This cookies policy describes how TiVo Inc. uses cookies in connection with our online services.

Does TiVo use cookies?

Yes. Please read this cookies policy carefully to understand how and why we use cookies. If you use our services with your browser set to accept cookies, you consent to our use of cookies as described in this policy.

What is a cookie?

There are different types of cookies

Cookies

A cookie is a small file consisting of letters and numbers that is placed on your computer or other device when you visit a website.

A cookie is sent to your browser from a web server. The use of cookies is standard on the Internet and you will find they are currently used by many major websites. It is stored on your computer and contains a unique identifier that allows our sites to recognize your computer. Cookies alone do not tell us your email address or other personal information.

Cookies once downloaded are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user’s device. Such recognition is necessary to provide many features of our services, such as allowing you to sign in or to purchase items from tivo.com. You can find more information about cookies at: www.allaboutcookies.org

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

You can set your web browser preferences to alert you when a cookie is sent to your hard drive, or to refuse cookies altogether. We do not require you to use cookies, but please keep in mind that certain features and services will not function properly if you set your browser to refuse cookies.

On this website, we use both “session” and “persistent” cookies. A session cookie is used to identify a particular visit to our site. These cookies expire after a short time, or when you close your web browser after using our services. We use these cookies to identify you during a single browsing session, such as when you log into tivo.com. A persistent cookie will remain on your devices for a set period of time specified in the cookie. We use these cookies where we need to identify you over a longer period of time. For example, we would use a persistent cookie if you asked that we keep you signed in.

Clear GIFs

Similar to cookies are clear GIFs, sometimes called web bugs or web beacons. “Clear GIFs” are very small image files that we sometimes place on web pages and within web-based email newsletters or other communication we send. Clear GIFs let us accurately count the number of users who have visited specific pages and the number of times those pages are accessed.

Clear GIFs also let us know how many people opened an email.

Flash cookies

Another cookie is a Flash cookie that is embedded in the Adobe Flash Player, which is a web tool that allows rapid development of dynamic content. Adobe Flash cookies may be used in certain situations where Flash is used to provide some content such as video clips or animation and to remember settings, preferences and usage. They are similar to ‘text or gif’ cookies (as described above) but are managed through a different interface than the one provided by your web browser.
Do I have to agree to TiVo's use of cookies?

If you do not agree to our use of cookies, you should use the settings on your web browser to reject cookies and delete our cookies using your browser’s settings. These settings are usually found in the “options” or “preferences” menu of your web browser. You can find out more about deleting and blocking cookies here and using your web browser’s “Help” option.

A number of features of our services will not work or will not work effectively without cookies. As a result, changing your browser settings to reject cookies may have a negative impact on your ability to use our services.

As discussed below, we may work with third-party advertising companies that collect and use information to deliver more relevant advertising across the Internet and when you are using our products and services. To learn more about this practice and your choices with regard to companies participating in industry self-regulation, visit http://www.aboutads.info.

Please note that some countries require you to consent to our and our advertising partner’s use of some cookies, including in Europe. Where such requirements may be applicable, If you continue to use this website or any other TiVo website, TiVo will imply from this that you consent to our use of cookies.

Due to the complexities of the internet and the numerous dealings you may have with a particular advertiser through your accessing or using various websites or web services we make our advertising partners responsible for ensuring they comply with local laws, including obtaining your consent to cookies. Accordingly your consent to our advertising partners’ cookies is a matter between you and the advertiser (or advertiser network) concerned and they should inform you when and how they will obtain your consent.

Who places cookies when I use TiVo’s online services?

Many of the cookies placed when you use our services are “first party cookies” (meaning cookies set with a TiVo domain, such as tivo.com). Certain TiVo partners also place “third party cookies” when you use our services. These specialist cookies are not set by TiVo, but are rather set by other companies with our permission. The use of cookies by third-party cookie providers is subject to their own privacy policies.

Why are cookies used on TiVo’s online services?

We use cookies for the following purposes:

- Authentication – we use cookies to recognize if you are logged into your account. This allows you to access your account, and allows us to show you the right content.

- Security – we use cookies to enable or support security features we have deployed. This allows us to detect and prevent abuse of our services.

- Shopping – we use cookies to know which items you have placed in your tivo.com shopping cart. This allows us to complete sales or contact you if you leave the site without making a purchase.

- Personalization – we use cookies to remember which language you prefer and to help you fill out forms. This allows us to provide you with a better experience. Cookies may also be used to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. They can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize.

- Analytics – we use cookies to learn how you, and other users, use our services and how well they perform. This allows us to identify errors, learn how our services perform, and improve and develop our services over time. Generally speaking, these cookies don’t collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used
to improve how a website works or how we can better serve our customers.

- In particular, TiVo makes use of Google Analytics, a web analytics service provided by Google, Inc. (“Google”). As explained further below, Google Analytics uses cookies in order to collect information on our behalf about your use of the website (including your IP address) to help us analyze how users use the relevant site by compiling statistical reports on website activity. We may provide Google with access to this statistical information to use for its own analysis.

- Marketing and Advertising – we use cookies to track the effectiveness of our marketing and advertising campaigns and to show you TiVo ads on other websites after you have visited our website.

- Surveys – we use cookies to ask you to participate in surveys, and to know if you have declined.

**Use of Google Analytics**

TiVo's website uses Google Universal Analytics, which is a service provided by Google that collects information about your visit to this site, including how often you visit, what pages within our domain you visit, and what other sites you have used prior to navigating to TiVo's site. This allows us to better optimize your experience on TiVo's website. As a part of this service, if you sign into TiVo's website, the service will assign a unique User ID to collect information about interactions with TiVo's website in different browsing sessions across devices (such as smartphones or tablets). Once this User ID is assigned, it will be used to collect information about your interactions with TiVo website(s) across devices over time regardless of whether you are signed in to your TiVo account. We do not transmit to Google through the Universal Analytics service any information that personally identifies you as an individual. To learn about the tools that Google may offer to opt out of its data collection through the Universal Analytics service, please visit [here](#).

We also implement and use Google Analytics for Display Advertising (for remarketing). To learn about the tools that Google may offer to customize or opt out of its advertising services, please visit [Google's Ads Settings](#).

**How do I contact TiVo to learn more?**

If you have any questions about our use of cookies feel free to contact us at [privacy@tivo.com](mailto:privacy@tivo.com).