TiVo Privacy Policy

When using any of our products or services or interacting with TiVo Corporation, TiVo Platform Technologies LLC, TiVo Solutions, Inc., or Rovi Corporation or any of our subsidiaries that link to this Privacy Policy (collectively, “TiVo,” “we,” “our”, or “us”) that do not have a separate privacy policy, you consent to the collection, transfer, storage, processing, disclosure and use of your information as described in this Privacy Policy. This includes any information you choose to provide that is deemed sensitive under applicable law. If you do not agree with the terms of this Privacy Policy, you should not use TiVo products, services, or access or interact with any other aspect of TiVo’s business.

We collect and process data that we use to provide you with TiVo products and services, notify you of changes to our policies or products, notify you of offers that may interest you, process your orders, assist you in purchasing TiVo products or services, activate and renew your subscriptions, identify or troubleshoot issues, conduct surveys, improve the products and services we provide to you, market and advertise our products and services including providing advertising to you, and otherwise operate our business. Your rights to your personal data and its collection and use are outlined in this policy.

If you have a disability and need this policy provided to you in a different format please email privacy@tivo.com or call customer support at 1-877-367-8486.

Exceptions:

Residents of the EEA

Please refer to our specific EEA policy Privacy Policy for Residents of the European Economic Area.

TMDB

TheMovieDatabase.org has its own Privacy Policy available here.

Third Parties

This Privacy Policy does not apply to any third-party applications or software that integrate with TiVo products or services, or any other third-party products, services, or businesses. TiVo products provided to you directly by your cable or satellite provider are subject to their privacy policy (and not this Privacy Policy). Additionally, separate agreements will govern the delivery, access and use of TiVo products and/or services as specified for such products (such as the terms of service governing the delivery of the TiVo service, the “TiVo User Agreement”).

BY ACCEPTING THE PRIVACY POLICY, YOU EXPRESSLY AUTHORIZE TIVO TO USE AND SHARE WITH OTHER AFFILIATES OF TIVO, AS WELL AS CERTAIN TRUSTED BUSINESS PARTNERS AND SERVICE PROVIDERS, WHICH MAY BE LOCATED OUTSIDE OF THE COUNTRY OF YOUR RESIDENCE (INCLUDING COUNTRIES WHICH DO NOT PROVIDE THE SAME LEVEL OF PROTECTION FOR THE PROCESSING OF PERSONAL DATA AS THE COUNTRY OF YOUR RESIDENCE), THE INFORMATION PROVIDED BY YOU TO TIVO, YOU ACKNOWLEDGE AND AGREE TO THE IMPORTANCE OF SHARING SUCH INFORMATION FOR THE PROVISION OF THE TIVO PRODUCTS AND SERVICES. THIS CONSENT IS GIVEN FOR THE DURATION OF YOUR RELATIONSHIP WITH TIVO.

Information We Collect Automatically

The following information was collected automatically, including in the last 12 months:
**TiVo Product and Services and Your Data**

When you use or interact with TiVo products or services, we may use a variety of technologies that collect information about how the product(s) or service(s) is accessed and used. This information may include:

- your type of subscription;
- your interactions with TiVo products or services (such as how you use, watch, record, rate and interact with content);
- TiVo product data (such as model number, software versions, and unique product identifiers);
- location data (such as GPS data, zip code, and time zone);
- cable service data (such as cable provider and cable channels);
- personal information that may indirectly identify you (such as URL information, cookie data, and your IP address or MAC address);
- data that may not directly identify you but is collected as you use our products and services, which may include network connection type and provider, and information related to searches or recommendations on TiVo’s products and services;
- functional data such as registration, system and performance data;
- audio data (if you enable or utilize voice control functionality); and
- motion-generated or orientation-generated mobile sensor data (e.g. accelerometer or gyroscope).

**TiVo Account Data**

When you sign up for a TiVo provided service or activate a TiVo product, you create a user profile that includes the following information: Your name, street address, city, state, zip code, email address(s), phone number(s) including mobile, your credit card information (although we use secure tokens to reduce risk and cannot see your entire card number). In order to process payments for Third Party Applications (i.e.: Prime Video, Hulu, Google Play Store), we may share this information with third parties as requested by you consenting to purchase Third Party products or services. We may also provide this information to service providers as necessary to provide you with TiVo Services.

