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VIZIO Privacy Policy

Updated: March 16, 2026

Notice of Changes

- Policy updates to reflect Walmart's purchase of VIZIO.

What Does This Privacy Notice Cover?

How the VIZIO Privacy Policy Works with Walmart Notices

VIZIO is owned by Walmart. This section explains which privacy notice applies to your use of VIZIO OS products and Services, how data may flow between VIZIO and Walmart, and what choices you have.

THIS VIZIO Privacy Policy (the Policy) explains how VIZIO, Inc. (VIZIO, we, us, or our) collects, uses, discloses, and protects personal information in the United States. It applies to VIZIO websites, mobile apps, smart TVs and other devices that run the VIZIO operating system (“VIZIO OS products”), and services such as WatchFree+, VIZIO Accounts, and VIZIOgram (“VIZIO services”).

The VIZIO Privacy Policy governs information collected from your use of VIZIO OS products and services. If you do not sign in to your VIZIO OS product with a Walmart account, this VIZIO Privacy Policy controls your VIZIO OS experience.

When the Walmart Customer Privacy Notice Applies

The [Walmart Customer Privacy Notice](#) governs information collected in Walmart retail stores in the United States and Puerto Rico and on Walmart’s websites, mobile apps, and services where that notice is posted. If you sign in to your VIZIO OS product with a Walmart account, VIZIO will automatically provide Walmart with the data reasonably necessary to provide Smart TV functionality such as your contact details, payment information, subscription information, and account authentication and security information. You have a choice whether to provide Walmart with access to Viewing Data, Activity Data, Mobile App Data, and Mobile Streaming Data (“VIZIO OS Data”) from your VIZIO OS products, which can be turned on or off at any time. All data provided from VIZIO to Walmart will be combined with your Walmart account data and used as described in the [Walmart Customer Privacy Notice](#).

If you accept the Consent to Combine VIZIO OS Data with Your Walmart Account Data, Walmart will receive VIZIO OS Data and process it in line with the [Walmart Customer Privacy Notice](#). VIZIO maintains your VIZIO OS Data separately from your Walmart account unless and until you opt in to share it.

What This Privacy Policy Does Not Cover

This Privacy Policy does not cover Walmart retail stores or websites, Sam’s Club, or other Walmart brands; those are covered by the [Walmart Customer Privacy Notice](#), Sam’s Club Member Privacy Notice, and [Walmart’s Notices for Specialized Operations](#). It also does not cover applications or services from other companies that you may use on VIZIO OS products. Please review those companies’ privacy notices for their practices.

Walmart and VIZIO User Accounts

Since VIZIO is a Walmart brand, a Walmart account is required to use the Smart TV features on some newer VIZIO OS products. Merging your VIZIO Account into a Walmart account (“User

- You will be able to use your Walmart account to sign in to VIZIO OS products.
- Your VIZIO Account information will be added to your Walmart account and your old VIZIO Account will no longer be accessible.
- For additional information on User Accounts, see the [Ads and Privacy FAQs](#).

Consent to Combine VIZIO OS Data With Your Walmart Account Data

When ON

The data from your VIZIO OS devices, including Viewing Data, Activity Data, Mobile App Data, and Mobile Streaming Data (“VIZIO OS Data”) will be linked to the Walmart account logged in to those devices or services and combined with that Walmart account’s data to enable enhanced Walmart customer experiences, to deliver personalized promotion and advertising (in stores and across Walmart’s digital channels, such as [Walmart.com](#) and the Walmart app), and to measure and report on ad performance. For these purposes, Walmart may share VIZIO OS Data with its internal advertising network (Walmart Connect), advertisers, ad measurement providers, ad tech/analytics vendors acting on its behalf, and corporate affiliates (such as Sam’s Club).

When OFF

Your VIZIO OS Data is only linked to your Walmart account data as necessary to enable services on your VIZIO OS devices.

Limited disclosure to Walmart of VIZIO OS Data may continue whether this setting is ON or OFF, such as for aggregate audience measurement, aggregate reporting on ad performance, or pseudonymized target audience groups.

Tell me more

We will apply this preference to your Walmart account for all updated VIZIO devices associated with that account. At any time, you may opt-out of connecting your Walmart account data to VIZIO OS Data by logging into [VIZIO.com/account](#) or on the VIZIO Mobile App.

