

AirTV Player Privacy Notice

This Privacy Notice (“Notice”) explains how AirTV L.L.C. (“AirTV”) collects, uses, and discloses information about users and usage of the AirTV Player (the “Product”). In the Notice, the terms “AirTV”, “we”, “us”, or “our” refer to AirTV L.L.C., which sells the Product, as well as its affiliates. The term “you” refers to you as a user of the AirTV Player. Your use of the Product including any associated hardware, software, or mobile application constitutes your acceptance of this Notice.

This Notice does not apply to the areas of AirTV websites, including airtv.net, that are available to the general public, all of which are covered by separate privacy policies.

I. What Information We Collect About You

A. Information provided by You

We collect information that you provide AirTV through the airtv.net sites and any other method of purchasing the AirTV Player. This information may generally include, among other things, your name, address, e-mail address, telephone number, bank account and/or credit card number, and other account information.

B. Usage Information

When you use the Product, our systems automatically collect certain information regarding your use of the Product. This information may include the IP address associated with your AirTV Player, the model type, device identifiers, where you purchased the device, whether any special offer code was associated with the purchase and the time and duration you use the Product. We will also collect, in an anonymized fashion, data regarding the applications on the Product, including network and zip code data. We may also collect examples of your voice commands to improve the voice features of the Product.

C. Third Party Collection

We may also combine your personally identifiable information with information obtained from third parties such as business partners and affiliates, consumer reporting agencies, and other data companies for the purpose of creating enhanced databases, business records, products, or service offerings. We may use these databases and these business records in marketing, advertising, and other activities related to the Product and other services. We also maintain records of research concerning subscriber satisfaction and viewing habits, which are obtained from subscriber interviews and questionnaires.

D. Third Party Services and Websites

When you access third-party applications such as the pre-installed Sling TV or Netflix Apps or the Google Play store, your usage is subject to the privacy policies of those companies or applications. You should review the privacy policy of the third parties operating any such services, applications, or websites prior to providing your personal information.

II. How We Use Your Information

The information we collect about you is used by AirTV for a variety of purposes, including, but not limited to:

- informing you of products, programming or services that may be of interest to you;
- making programming recommendations;
- understanding the use of, and identifying improvements to, our products and services;
- providing maintenance and support for the Product, including software updates;
- determining whether applicable policies and terms of service are being violated;
- configuring the Product;
- performing statistical or qualitative research and analysis;
- conducting surveys and marketing activity;
- fulfilling your orders and requests;
- complying with law; and
- as otherwise necessary to ensure the Product's operation.

III. Disclosure of Information to Others

AirTV considers the personally identifiable information contained in our business records to be confidential.

A. When AirTV May Disclose Personally Identifiable Information

We may disclose personally identifiable information about you to our affiliates or to others who work for us, such as outside auditors, professional advisors, service providers, and vendors; potential business merger, acquisition, or sale partners; and regulators when the disclosure is necessary to render or conduct a legitimate business activity related to the Product. Generally, these disclosures involve billing and collections, administration, surveys, marketing, service delivery and customization, maintenance and operations, and fraud prevention. We may also share your information with third parties that provide content or technologies used in our services to report on and account for the use of such content or technologies or to help improve such content or technologies. We may also disclose information about you in non-personally identifiable or aggregate formats, such as ratings surveys and service usage and other statistical reports, which do not personally identify you, your particular viewing habits, or the nature of any transaction that you have made using the Product. We may also use and share data in aggregate or anonymized formats with app developers, advertisers, and others for advertising and other purposes. If we (or our parent company) enter into a merger, acquisition, or sale of all or a portion of our assets, in most instances our users' personally identifiable information will be one of the items transferred as part of the transaction.

From time to time we may disclose your name and address to others, such as charities, marketing organizations, or other businesses for use in "mailing lists." Any "mailing list" and related disclosures that we may make are limited to disclosures of subscriber names and addresses where the disclosures do not reveal, directly or indirectly, (i) the extent of any viewing or other use of the Product; or (ii) the nature of any transaction made by You over any facilities used by us.

B. When AirTV is Required to Disclose Personally Identifiable Information

We make commercially reasonable efforts to protect your privacy as described in this Notice. Nevertheless, we may be required by law to disclose personally identifiable information about you without your consent and without notice in order to comply with a valid legal process such as a subpoena, court order, or search warrant.

We may also use or disclose personally identifiable information about you without your consent, if necessary, to protect our customers, employees, or property; in emergency situations; and to enforce our rights under our terms of service and policies, in court or elsewhere.

IV. How We Protect Your Personally Identifiable Information

We use commercially reasonable efforts to prevent unauthorized access to personally identifiable information by anyone other than you or AirTV. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose personally identifiable information.

V. How Long We Maintain Your Personally Identifiable Information

AirTV maintains personally identifiable information about you in our regular business records for a period of three (3) years after you purchase the product.

VI. Changes to This Notice

We may modify this notice at any time. We will notify you of any material changes through written, electronic, including placing an updated version on the Product, or other means as permitted by law.

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