**TiVo Product Data**

When you activate a TiVo Product, we will also process and store your IP and MAC addresses for your home and product which allow us to send information to your TiVo Product and provide you with TiVo Services including in some cases advertising. This information may be provided to service providers to provide you with TiVo Services.

**Voice**

When you activate a TiVo voice-activated remote control, we will also collect and process your voice recordings only when you are holding down the voice activation button on the TiVo Remote Control. This voice recording is then processed into text by trusted service provider(s) and processed and analyzed by TiVo to provide you with the proper search results, suggestions, and other personalization.

**Third-Party Application Data**

You may integrate your TiVo account with certain third-party applications, websites, and services (“Third-Party Applications”). These Third-Party Applications may have their own terms and conditions of use and privacy policies and your use of these Third-Party Applications will be governed by and subject to such
terms and conditions and privacy policies. In order to enable this functionality, you will be prompted to allow such Third-Party Applications to connect with your TiVo Product or account. Once you have enabled this functionality, TiVo will collect, process, and share data with the Third-Party Application that you have authorized. If you enable your TiVo account with any Third-Party Applications, we may receive information related to your interactions with TiVo products or services through the Third-Party Application, as well as information about your publicly available activity on the Third-Party Application or information you have consented for the Third-Party Application to share with TiVo. If you wish to stop the collection or sharing of information with the specific Third-Party Application you have authorized, you need to disable the feature or cancel your applicable subscription or manage your account for the Third-Party Application. TiVo does not endorse and is not responsible or liable for the behavior, features, or content of any Third-Party Application or for any transaction you may enter into with the provider of any such Third-Party Applications.

Information we collect from your account on a Third-Party Application with your consent may include data about you and your friends from that service (such as what you or they have liked or shared). We may use cookies and other technologies to collect this information; you can learn more about such use in the Cookies and Similar Technologies section of this Privacy Policy.

**Functional Data**

Certain categories of data collected by TiVo are necessary for your TiVo product or the TiVo service to perform its functions and you will not be able to opt out from this data collection, sharing and/or processing and continue to receive the TiVo Service. Data falling into these categories is referred to as “Functional Data” and includes personal data.

**TiVo Mobile Applications**

If you download or use our mobile applications(s), we may collect, either through your mobile device or the application itself, your mobile device identifier, hardware model, operating system version or mobile network information (as well as any registration data you provide to us). We may also collect geolocation information, which may be used for operational and product- or service-related purposes, such as to customize information based on your location.

**Payment Data**

If you subscribe to the TiVo service or make other purchases through a TiVo product, TiVo service, or through a TiVo sales specialist, your credit or debit card information (such as card type and expiration date) will be processed by a third party payment processor and TiVo retains a token along with limited card information that allows us to charge you your subscription fees, or retain your information for future purchasing, processing credits, and verifying your identity. We share your payment information, including your credit or debit card number, card expiration date, CVV code and billing address with payment service providers to process payments, prevent, detect and investigate fraud or other prohibited activities; facilitate dispute resolution such as chargebacks or refunds; and for other purposes associated with the acceptance of payment.

**Customer Support Correspondence**

Except as provided herein, when you contact (including, but not limited to, telephone, email, or social media channels) our customer support team, we will collect and store the contact information you give them, information about your TiVo product or use of TiVo products or services. We will also store the communications you have with the customer support team and any information in those communications in order to provide support and improve the products or services.

**Sweepstakes, Contests & Surveys**
From time to time, we may offer you the opportunity to participate in promotions such as sweepstakes, contests, offers, and/or surveys (“Promotional Offers”). A Promotional Offer may be governed by a privacy policy and/or terms and conditions that supplement or differ from this Privacy Policy. If the provisions of the Promotional Offer’s privacy policy or terms and conditions conflict with this Privacy Policy or the relevant user agreement or terms of service for the TiVo product or service that is offering the Promotional Offer, those supplemental or different provisions shall prevail.

**TiVo+ and Advertising Service Providers**

Your TiVo Product Data and, in some instances, your TiVo Account Data will be shared with service providers who assist TiVo in providing advertising content. This data may include the date and time of content and ads shown, the advertising that was shown to the consumer, your device or mobile advertising id, your IP address and your interactions with the content and ads.

