.

RESET TV AD ID

- **What is TV Ad ID?**

Like the Ad ID on your smartphone, your television comes with a unique identifier called TV Ad ID. The TV Ad ID helps advertisers serve advertisements on your TV.

- **What happens if I reset my TV Ad ID?**

If you reset the TV Ad ID on your VIZIO OS product, the current TV Ad ID will be replaced with a new one. The old TV Ad ID will no longer be linked to your VIZIO OS product, so any data collected and associated with the previous TV Ad ID will no longer be used to deliver tailored ads to your VIZIO OS product.

- **Will I still receive tailored ads if I reset my TV Ad ID?**

Yes, but the ads will not be tailored based on data collected and associated with your TV before you reset the TV Ad ID. Ads will be tailored based on data collected *after* you reset the TV Ad ID.

- **How can I reset my TV Ad ID?**

You can reset your TV Ad ID in the Settings menu on your VIZIO OS product.

- **If I have already opted out of sale/sharing (including for targeted advertising) on my Walmart account, will my preferences be honored on my TV?**

If you sign in to your VIZIO OS products with a Walmart account that has opted out of the sale/sharing of personal information (including for targeted advertising), we will honor the opt-out on your account-linked VIZIO OS products if they have the latest firmware supporting this feature. Walmart will send you an email notification with additional instructions if we detect account-linked VIZIO OS products that are not yet eligible to automatically honor your opt-out preference. If you opt out, you will still see advertisements on your VIZIO OS product, but they may not be related to your interests.

VIZIO OS products after 2024:

VIZIO OS products before 2024:

Menu > Admin & Privacy > Advertising > Reset TV Advertiser ID

VIZIO OS products before 2020:

Menu > System > Reset & Admin > Advertising > Limited Ad Tracking

USER ACCOUNT

- **What happens to my VIZIO Account if I merge to a Walmart account?**

By merging your VIZIO Account into a Walmart account, your VIZIO Account will no longer be accessible. Your account information will be processed in accordance with the [Walmart Customer Privacy Notice](#), and your updated devices will be associated with your Walmart account. Signing in will provide Walmart with limited information necessary to connect your accounts (for example, account credential information). VIZIO will not link and combine device Viewing Data, Activity Data, Mobile Streaming Data, or Mobile App Data (“VIZIO OS Data”) without your explicit consent, as detailed in the Combine VIZIO OS Data with Your Walmart Account Data Notice.

- **What happens if I do not merge my VIZIO Account into a Walmart account?**

Your VIZIO Account information will be maintained separately from your Walmart account information. You will need a Walmart account to sign in to newer VIZIO OS products. A Walmart account is required to use the smart features on those devices. If you have a Walmart account, you can use it to sign in, or you can create a new Walmart account for free.

- **How can I create a Walmart account?**

You can create a Walmart account for free when setting up your VIZIO OS product or online at [Walmart.com](#).

- **Why is a Walmart account required on some newer VIZIO OS products?**

VIZIO is now a Walmart brand and VIZIO is transitioning to a Walmart account sign-in.

- **What happens to my privacy and ads settings if I merge my VIZIO Account into my Walmart account?**

VIZIO Account information will be added to your Walmart account, and the old VIZIO account will no longer be accessible. You will use your Walmart account to sign in to VIZIO OS products, the VIZIO website, and the VIZIO mobile app, and your devices will be associated with your Walmart account.

If you sign in to your VIZIO OS products with a Walmart account that has opted out of the sale/sharing of personal information (including for targeted advertising), we will honor the

- **Will I have a choice about how my VIZIO OS Data is used?**

Yes. During TV setup, you can choose whether your VIZIO OS Data is linked and combined with the data of the Walmart account logged in to those devices or services. If you opt in, Walmart processes the VIZIO OS Data under the [Walmart Customer Privacy Notice](#).

- **What happens if I do not merge my VIZIO Account?**

Your VIZIO Account information remains separate from your Walmart account information. You will still need a Walmart account to sign in to newer VIZIO OS products. Your VIZIO Account information will be processed in accordance with the VIZIO Privacy Policy.

- **Can I keep my old VIZIO Account instead of merging?**

VIZIO is transitioning to Walmart account sign-in. We are not able to maintain an old VIZIO Account using the same email address as your Walmart account, so you have the option to merge your old VIZIO Account into your Walmart account or delete it.

- **Will my devices and apps still work after merging?**

Yes. After merging, you will use your Walmart account to sign in to VIZIO OS products, the VIZIO website, and the VIZIO Mobile App, and your devices will be associated with your Walmart account. VIZIO OS products from your old VIZIO Account will be associated with your Walmart account

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