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VIZIO Privacy Policy Addendum for California Residents

Updated: May 11, 2026

Scope and Applicability

This Privacy Policy Addendum for California Residents (“CAAddendum”) applies to California residents and describes your rights and choices with respect to the processing of your personal information under the California Consumer Privacy Act (“CCPA”), as supplemented and amended by the California Privacy Rights Act (“CPRA”) (together, the “CCPA”).

This CAAddendum does not apply to VIZIO employees or job applicants. Capitalized terms not defined in this CAAddendum are defined in our Policy.

What Personal Information We Collect and How We Use It

Below is a summary of the categories of personal information we collect from you, as classified under the CCPA, the reason we collect your personal information, and how we share your information. Please see our [Policy](#) for further detail about how we collect, process, and share personal information about you.

VIZIO does not collect, use, or disclose sensitive personal information as defined in the CCPA, nor does VIZIO collect, use, or disclose personal information from a known child under the age of 18.

When you Visit Our Website (VIZIO.com) or Interact With Us

Categories of Information. As described in our [Policy](#), when you visit our websites or interact with us, we or our vendors for business operations (such as service providers) may collect the following categories of personal information for business or commercial purposes. We collect this personal information directly from you when you communicate with us, indirectly through cookies and related technologies, and from vendors for business operations, data aggregators, and marketing partners.

- Identifiers, including your name, email address, login credentials, phone number, and mailing address;
- Commercial information, such as information about the products you request or purchase;
- Internet or other electronic network activity information, including search and browsing history, information collected from cookies and similar technologies, and analytics data;
- Approximate geolocation data;
- Financial information, such as payment card numbers;
- Visual information you choose to upload to VIZIOgram, if you use that feature;
- Inferences derived from personal information.

Uses of Information. We use the categories of personal information identified above for the

• Fulfill requests,

- Learn more about you, including by receiving information from third parties;
- Communicate with you, including about promotions and offers, according to your choices;
- Market and promote our products and services;
- Provide for the integrity and availability of our websites;
- Maintain or support VIZIO OS products and services;
- Improve products and services;
- Advertise third-party products and services and permit third parties to do the same;
- Personalize our features and services;
- Conduct analytics;
- Ensure security and prevent fraud;
- Support legal functions; and
- Comply with applicable laws, legal processes, or regulations.

Sharing of Information. In the past 12 months, we have shared for a business purpose (excluding any sales of information discussed in the next section) the following categories of personal information:

- Identifiers: with vendors for business operations to deliver our services and features, facilitate our customer support interactions and responses to requests you make, market to you about our products, and process purchases;
- Commercial Information: with vendors for business operations to process customer purchases from VIZIO, including when we share data to deliver products to you, process transactions, or fulfill customer orders or requests;
- Internet or Other Electronic Network Activity Information: with vendors for business operations who provide analytics, advertising, and other services for us; and
- Approximate geolocation Data: with vendors for business operations who assist with the functionality of our websites.

Selling of Information. In the past 12 months, we have sold the following categories of personal information:

- Identifiers: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics

- Internet or other electronic network activity information: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners include analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies;
- Approximate geolocation data: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies; and
- Inferences derived from personal information: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies.

When you use a VIZIO OS Product or Service

Categories of Information. As described in our [Policy](#), when you use a VIZIO OS product or service, we or our vendors for business operations may collect the following categories of personal information for business or commercial purposes. We collect this personal information from you when you interact with your device and from third-party vendors for business operations, data aggregators, and marketing partners.

- Identifiers, including name, email address, login credentials, phone number, and mailing address, as well as device identifiers (including IP address, MAC address, and product model numbers), and “friendly names” for devices;
- Commercial information, including records of products or services purchased;
- Internet and other electronic network activity information, including operational and technical data (for example, hardware and software versions, chipset IDs, region, and language settings), Mobile App Data, Mobile Streaming Data, Viewing Data, and Activity Data;
- Approximate geolocation data;
- Financial information, such as payment card numbers;
- Audio, electronic, visual or similar information (including, for VIZIOgram users, the selected photos or videos that such VIZIOgram users upload to VIZIOgram); and
- Inferences derived from personal information.

Uses of Information. We use the categories of personal information identified above for the following business and commercial purposes, to:

- Communicate with you about promotions and offers according to your choices;
- ~~Market and promote our products and services;~~
- Maintain and support VIZIO OS products and services;
- Improve products and services;
- ~~Advertise third-party products and services and permit third parties to do the same;~~
- Personalize our features and services;
- Conduct analytics;
- Ensure security and prevent fraud;
- Support legal functions; and
- Comply with applicable laws, legal processes, or regulations.