**Service Providers, Advertisers, and Partners**

We may also receive information about you from our service providers and partners, which we use to personalize your experience with the TiVo service or use of TiVo products. Advertisers may share with us information relating to the advertisements that they serve you including, without limitation, date and time of ad shown, the advertising that was shown to the user, your IP address, and your interactions with such advertisements. These third-party advertising companies and partners may use cookies, clear GIFs and anonymous information about your visits to TiVo’s websites and other websites to measure and improve the effectiveness of their ads, promotions, products and services. In some instances, we provide hashed anonymized user data to advertisers and service providers to assist us in marketing products. In many instances these advertisers only know your device IDs and do not know your TiVo Account Data. We use anonymous identifiers and household level matching in most instances to receive and match this information.

**User Forums**

You may be able to post information (including profile information, unless you designate it as public or as private; as applicable) on areas of a TiVo product or service that may be viewed by other users or the public. By posting information to areas that may be viewed by other users or the public, you consent to TiVo making that information public. We may display this content on any of the TiVo products and/or services and further distribute it to a wider audience through third-party sites or applications.

Please note that there are risks, including but not limited to the risk of physical harm, of dealing with strangers, including persons who may be acting under false pretenses. Please choose carefully the information you post on any of the TiVo products or services and that you give to other TiVo users. You are discouraged from publicly posting your full name, telephone numbers, street addresses or other information that identifies you or allows strangers to find you or steal your identity. Despite this prohibition, other people’s information may be offensive, harmful or inaccurate, and in some cases may be mislabeled or deceptively labeled.

YOU ASSUME ALL RISKS ASSOCIATED WITH INTERACTING WITH OTHER USERS WITH WHOM YOU COME IN CONTACT THROUGH TIVO PROPERTIES. WE EXPECT THAT YOU WILL USE CAUTION AND COMMON SENSE WHEN USING TIVO’S PRODUCTS AND SERVICES.

**How We Use the Information We Collect**

Consistent with the permissions you give us to collect the information, we may use the information we collect, including your personal information in the following ways including in the past 12 months:

- to provide you with access to the TiVo products and services;
- to provide you with a more personalized experience when using TiVo products and services; and
improve your experience with the products, services, and advertising (including third party products and services) made available in or outside the TiVo product or service, for example by providing customized, personalized, or localized content, recommendations, features, and advertising;

- to provide you advertising in your TiVo products and/or services which includes sharing sufficient data to our service providers to serve you the advertising on your device or service.
- to analyze your viewing habits;
- to analyze your usage of TiVo product and service features;
- to help ensure technical functionality of the TiVo products and services, develop new products and services;
- to combine information, we collect from your use of different TiVo products or services (for example, to allow us to make it possible for you to start a show in one room and finish it in another);
- to communicate with you for TiVo product or service-related (or research) purposes including via emails, notifications, or other messages, which you agree to receive;
- to communicate with you, either directly or through one of our partners, for marketing and promotional purposes via emails, notifications, or other messages, consistent with permissions that you have agreed to.
- to enable and promote TiVo products and services and other services or products, either within or outside the TiVo products and services including via service providers, including features and content of the TiVo products and services and products or services made available through the TiVo products or services;
- to process your payment or prevent or detect fraud;
- to enforce this Privacy Policy, terms of service related to a TiVo product or service that you are utilizing (including, but not limited to, the TiVo User Agreement), and any other terms that you have agreed to, including to protect the rights, property or safety of TiVo and its affiliates, its users, or any other person, or the copyright-protected content of, or on, a TiVo product or service;
- to provide you with features, information, support, advertising, or other content including content which is determined by your location; and
- as otherwise stated in this Privacy Policy.

**How We Share Your Information**

TiVo shares your information in the following ways including for the last 12 months:

**User Consent or Direction**

We may share or disclose your information at your direction, such as when you authorize a Third-Party Application to access your account. Based on your permissions, information can be shared with Third Party Applications and with others through Third-Party Applications. If you connect your TiVo account to a Third-Party Application, TiVo may automatically share your activity and actions-relation to a TiVo product or service with that Third-Party Application, including the content you view.

You understand and agree that a Third-Party Application’s use of information collected from you (or as authorized by you) is governed by the Third-Party Application’s privacy policy and your settings on the Third-Party Application’s service, and TiVo’s use of such information is governed by this Privacy Policy and your TiVo account settings.
You also have the right to decide if you want your viewing data tracked within your TiVo product use, if you would like a “do not track” flag to be placed on your account so that your device and personal data is not to be used for personalized advertisement or analysis by service providers, and you also have the right at your discretion to reset your mobile and device advertising IDs which can help reduce the amount of data that can be collected on you.