If you turn off collection of VIZIO OS Data on one of your VIZIO devices, then data from that device will be excluded. To stop collection of VIZIO OS Data on a device or service, you can take these steps for the device or service:

- For VIZIO OS TVs, you can turn off Viewing Data at any time: All Settings > Privacy & Legal > Viewing Data. On older TVs, you may direct your remote to All Settings > Admin & Privacy >

- For the VIZIO Mobile App, you can turn off the collection of Mobile Streaming Data by reinstalling the App and declining the use of WatchFree+. You can also stop collection of Mobile App Data entirely, if you choose to uninstall and not use the VIZIO Mobile App. The Mobile App is not required to use your VIZIO OS product.

Walmart will use administrative and technical safeguards, including encrypting or hashing identifiers, to limit the access to your VIZIO OS Data within Walmart to only those personnel reasonably necessary and only to the extent needed to conduct the activities described in the Consent to Combine VIZIO OS Data with Your Walmart Account Data.

You can always request access to or deletion of your VIZIO OS Data from your Walmart account, as described in Your Choices and Controls below.

What Personal Information Do We Collect?

The types of personal information we collect depends on the VIZIO OS products and VIZIO services you use and your settings. Not every category is collected for every VIZIO OS product.

- **Basic Personal Identifiers**, such as name, email address, phone number, mailing address, and account credentials.
- **Device and Online Identifiers**, such as device IDs, advertising IDs, IP and MAC addresses, cookie IDs, Wi-Fi access points, model and serial numbers, OS and firmware versions, any “friendly name” assigned by you to the VIZIO OS product, and chipset IDs.
 - VIZIO uses cookies and similar technologies to automatically collect information from your device about your use of the website, Mobile App, and Services, as well as your interaction with the advertisements that VIZIO places on the website and elsewhere. VIZIO also uses cookies and other similar technologies to provide additional functionality relating to its Services.
 - By using cookies, we can measure how you have interacted with the VIZIO website and our advertisements. Cookies allow us to remember that you logged into the VIZIO website using your username and password, so you are not asked to re-enter your log-in information each time you visit the VIZIO website. Our third-party partners also use cookies and similar technologies to understand how you interact with our website and advertisements to measure audience engagement. This means that we and our partners may collect your browser type, unique identifiers, approximate geolocation, web pages visited, duration of visit, content viewed, advertisements viewed, and other click-stream data. We and our third-party partners may use cookies to serve ads when you visit other websites. Your browser contains features to help you manage, remove, or prevent placement of cookies.

advertising. Please visit the websites operated by the Network Advertising Initiative and Digital Advertising Alliance to learn more.

- Most browsers allow individuals to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. Please refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for more information. Declining certain cookies may cause certain parts of VIZIO's website and/or Services to cease working.
- Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, measure the success of VIZIO's marketing campaigns and compile statistics about usage of VIZIO's website and Services and response rates (for example, recording how many e-mails in a campaign were opened). Pixel tags may also be used in connection with our third-party partners to collect similar types of information as outlined in the section on cookies.
- **Internet and Other Network Activity**, such as how you use VIZIO's websites, apps, services, and on-device features, and how you interact with ads and content.
- **Commercial Information**, such as product registrations, purchases, subscriptions, warranty and repair information.
- **Financial Information**, such as payment card numbers.
- **Activity Data** from VIZIO OS products, such as settings, inputs, clicks, impressions, whether content was viewed live or later, information shared with us by certain third-party applications on the VIZIO OS product, and operational and performance information needed to run the TV and services.
 - Activity Data is associated with identifiers for the VIZIO OS product, such as advertising ID or IP address, but it is not associated with individual names, emails, or contact information unless you have logged into a User Account on a VIZIO OS product and opted-in to Viewing Data. For those VIZIO OS products, we may use Activity Data in conjunction with Viewing Data to help recommend content and services or to tailor ads to you.
 - In some cases, Activity Data may provide information about viewing behavior, similar to Viewing Data. For example, Activity Data such as clicks or selections on on-demand content may show the specific content a user chooses to watch. This data is necessary in order to recognize user input and deliver the streaming service. However, VIZIO will not use Activity Data about the specific streaming content you selected to inform recommendations or advertising unless you have also agreed to Viewing Data. If you have opted in to Viewing Data, we may use Activity Data in conjunction with Viewing Data to help recommend content and services or to tailor ads to you.