Sharing of Information. In the past 12 months, we have disclosed for a business purpose the following categories of personal information:

- Identifiers: (1) with vendors for business operations to provide firmware upgrades, assist with product registration and support, assist with connectivity, and otherwise support the operation of VIZIO devices, and (2) with vendors for business operations to deliver content to you, operate VIZIO devices, provide our services, and deliver ads and promotions to you;
- Commercial information (for example, with payment processors);
- Internet or other electronic network activity information and inferences (for example, with vendors for business operations who provide analytics, advertising, and other services for us);
- Approximate geolocation data (for example, with vendors for business operations assisting device and service functionality); and
- Visual information (for example, with other VIZIOgram users with whom you choose to share your VIZIOgram Content).

Selling of Information. In the past 12 months, we have sold the following categories of personal information:

- Identifiers: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies;

with data partners include analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies;

- Approximate geolocation data: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies; and
- Inferences derived from personal information: (1) to ad agencies and other ad technology companies who measure ad effectiveness or aid personalization of ads, and (2) with data partners including analytics companies, media companies, advertisers, ad agencies, measurement providers, and other ad technology companies.

Additional Disclosures of Personal Information – In addition to the disclosures listed above, please note that VIZIO will disclose information as required by law, or to the following third parties in the circumstances described below:

- Courts and other third parties in response to legal requests: if the information is necessary to respond to lawful governmental requests or legal process (for example, a court order, search warrant, or subpoena).
- Law enforcement and third party partners: if the information is relevant to a crime that has been or is being committed; if an emergency exists that poses a threat to your safety or the safety of another person; or it is necessary to protect the rights or property of VIZIO or VIZIO's employees.
- Acquiring company or companies: If the ownership of VIZIO, Inc. or an affiliate or their respective assets changes as a result of a merger, acquisition, sale of assets, or in the unlikely event of a bankruptcy, information may be transferred to another company. The acquiring companies may only use information in accordance with the Policy.
- Automated decision making: We may use algorithms, machine learning, or artificial intelligence tools to help analyze and understand data for purposes of improving and personalizing advertising, VIZIO services, and/or user experiences. VIZIO does not subject your personal information to automated decision making that produces legal or similarly significant effects.

California Privacy Rights

The CCPA provides California residents with certain rights regarding their personal information. These rights are not absolute and certain exceptions apply under the CCPA. To exercise any of the rights described below, see the “Exercising Your CCPA Rights” section.

- Right to Correct – You have the right to request we correct inaccuracies in personal information we have collected specifically about you.
- Right to Deletion – You have the right to request that we delete any personal information we have collected about you.
- Right to Request Information – You have the right to request information about the collection, sale, and disclosure of your personal information from the previous 12 months.
- Right to Opt-Out of the Sale or Sharing of Information – You have the right to opt-out of the sale or sharing of personal information we have collected about you and to confirm the honoring of the opt out.
- Right to Non-Discrimination – You have the right to not receive discriminatory treatment for exercising any of your CCPA rights. VIZIO will not treat you differently for exercising any of the rights described above.
- Other Choices – You may have additional advertising choices detailed in our [Policy](#) and [Ads & Privacy FAQs](#). You can also view Ads & Privacy FAQs on your VIZIO OS product by visiting the “About” page located in “Extras.”

Exercising Your CCPA Rights

If you wish to exercise the above CCPA rights, please follow the directions provided below.

- How to Access, Correct, or Delete My Information – if you use your VIZIO OS product with no user account or a VIZIO Account, please submit your request to VIZIO using the [VIZIO Privacy Webform](#) or by calling 1-855-472-8817.
- If you use a Walmart account on your VIZIO OS product, you can submit your request to Walmart for your VIZIO and Walmart data using the [Your Privacy Choices](#) form. Additional methods of requesting personal information are available in the [Walmart Customer Privacy Notice](#).

Authorized Agents. You may also authorize an individual (your “agent”) to submit a request on your behalf. If you use an agent to submit a request to access, correct, or delete your personal information on your behalf, we require proof of authorization and may ask the agent to verify their identity directly with us. Subject to California law, we will not act upon a request to access, correct, or delete your personal information until their identity has been sufficiently verified.

