TiVo Inc. and its U.S. subsidiaries [Digitalsmiths Corp., TiVo Research Inc.] (“TiVo”, “we”, “us”) adhere to the EU-U.S. Privacy Principles (the “Principles”) with respect to personal data of residents of the European Economic Area (“EEA”) that we receive in reliance on the Privacy Shield from EEA residents who use our products and services (“EEA Users” or “you”) and companies in the EEA. For more information and to view our self-certification, please visit the Privacy Shield list maintained by the U.S. Department of Commerce at https://www.privacyshield.gov/list.

TiVo’s participation in the Privacy Shield applies to all personal information that is subject to the TiVo Privacy Policy and is received from the European Economic Area. TiVo will comply with the Privacy Shield Principles with respect to such personal data. Furthermore, TiVo is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission.

This Notice does not apply to data that we collect from employees of our subsidiaries in the EEA or to data that we collect from other jurisdictions; we cover such data in other, separate notices where applicable.

Commitment to Subject to the Privacy Shield Principles

We subject to the Principles all personal data that we receive from companies or individuals in the EEA in reliance on the Privacy Shield. We also receive some data in reliance on other compliance mechanisms, including data processing agreements based on the EU Standard, or Model, Contractual Clauses.

Collection of Information

Information we may collect include, for example, data about your viewing behavior (such as how you use, watch, record, rate and interact with content accessed on or through TiVo products), device (such as model number, software versions, and unique device identifiers), location (such as GPS data, zip code, and time zone), and cable service (such as cable provider and cable channels). We may also collect information that does not directly identify you and is collected as you use our products and services, including your IP address, and information gathered with the use of a “cookie” (cookies are discussed further below), and information related to searches or recommendations on TiVo’s products and services. Such information collected includes, without limitation, which pages and content are browsed, interactions with advertising and content, and other data related to preferences and usage.

Purposes of Collection

We may use the information we collect to provide you with requested products and services, provide technical and customer support directly to you or through your service provider (if applicable), notify you of changes to our policies or products, notify you of offers that may interest you, process your orders, identify or troubleshoot issues, conduct surveys, improve the products and services we provide to you, and otherwise operate our business.

As part of providing you with a more personalized experience when using TiVo products, we may use information we collect to:

- analyze your viewing habits (which lets us do things like suggest a particular TV show or movie that
you may enjoy); 

- analyze your usage of TiVo product features (which lets us understand things like how many times a particular TV show was recorded); and 

- combine information we collect from your use of different TiVo products and services (which lets us do things like make it possible for you to start a show in one room and finish it in another); and

Disclosure of Personal Information

We are not in the business of selling your personal information to third parties. We will disclose your personal information to third parties only if:

- we get your consent;

- we are required to do so by applicable law, legal process, and/or governmental authorities including to meet national security or law enforcement requirements;

- we believe disclosure is necessary to protect our rights, our customers, or others;

- we are involved in a merger, acquisition, partial or total sale of assets, or other corporate change;

- they are a joint venture partner or an entity we own or control (or that owns or controls us) that is either subject to this policy or follows privacy practices at least as protective as these; or

- they provide services to us (such as processing credit card payments or collecting past due debts) and have agreed to use your information only for the purposes we request.

The third parties with whom we may share information include those who provide services to us (“Service Providers”). A Service Provider may provide certain business-related functions, such as hosting services and maintaining databases, in which case we may provide the service provider with the information that it needs to perform its specific function, including personal data from EEA users and customers where necessary. In addition, we may also share information with other third parties when necessary for troubleshooting and support purposes. These third parties are authorized to use the personal data only as necessary to provide these services to TiVo.

We may disclose de-identified, aggregated, or other non-personal information to third parties in our discretion. For example, we may provide reports showing aggregated information regarding our users to advertisers, networks, and others (like a report that shows what type of viewers watch a particular TV show, so that advertisers can reach similar viewers on other platforms).

Protection of Personal Information

We have reasonable and appropriate physical, electronic, and administrative measures in place to safeguard the security of your personal information.

Third-Party Services

Our products and services may enable you to access or otherwise use third-party products and services, and our websites may contain links to third-party websites. Such third parties have their own policies that govern their collection, use, and disclosure of information. We suggest that you read their privacy policies.
to learn about their practices. Please note that TiVo remains responsible to you if third party controllers or agents who receive TiVo personal information process this information in a manner inconsistent with the Privacy Shield Framework, described below.

**Your Choices**

Email: If you do not want to receive marketing emails from us, you can change your email preferences by logging into your account on tivo.com or clicking on the included “unsubscribe” link (though you will still receive certain account-related emails). We will send you marketing emails only where we are permitted to do so by applicable law.

Cookies: If you do not want us to store or otherwise use cookies on your computer, your browser may offer tools to disable or reject cookies (though you may not be able to use some website features if you do so). To learn more about your choices with regard to third-party advertising companies participating in industry self-regulation, visit [http://www.aboutads.info](http://www.aboutads.info).

Mobile apps: If you do not want us to collect location data from a TiVo mobile app, you can disable location services on your mobile device.

TiVo DVRs and the TiVo Mini: If you do not want us to use your viewing logs in our analytics business or share that de-identified information with third parties, you can opt out by contacting us at privacy@tivo.com. If you have a TiVo Series 2 or Series 3 DVR and opt out, we will not collect your viewing logs. If you have a TiVo Series 4 or newer TiVo product (such as a TiVo Mini or a TiVo Roamio or Premiere series DVR) and opt out, we will still collect your viewing logs, but will use them only to provide you with features of the TiVo service as described in this policy (for example, to suggest a particular TV show that you may enjoy).

**Accessing and Updating Your Personal Information**

You can access, update, and correct or delete inaccuracies in your personal information that we collect and maintain in our regular business records by contacting us at privacy@tivo.com. We reserve the right (subject to applicable law) to decline requests that are impractical or may jeopardize the privacy of others.

**Dispute Resolution**

If you believe that TiVo has not satisfactorily addressed your data privacy concerns related to the U.S.-EU Privacy Shield Principles, and without prejudice to any other remedy you may enjoy, you may obtain dispute resolution services through the International Centre for Dispute Resolution, a division of the American Arbitration Association. To use these services, you can file a claim at [http://info.adr.org/safeharbor](http://info.adr.org/safeharbor). A binding arbitration option may also be available to address unresolved complaints.

**Changes to this Policy**

We may update this Notice from time to time. We will notify you of any changes by posting the new Notice online on this page, and if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes).

**Contact Information**

If you have any questions about this Notice, or would like to file a Privacy Shield-related complaint, please
send an email to privacy@tivo.com, or send a letter to TiVo Inc., attn: Legal Department, 2160 Gold Street, San Jose, CA 95002-2160.