- **Viewing Data**, VIZIO OS product 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 from built-in technology such as Automated Content Recognition (ACR), if you choose to turn it on.
 - If you enable this Viewing Data technology, the VIZIO OS products will use video and audio data to recognize what is playing and communicate that information to VIZIO to recommend content or tailor and facilitate advertisements. Certain Viewing Data when enabled is also shared with third parties.
 - Viewing Data may also include data about the VIZIO OS product such as volume, channel information, picture controls, inputs, and other information – like when the VIZIO OS product is off or on, or if content was viewed live or at a later time.
 - Viewing Data can include the identity of your TV provider, devices connected to the VIZIO OS product (e.g., a streaming stick plugged into an HDMI port), or third-party streaming services or applications you connect to your VIZIO OS product and related content such as movies, TV shows, episodes, and channels.
 - Viewing Data is associated with a unique number that we assign and the IP address for the VIZIO OS product. Viewing Data may also be associated with the User Account information (if any) associated with the VIZIO OS product, including email address, phone number, or other personal information (if collected).
 - Prior to collecting Viewing Data, each VIZIO OS product will receive (i) a notification, explaining the nature and purpose of the feature, separate from this Privacy Policy (ii) an opportunity to choose whether to turn on Viewing Data and (iii) instructions on how to turn it off.
 - At any time, you may change your Viewing Data settings within the Settings menu of your VIZIO OS product. Turning it off will not affect the performance of your VIZIO OS product or any online services.
- **Mobile App Data**, such as device information, app settings, commands and selections, paired devices, and User Account information used in the VIZIO Mobile App.
- **Mobile Streaming Data**, such as the audio and video programming you stream, if you stream content on the VIZIO Mobile App directly to your mobile device.
 - In this case, your Mobile Streaming Data is included with your Mobile App Data. Mobile Streaming Data is paired with your User Account.

you with a separate notice explaining the information collected, the purposes of the collection, and instructions for how to disassociate your User Account from the information about the content streamed. VIZIO may also collect de-identified or aggregate data about the content streamed.

- You can disassociate Mobile Streaming Data from your User Account at any time within the settings of the Mobile App. You may also avoid collection of any Mobile Streaming Data if you do not use the WatchFree+ on Mobile feature, or, if you do not use the Mobile App. You can turn off this feature by reinstalling the mobile app and declining the WatchFree+ feature. You can also stop collection of Mobile App Data entirely, if you choose to uninstall and not use the VIZIO Mobile App. The Mobile App is not required to use your VIZIO OS product.
- **Voice Remote Data**, such as voice commands and associated transcripts when you press the microphone button on your remote or in the VIZIO Mobile App. We do not use voice data for biometric analysis.
 - VIZIO will only capture voice commands when you press the microphone button on your VIZIO voice remote or within the Mobile App and speak into the microphone on the remote control or mobile phone.
 - You may disable the VIZIO voice feature for your remote at any time by unpairing your Bluetooth remote. (Note that not all VIZIO remote controls have the VIZIO voice remote feature).
- **Approximate Geolocation Data**, for example, at the ZIP code level, inferred from IP address, Wi-Fi access points, or cell towers. We do not collect precise geolocation through VIZIO devices. Third-party apps may have more precise location information if you grant it to them.
- **Communications**, such as customer support interactions, including recordings or summaries where VIZIO is a party to the exchange or where permitted by law.
- **Inferences**, such as preferences derived from other data to improve recommendations, features, and ads.
- **VIZIOgram Content**, such as photos, videos, and related metadata that you choose to share through VIZIOgram. We use VIZIOgram content only to provide that service.

How Do We Use Personal Information?

We use personal information to provide our products and services and to operate and improve our business, including to:

- Personalize features and content recommendations, including on the VIZIO home screen and WatchFree+.
- Suggest relevant content and inform relevant ad placements in some of the apps on the VIZIO OS product.
 - We may use your information to receive data from third parties, such as consumer data resellers, who collect or aggregate information about you from publicly available databases (in line with local legal requirements as applicable) or from consent you have given to their use and subsequently our use of your information. This might be information about the demographics of you or your household, and products you have previously purchased. For example, we may securely match hashed email addresses or telephone numbers with third parties who can only see an email address or number if it's already known to them, so that they can provide data associated with that record in their databases.
- Show and measure advertising on VIZIO OS products, VIZIO services, and other platforms, including tailored ads based on your Activity Data and your Viewing Data (if opted-in), enhanced with demographic, location, and other attribute data that we license from third-party data sources. VIZIO may also use pixels in connection with third parties to facilitate tailored advertising and to track the effectiveness of our advertising efforts.
- Conduct analytics, evaluate and improve our products, services, and user experiences.
- Maintain security, prevent fraud, debug, and ensure service integrity.
- Communicate with you about your products, accounts, and promotions, and send marketing where permitted.
 - You will always be able to “opt-out” of electronic marketing communications by unsubscribing or otherwise declining to receive further communications. You also can control certain advertising uses and disclosures through your User Account and in the settings of your VIZIO OS product.
- Comply with law, exercise our legal rights, and support audits and requests.