**Marketing and Advertising**

Where permitted by applicable law, we may provide advertising companies and other business associates with information that does not directly identify you. The third-party advertisers and business associates may use that information to assist in targeting advertising, promotions, products, or services. We also provide our service providers with information which allows them to serve you advertisements. In some instances, this may be an advertisement tailored based upon your household information. Should you wish to opt-out of such personalization you may do so in your Manage My Account Privacy Status.

**Service Providers and Third Parties**

We engage service providers to perform functions and provide services to us in the United States and other countries. We use a variety of service providers to help TiVo provide its products and services and to help us understand and improve the use of TiVo products and services. We may share your personal information with such service providers subject to obligations consistent with this Privacy Policy and applicable law.

**Law and Harm**

Notwithstanding anything to the contrary in this Privacy Policy, we may preserve or disclose your information if we believe that it is reasonably necessary to comply with a law, regulation, legal process, or governmental request; to protect the safety of any person; to address fraud, security or technical issues; or to protect our or our users’ rights or property (where permitted by law). The foregoing notwithstanding, nothing in this Privacy Policy is intended to limit any legal defenses or objection that you may be entitled to raise to a third party’s, including a government’s, request to disclose your information.

**Business Transfers and Affiliates**

In the event that we are involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction. We may also disclose information about you to our corporate affiliates in order to help provide, understand, and improve our and our affiliates’ products and services.

**Non-Personal, De-Identified, or Product-Level Information**

We may create non-personal, de-identified, or product level records (“De-Identified Data”) from personal information by excluding information (such as your name) that makes the data identifiable to you. Once we create De-Identified Data, this De-Identified Data is our property. We use this De-Identified Data in many ways including analyzing request and usage patterns, creating reports and performing analytics so that we may enhance the content of our products and services (or those of a third party), improve navigation, and provide meaningful analysis of habits, usage, trends, and effectiveness of marketing campaigns etc. as part of our analytics and other services. We reserve the right to use and disclose De-Identified Data to third parties in our absolute discretion.

**How to Access, Update and Manage Your Information**

If you are a registered user of TiVo products or services, we provide you with tools and account settings to access, correct, delete, or modify the information you provided to us and associated with your account. You can access, update, and correct or delete inaccuracies by logging into your account for the particular TiVo
product or service. For example, to update or manage your information related to a TiVo DVR product or the TiVo online service you may visit tivo.com.

CERTAIN CATEGORIES OF THE DATA THAT WE COLLECT, REFERRED TO AS FUNCTIONAL DATA, ARE NECESSARY FOR YOUR TiVo PRODUCT TO PERFORM ITS BASIC FUNCTIONS SECURELY AND YOU WILL NOT BE ABLE TO OPT OUT OF THE COLLECTION OF THIS FUNCTIONAL DATA AND ITS USE TO PROVIDE PRODUCT FUNCTIONALITY.

If you have questions about your privacy on TiVo products or services, this privacy policy, or information we have about you, please contact us at privacy@tivo.com. You can also contact our privacy representative by sending a letter to TiVo, Attn: Privacy Officer, Legal Department, 2160 Gold Street, San Jose, CA 95002, United States. We will respond to your request in a reasonable period of time upon verification of your identity. We recommend you include documents that prove your identity and a clear and precise description of the information which you request access.

Specific Information for various products or offered services:

**Opting Out of Personalization**

TiVo Allows you to manage many settings within your Manage My Account section of the TiVo website. Log into your account and go to Privacy Status to change your preferences or call customer support for help 1-877-367-8486.

**TiVo Products such as TiVo DVRs and Minis**

You may opt out of having your viewing logs used in TiVo’s analytics business or sharing that de-identified information collected after such opt-out with third parties by logging into Manage MyAccount and changing your settings under Privacy Status, or by contacting TiVo Customer Support at 1-877-367-8486 or (support.tivo.com/ContactTiVoSupport) and requesting to opt out. Please note that the viewing logs are Functional Data, therefore while the data will not be used for analytics or may be shared in a de-identified format with third parties, it will still be collected and processed as necessary to continue providing you with the TiVo service.