Response Timing. We process your access, correction and deletion requests as soon as reasonably practicable and in compliance with any applicable legal requirements. Please note that it may take additional time to verify and fulfill requests submitted by agents.

out:

- VIZIO.com Website Information: When you visit VIZIO.com, cookies may be placed on your device via your browser to collect information which might relate to you, your preferences, or your device, and they are mostly used to make our websites work as you expect them to and to provide a more personalized web experience.
- The VIZIO.com website will honor the opt out signal from a Global Privacy Control (“GPC”) enabled browser. VIZIO.com uses some cookies and other tracking technologies that disclose information to third parties for analytics and targeted ad purposes in ways that could be deemed a sale or share under the CCPA. Under the CCPA, you have the right to opt-out of the “sale” or “share” of your personal information.
- To exercise your right to opt-out of the sale or sharing of personal information, click the Do Not Sell Or Share My Personal Information footer on VIZIO.com. This preference center provides on-off toggle switches to control and confirm your “Do Not Sell or Share” preferences. This may affect our ability to personalize ads according to your preferences.
- In addition, 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.
- Viewing Data: Some VIZIO units are equipped with automatic content recognition (“ACR”) technology that can understand viewing behavior and usage including audio and video programming, ads, gaming content, devices connected to the VIZIO OS product (e.g., a streaming stick plugged into an HDMI port), and third-party apps in real-time (“Viewing Data”). Users must affirmatively consent to activation of this technology, either during Set Up or via the Settings. For more information about this program, please refer to VIZIO's [Viewing Data Supplement](#).
- 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 by not selling or sharing your Viewing Data on your account-linked VIZIO OS products if they have the latest firmware supporting this feature. Your Viewing Data will still be collected unless you toggle off Viewing Data collection on your VIZIO OS products.
 - Toggle Switch: Viewing Data collection can be controlled from an on-off toggle switch in Settings on your VIZIO OS product. Turning Viewing Data off will trigger the deletion of

- For detailed instructions on how to locate the toggle switch to turn Viewing Data off or on, visit the [Viewing Data Supplement](#). If you need any technical assistance, contact VIZIO customer service by calling 1-855-472-8817 or emailing privacy@VIZIO.com.
 - Please note, turning the Viewing Data feature “off” or “on” will affect only the TV or display where you have made that selection.
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- VIZIO OS advertising preferences. Your VIZIO OS product comes with a unique identifier called TVAd ID. The TVAd ID helps advertisers serve personalized ads to your VIZIO OS product.
 - You can opt out of targeted ads and reset your TVAd ID in the Advertising Settings of your VIZIO OS product. For detailed instructions on how to opt out of targeted ads or reset your VIZIO OS product TVAd ID, see the [Ads and Privacy FAQs](#).
 - If you would like to opt-out of these personalized ads on a VIZIO OS product with older firmware and with no user Account or a VIZIO Account, you can choose to turn ON the Limit Ad Tracking setting on your VIZIO OS product. When you turn ON the Limit Ad Tracking setting, your TVAd ID will not be passed or used for personalized ads on that device. You can toggle on/off Limit Ad Tracking in the Settings menu on your VIZIO OS product. You can also reset your TVAd ID in the Settings menu on your VIZIO OS product.
 - 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 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.
 - For detailed instructions about these settings, please visit the [Ads & Privacy FAQs](#).

How We Verify Requests

We will verify your identity before fulfilling your request to access, delete, or correct your personal information using the information you provide to process your request, verify your identity, and maintain a record of your request and our response. Response timing may vary depending on the nature of your request and applicable legal requirements. Requests submitted by authorized agents may take additional time to verify and fulfill.

We will keep the personal information we collect about you for as long as necessary to carry out the purposes set forth in this Privacy Notice or any other notice provided at the time of data collection, but no longer than as required or permitted under applicable law or internal VIZIO policy. We dispose of the personal information we collect in accordance with VIZIO's retention policies and procedures.

Shine the Light

California residents also have the right to request that we provide you with (a) a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (b) the identity of those third parties. To exercise this right, contact us at the address below.

Notice of Financial Incentive

If we provide a financial incentive, we will provide you with the details, including how the incentive is related to your data before you participate so that you may make an informed decision about whether and how to participate. In the event you decide to take advantage of a financial incentive, you will always have the right to withdraw from participation and we will provide you with directions on how to do so.

Contact Us

To submit questions about the Policy or this CA Addendum, or to update or request changes to your personal information, contact us at privacy@VIZIO.com. You may also submit a privacy request through the [VIZIO Privacy Webform](#) or by calling 1-855-472-8817. For questions about Walmart's practices, please see the [Walmart Customer Privacy Notice](#) or contact Walmart Corporate Privacy, 702 SW 8th Street, MS #0160, Bentonville, AR 72716-0160.

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