We may use automated tools, including machine learning, to help analyze and understand data for the purposes above.

How Do We Collect Personal Information?

We collect personal information in three main ways:

request.

- We collect it automatically when you use VIZIO's websites, apps, Services, or VIZIO OS products. This includes cookies, pixels, and similar technologies on our websites and apps, and device-level collection needed to operate VIZIO OS products, including Activity Data. Viewing Data is collected only if you turn it on.
- We receive it from vendors for business operations that help us run our business or provide services (for example, analytics, hosting, and advertising partners), or from other Walmart family companies as explained below.

Who We Disclose Personal Information To and Why?

We may disclose the categories of personal information listed above as follows:

- Within the Walmart family of companies and with VIZIO affiliates to provide and improve products and services, conduct analytics, and support advertising and marketing.
- With vendors for business operations that perform services for us, such as cloud hosting, payment processing, customer support, analytics, advertising and measurement, fraud prevention, and logistics. They may only use the information to perform services for us.
- With application partners, content providers, advertisers, ad tech partners, and measurement partners to deliver content and tailored ads, measure ad effectiveness, and provide aggregated or deidentified reports. This includes licensing data, though we prohibit partners from making Viewing Data or Mobile App Data identifiable to a person without your separate permission.
- Viewing Data is used for the purposes listed below:
 - Summary Analytics and Reports. VIZIO's select data partners analyze Viewing Data to create summary reports to help deliver relevant information and advertising to interested groups of consumers. These summary reports are built from automated analysis of data elements, without connecting the information to any known person.
 - For example, a data partner who is an advertiser may want to measure the effectiveness of their promotions, in the aggregate. Thus, the data partner may identify another device that shares an IP address with the VIZIO OS product and analyze: (a) whether a particular website was viewed, or a commercial location was visited by a device with location tracking enabled (e.g., a smartphone) after a related promotion was viewed, and (b) whether a particular program was viewed following exposure to a promotion for that program. In addition, some data partners are authorized to use a third-party data aggregator to identify demographic or other attributes or traits (such as gender, age range, income

those addresses.

- Audience Measurement. VIZIO and select data partners may use Viewing Data to understand what customers watch in order to deliver more relevant content and advertising, for example, by determining which programs are most popular, how many people watch a program to its conclusion, and whether and how often people watch commercials. VIZIO and select data partners may also combine Viewing Data with other demographic and similar information, including by working with data aggregators.
- Tailored Advertisements. VIZIO also licenses Viewing Data to select data partners for the purpose of targeting and tailoring the advertising you see on your VIZIO OS product or across various VIZIO and third-party platforms or devices, including other devices associated with your IP Address, device ID, email address, phone number, or other User Account information on the basis of your Viewing Data. VIZIO or its data partners are sometimes authorized to enhance Viewing Data with household demographic data and data about digital actions (e.g., digital purchases, location, and other consumer behavior taken by devices associated with the IP Address VIZIO collects), for the purpose of delivering relevant advertising that are likely to be useful or timely, including during broadcast, cable, satellite, or internet-based television programming.
- Matching of Viewing Data with Activity Data, Mobile Streaming Data, Mobile App Data, and Other Information.
 - VIZIO may combine information about you collected by VIZIO (including Activity Data, Viewing Data, Mobile Streaming Data, or Mobile App Data) with other information that you provide to VIZIO (such as your email address or your User Account information) in order to provide you with a more personalized experience on your VIZIO OS product or your Mobile App. For example, VIZIO may use this information to market VIZIO's products and services and recommend content. VIZIO may also use this information to improve or modify its goods and services to better meet VIZIO's customers' needs.
 - VIZIO may also match your data with VIZIO's partners' data to help market VIZIO's products or services to you and or to provide advertising tailored to your individual interests based on your viewing history or how you browse and shop online.
 - VIZIO will also email you targeted advertisements and personalized marketing emails based upon your Viewing Data, Activity Data, Mobile App Data, and demographic or and other attribute information.
 - You can change opt-out of tailored marketing or advertising at any time by following the instructions described in Your Choices and Controls.