You can also cancel your TiVo account which will stop all data collection. If you call TiVo Customer Support at 1-877-367-8486, you may request that your account be cancelled. Cancelling the TiVo service will stop your TiVo product from functioning. TiVo may, at its option, delete all information for any cancelled accounts. To reactivate your TiVo account, you should contact TiVo Customer Support; however, if account information was deleted, reactivating an account may not be possible and a new account would need to be created. We reserve the right (subject to applicable law) to decline requests that are impractical or may jeopardize the privacy of others. In any event, certain legal or regulatory requirements may require that some of your data to be retained.

**TiVo Mobile Apps**

If you do not want us to collect location data from a TiVo mobile app or TiVo+, you can disable location services on your mobile device. If you do not want any data shared by the mobile app, please delete the app from your mobile device. You can also re-set your mobile advertising ID on your phone which may also reduce the ability of third parties unaffiliated with TiVo from tracking your use of the TiVo mobile app or TiVo+.

**Marketing Emails**

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.
CCPA Personal Data

California Consumers have the right under the California Consumer Privacy Act “CCPA” to the Right to Know your data, this includes both a list of all the classes of data we have on you as well as individual attributes. You have the right to delete your personal data, the right to opt out of sale of your data and you have the right to not be discriminated against for exercising any of these rights. Here at TiVo we feel strongly that you will not experience any discrimination for your exercising your rights and we will never treat you differently for changing your privacy status.

A Note about the Sale of Data

Here at TiVo, we don’t believe we sell your personal data to third parties. We do however share your personal data with service providers who help us run our business and provide you with products and services. We do sell De-Identified Data to third parties. We allow you to opt out of sharing of your data in the same way we’d be required to if we did sell data. We allow you to change these settings by accessing your Privacy Status in your Manage My Account. You can also call customer support at 1-877-367-8486 and they will help you change your opt out settings.

Your Right to Know

TiVo collects a variety of personal data and uses this data to provide you with products and services.

TiVo collects the below-listed types of personal data of its consumers when you initiate your tivo.com account, update your account information, interface with us at trade shows or other marketing events, during the course of your time as a consumer, when you are interested in products or services, and when using the products or services. TiVo sends this data to the following types of service providers – credit card processors to help us charge you for your products, data analytics companies to help us understand our data and our customers, software tools that help us view and use customer data, financial services software companies to help us process and manage payments, service support companies to help us provide excellent customer service, data storage companies who securely store and manage your data on our behalf, third party application providers with your consent to bill you for services or add-ons, and shipping companies to help us send you products. We send this data to service providers who are contractually obligated to use this data only for the purposes outlined in our commercial agreements. We also send this data to third parties who may use this data to match and provide you with advertising while using our TiVo devices and services.

- Identifiers
- Information in Customer Records
- Commercial Purchasing Information
- Demographic Information
- Internet or Network Activity
- Inferences from Above Used to Profile – including your TiVo product browsing history, recording the shows watched, and recorded.

TiVo collects the information listed below from either the consumer’s ISP provider, cable provider, device, or other internet related source when a customer’s TiVo device is used. If you are using a mobile device, this could also be from a cellular phone provider. TiVo uses this information to receive and send data, services, advertising, and programming to and from your TiVo device. TiVo sends this data to the following types of service providers - data analytics companies to help us understand our data and our customers, software tools that help us view and use our customer data, service support companies to help us provide
excellent customer service, data storage companies who securely store and manage your data on our behalf, application providers with your consent to bill you for services or add-ons. We send this data to service providers who are contractually obligated to use this data only for the purpose outlined in our commercial agreements. TiVo has processed your personal data in the same way for the preceding 12 months.

- Geolocation Data
- Unique Identifiers

TiVo collects the biometric information (voice data only recorded when depressing the button on TiVo Voice Enabled remote controls) from the consumer when they are using the voice search on a voice-enabled TiVo remote control. This information is used to communicate with third parties who process and interpret the voice recordings. This data also allows us to establish your location for sending you appropriate content and to locate your device. TiVo sends this data to the following types of service providers - data analytics companies to help us understand our data and our customers, software tools that help us view and use our customer data, service support companies to help us provide excellent customer service, data storage companies who securely store and manage your data on our behalf. In 2019, TiVo purchased from a third-party data broker certain IP addresses which may be those of TiVo consumers. In some instances, these addresses were bundled and sold along with De-Identified Data to third parties. TiVo discontinued this practice for any IP addresses associated with California in the fourth quarter of 2019. TiVo otherwise processed and handled IP addresses and MAC addresses in the same way for the preceding 12 months.

How to Request your Data under the Right to Know

If you wish to receive information about what personal data we retain about you, please call customer support at 1-877-367-8486 or email your request to ccpa@tivo.com. In the event you would like specific pieces of information provided to you, please specify which information categories you would like provided and we will be happy to assist you. TiVo will provide you with information for the preceding 12 months as required by law.

How to Request Deletion of your Data

If you wish to have your personal data deleted from TiVo’s records, please call customer support at 1-877-367-8486 or email your request to ccpa@tivo.com. You have the right to delete your data, however in order to provide you with TiVo products and services, Functional Data cannot be deleted. Therefore, if you wish to have your personal data deleted from TiVo’s records in its entirety, you will need to no longer be an active TiVo customer. Once your personal data is deleted from TiVo, you cannot re-activate a subscription or account associated with that information and you would need to set up a new account and agree to the terms conditions and this privacy policy. In any event, certain legal or regulatory requirements may require that some of your data to be retained. If you have questions about the process of requesting deletion, please see the section “Processing Your Right to Know and Deletion Requests” below.

Process for Right to Know and Deletion Requests

As we will need to verify your identity to fulfill these requests, please either call customer support to verify this information over the phone or send an email and we will attempt to verify your identity via encrypted email. After we are able to verify your identity, we will respond to your request as quickly as possible and generally within 45 days in some cases it may take up to 90 days. It is most helpful if you can provide the TiVo Service Number(s) associated with your device(s). You will receive a confirmation by email of either the completion of your request or a return response with your requested data. If we are unable to verify your identity, we will not be able to process your request for information or deletion. If you have issues or concerns, please feel free to contact us. In the event you would like to opt out of the collection of certain information, please see the Opting Out of Personalization section above or refer to the privacy section of the Manage My Account tab on tivo.com. If you are unable to make a request directly (or in the case of death of the consumer), you may legally designate an agent by providing a notarized authorization, power
of attorney or other legally binding designation of assignment of rights. Please provide proof of this agency along with your request and we will process your request as quickly as possible.

**Shine the Light**

Customers who are residents of California may request information: a list of categories of personal information disclosed by us to third parties during the immediately preceding calendar year for those third parties’ own direct marketing purposes, and (ii) a list of the categories of third parties to whom we disclosed such information. To exercise this request, please contact us at privacy@tivo.com. Requests must include “California Shine the Light” in the first line description of the email and include your name, street address, city, state, and zip code. We may require additional information from you to allow us to verify your identity and are only required to respond to requests once in a calendar year.

**Cookies and Similar Technologies**

When you visit TiVo websites, we and our advertising partners may store and access information from your device, including using "cookies", clear GIFs (which are also sometimes called web bugs or web beacons) and browser details. We may collect information such as your browser type, the type of operating system you use, the domain name of your Internet service provider, IP address, pages visited on the site, services used and how you have used them. We and our advertising partners do this for a variety of purposes. In the case of our advertising partners, this may include the personalization of advertisements based on your visits to sites in that party’s network.

Please note there is currently no accepted standard to respond to Do Not Track signals and that at least some of the TiVo websites do not currently respond to a web browser’s Do Not Track instructions (i.e., “signal”). More information about Do Not Track can be found [here](http://www.google.com/intl/en/policies/privacy/). Additionally, we may use Google analytics. Google analytics manages ‘Do Not Track’ instructions from your browser in accordance with its own privacy policies [http://www.google.com/intl/en/policies/privacy/](http://www.google.com/intl/en/policies/privacy/).

Another example of how we use cookies might be 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. Please note: if you continue to use this website, or any other TiVo website, you are consenting to our use of cookies. Information about our use of cookies is contained in our Cookie Policy at [https://www.tivo.com/legal/cookies](https://www.tivo.com/legal/cookies).

**Interest-Based Advertising and Analytics**

We may partner with ad networks and other ad serving providers (“Advertising Providers”) that serve ads on our behalf and others’ on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information that Advertising Providers collect about your use of the Site and other sites or apps over time, including information about relationships among different browsers and products. This type of advertising is known as interest-based advertising.

We adhere to the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles in connection with this interest-based advertising activity. You may visit [www.aboutads.info](http://www.aboutads.info) to learn more about this type of advertising and how to opt out of this advertising on websites by companies participating in the DAA self-regulatory program. For Canada please visit [https://youradchoices.ca](https://youradchoices.ca). If you delete your cookies or use a different browser or mobile product, you may need to renew your opt-out choices exercised through the DAA tool. Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests. Additionally, your browser may offer tools to limit the use of cookies or to delete cookies; however, if you use these tools, our Site may not function as intended.