VIZIO OS product or service may be provided by third parties even if they appear to be hosted by VIZIO, such as content you stream by interacting with the Mobile App or Smart Products. For instance, voice commands and data may be collected and used by the third-party apps associated with your voice activated device (subject to the third-party privacy policies and agreements with you). Their privacy practices and policies apply to their services.

- For legal, safety, and security reasons, such as to comply with law, respond to valid legal requests, prevent fraud or harm, or protect our rights.
- In connection with a business transaction, such as a merger, sale, or reorganization, consistent with this Policy.

We may also publish information you post publicly on our websites, such as reviews.

VIZIOgram Feature for Mobile Application and VIZIO OS Products

- User Account holders may choose to activate a photo and video sharing feature available for the Mobile App and on VIZIO OS products called VIZIOgram. This feature allows sharing of content between registered User Account holders only and only on VIZIO OS products. As the creator of VIZIOgram Content to be shared, you control which users can access it. You can also remove connections who can access your VIZIOgram Content at any time.
- The User Account holder can select VIZIOgram Content, such as photos or videos, to upload from a smartphone or tablet to VIZIOgram, via the VIZIOgram feature within the Mobile App. As part of the feature, we store uploaded photos, videos, and related metadata (“VIZIOgram Content”) in the cloud, temporarily so that the receiving User Account holder can view images or videos communicated through the service. As shared and stored, photos or video files themselves may also have additional metadata generated by the user or the device, such as file names; text comments or labels; or the time, date, and geographical location of the photos or videos.
- This is a user-directed feature. You identify users to receive access to your VIZIOgram Content, you invite them via email or text to connect through the VIZIOgram feature, and you send them an invitation to view your VIZIOgram Content. To see your VIZIOgram content, the recipient of your message must have both a User Account and a VIZIO OS product.
- VIZIO or authorized VIZIO personnel may access your VIZIOgram Content as needed to perform system maintenance, to investigate or enforce compliance with the User Account or other applicable VIZIO Terms of Use, to protect its rights and property, and to comply with legal requirements. VIZIO does not access, use, or disclose your VIZIOgram Content for other business purposes.

Content expires. The VIZIOgram FAQ provides the specific time limits for VIZIOgram Content, as well as other instructions for using VIZIOgram.

- You can also withdraw the ability of other VIZIOgram users to access your VIZIOgram Content by opening your VIZIO Mobile App and blocking those users.

International Transfers

VIZIO is a wholly owned subsidiary of Walmart Inc. Its principal place of business is in Irvine, California, United States. Walmart Inc. is headquartered in Bentonville, Arkansas, United States. If you are located outside of the United States, please be aware that any information VIZIO collects may be processed and transferred to the United States and be subject to U.S. law. By using VIZIO OS products and services or providing VIZIO with any information, you consent to the collection, processing, maintenance, and transfer of such information to and in the U.S. Personal information may be processed in the United States, the European Union, or other locations where our vendors for business operations are located in order to provide services you requested.

Your Choices and Controls

VIZIO OS Advertising Preferences

- You can opt out of targeted ads and reset your advertiser 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 advertiser ID, see the [Ads & Privacy FAQs](#).
- 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.
- Please note, 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 various application partners.

Viewing Data (ACR)

- Viewing Data is not collected unless you turn it on during setup or in Settings. You can turn it off at any time in your VIZIO OS product Settings. Turning it off will not affect device

Supplement. If you are unable to locate the Viewing Data setting on your VIZIO OS product, contact VIZIO by emailing privacy@VIZIO.com or calling 1-855-472-8817. Please note that if your VIZIO OS product is ever reset to factory settings, the VIZIO OS product will return to its default settings, and Viewing Data will be reset to the “OFF” position. You may again turn the feature on by following the procedure described above.

- Toggling the Viewing Data feature off or on will affect only the VIZIO OS product where you have made that selection.
- 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.
- When you turn off the collection of Viewing Data (if it was previously turned on), logs of Viewing Data will be deleted from our database.
- However, even if Viewing Data is turned off, Activity Data will still be collected if you wish to continue using VIZIO OS product functionality, and information other than Viewing Data will still be collected from you when you separately provide such information, such as when you submit a support request or participate in a promotion and from other sources as described elsewhere in this Policy.

Activity Data

- Activity Data is required to operate VIZIO OS product features. Prior to collecting Activity Data, VIZIO OS products will show a policy explaining the nature and purpose of the Activity Data, separate and apart from this Privacy Policy. Activity Data collection is required for enabling VIZIO OS product functionality. If you do not want VIZIO to collect Activity Data, you can turn it off during setup or reset your device to factory settings, which disables certain features.