We may also work with third parties that collect data about your use of the Site and other sites or apps
over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the Site and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners/, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout/.

Transfer to Other Countries

TiVo transfers, processes, and stores information about our users on servers located in a number of countries. Accordingly, some of your personal information may be used by us and our affiliates, subsidiaries and our suppliers who may be located in countries outside the country where you are located for the purposes outlined in this policy. The data protection laws in these countries may not offer the same level of protection as those in the country where you are located. Information collected within the European Economic Area (EEA) may, for example, be transferred and processed by third parties, located in a country outside of the EEA, where you may have fewer legal rights in relation to your information. Similarly, information collected within Canada may be transferred and processed by TiVo or third parties in a country outside of Canada. By providing your personal information to us you understand and expressly consent to TiVo and its business associates and suppliers processing your data in any jurisdiction, including without limitation the United States of America, in accordance with this privacy policy.

Individuals in the EEA and Canada and other countries may have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you may have the right to request access, seek to update, delete or correct this personal data.

Residents of the EEA, please refer to TiVo’s Privacy Policy for Residents of the EEA for TiVo’s policy related to the collection and use of data.

EU-U.S. Privacy Shield

TiVo Solutions Inc. and its subsidiaries comply with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the EEA to the United States. To learn more about the Privacy Shield Framework, visit the U.S. Department of Commerce’s Privacy Shield website, http://privacyshield.gov. To learn more about our participation in the Privacy Shield Framework, please see TiVo’s Privacy Shield Notice.

Data Protection Authority

If you are a resident of the EEA and believe we maintain your personal data within the scope of the General Data Protection Regulation, you may direct questions or complaints to privacy@tivo.com and direct such questions to TiVo’s Data Controller. Subject to applicable law, you may (i) restrict TiVo’s use of information that is your personal data, and (ii) lodge a complaint with your local data protection authority. If the TiVo data protection officer for EMEA region is unable to help you, we suggest you refer to your local privacy regulator for help. For example, in the UK that would be the information commissioner’s office at: https://ico.org.uk/.

Children

The TiVo products and services are not directed to children under the age of 16 and we do not knowingly collect personally identifiable information or personal data from children under 16. If we learn that we have inadvertently gathered personally identifiable information from a child under 16, we will take reasonable measures to remove that information from our records. If you are a parent of a child under age 16 and become aware that your child has provided personally identifiable information to TiVo, please contact us at privacy@tivo.com and you may request to exercise your applicable access, rectification, cancellation,
and/or objection rights. If you are a California resident under the age of 18 and you wish to remove publicly available content, please contact us at privacy@tivo.com.

How Long We Keep Your Information

How long we retain your information including voice data depends on why we collected it and how we use it. We will not retain your personal information for longer than is necessary for our business purposes or for legal requirements. When no longer required, we will destroy, erase or de-personalize the information. Legal requirements may necessitate that we retain some or all of the personal information we hold for a period of time that is longer than we might otherwise hold it. You may ask that your personal data be deleted (see Deleting your Data above).

Security of Your Information

We use commercially reasonable efforts to safeguard the confidentiality of personal information, including appropriate technological, organizational and physical safeguards. We store personal information in electronic and physical files that are secure, and our security measures include secure on-site and off-site storage. We conduct audits and monitor compliance with our privacy practices.

However, due to the design of the Internet, ever-changing technology and other factors outside of our control, we cannot guarantee that communications between you and our servers will be free from unauthorized access by third parties or that we will not be subject to security breaches. We will have no liability for disclosure of personal information due to errors in transmission or unauthorized or unlawful acts of third parties.

You are responsible for the security of your username, ID and password for any of the TiVo products and services. Please take care when using and storing them.

Changes to the Privacy Policy

We may update this policy from time to time. We will notify you of any changes by posting the new policy 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). It is your responsibility to read this Privacy Policy carefully and review any changes that may have been made. Because changes will be posted on this page, we encourage you to check this page regularly.

Questions

If you have any questions about this policy, please send an email to privacy@tivo.com, or send a letter to TiVo Attn: Privacy Officer, Legal Department, 2160 Gold Street, San Jose, CA 95002-2160. For CCPA related requests, please email ccpa@tivo.com or call customer support at 1-877-367-8486.