Mobile App Settings

- In the VIZIO Mobile App, you can control Mobile Streaming Data licensing and ad tailoring. You can also disassociate Mobile Streaming Data from your User Account in App settings.
- If you do not want VIZIO to collect Mobile Streaming Data, you can reinstall the Mobile App and “decline” the use of WatchFree+ on the Mobile App. You will be able to use the Mobile App, but without the streaming and WatchFree+ feature.
- You can also stop collection of Mobile App Data entirely, if you choose to uninstall and not use

Marketing Communications

- You can unsubscribe from marketing emails using the link in the message or update preferences in your User Account. We may still send non-marketing messages related to your products, User Account, or services.

Cookies and Interest-based Ads on VIZIO's Websites

- You can manage cookies in your browser and use industry tools to opt out of interest-based ads. Declining certain cookies may affect website features.

Controlling Your VIZIO Texts from VIZIO's Short Messaging Service (SMS)

- You may opt to receive SMS texts from VIZIO's Customer Support. If at any time you wish to stop receiving text messages from VIZIO, please follow the instructions provided within the text message or as described in the [VIZIO SMS Terms of Service](#). We will not disclose data regarding text messaging opt-in and consent to any third parties for their own marketing purposes.

VIZIOgram Content

- If you wish to request manual deletion of your VIZIOgram Content, please contact VIZIO at privacy@VIZIO.com.
- You can also submit privacy requests as explained in the "State Privacy Rights" and "How We Verify Requests" sections below.

How Do We Secure Your Personal Information?

We use reasonable physical, administrative, and technical safeguards designed to protect personal information. No system is 100% secure. You can help by using strong passwords and keeping your devices and networks secure.

How Long Do We Retain Your Personal Information?

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 Walmart policy. We dispose of the personal information we collect in accordance with Walmart's retention policies and procedures.

VIZIO products are often used by families. We do not knowingly sell information from children under age 16 and do not knowingly accept User Accounts or allow device registrations from children under age 16. In some cases, particularly where information is collected electronically, VIZIO may not know if information was collected from a child under age 16. However, if we learn that we collected information from a child under age 16, we will delete it as required by law.

Links to Third-Party Services and Features

Our devices and services may link to or integrate with third-party apps, services, and features. We do not control their privacy practices. Please review their privacy notices.

State Privacy Rights

If you are a resident of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia, there are certain consumer rights afforded to you by your state's privacy regulations. If you are a California resident, please see the [Privacy Policy Addendum for California Residents](#).

The following is a list of certain consumer rights you may have, depending on the state in which you reside:

- Access to the personal information we process about you, including a portable copy.
- Deletion of your personal information, subject to legal exceptions.
- Correction of inaccurate personal information.
- To opt out of:
 - Sale or sharing of your personal information, and/or
 - Targeted advertising.

If you use a VIZIO OS product with no user account or a VIZIO Account, you can submit your request to VIZIO using VIZIO'S 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, or as otherwise described in [Walmart Customer Privacy Notice](#).

Certain states have additional privacy rights and users with a Walmart account can review their rights in the [Walmart Customer Privacy Notice](#).

rights for you. If you use an authorized agent, we require proof of authorization and may ask the agent to verify their identity directly with us.

If we deny your privacy request, in some states you may be able to appeal by contacting us using the information in the denial notice or using the contact information below.

Where required by law, the VIZIO.com website will honor the opt out signal from a Global Privacy Control (“GPC”) enabled browser. Where required by law, you can exercise your Do Not Sell/Share and Targeted Advertising choices through our websites, or [Your Privacy Choices](#) if you have a Walmart account.

On VIZIO OS products and the Mobile App, you can also use the advertising and Viewing Data controls described above. We do not discriminate against you for exercising your rights. Some features may require certain data to function.

How Will I Know if this Policy Changes?

We may update this Policy from time to time. If changes significantly affect how we use or disclose your information, we will provide a more prominent notice, such as on-device or on-app messaging or a banner on VIZIO.com. The “Updated” date at the top shows when this Policy was last revised. The latest version will be available at [VIZIO.com/privacy](#).

Contact Us

If you have questions about this Policy or VIZIO’s privacy practices, 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.

Stay updated on the latest from VIZIO.



Email address



Get Help



Explore



Get to Know Us



For Business



Legal

