

Alphonso OS Privacy Policy

Effective Date: July 9, 2021

Alphonso Inc. develops and distributes an operating system, which we refer to as the “Alphonso OS”, used by certain smart TVs (the “Devices”). The Alphonso OS, like all operating systems, manages the TV’s software and hardware, including the menus and other systems that allow you to communicate with the TV.

Alphonso OS includes various software applications we call “Video AI”. Video AI refers to Alphonso’s ability to collect, store, analyze and report on publicly available content (TV shows, advertisements, movies, games) being played on or through the TV, including Alphonso’s automatic content recognition (ACR) collection technology. The Video AI data collection, storage, analysis and reporting tools are collectively referred to as the Service.

Alphonso OS also allows you to receive personalized advertisements, which are advertisements that might be more relevant to your interests, based on data collected through your Device. These personalized advertisements are referred to as Interest-Based Advertising.

This policy explains how Alphonso collects, uses and shares information when consumers interact with Alphonso OS, with the Service, and specifically with Video AI and Interest-Based Advertising. You opt-in to Video AI through your use of the Device. You may opt-in or opt-out of Interest-Based Advertising through the configuration options on your Device, either during the initial setup, or by going back to the settings menu and selecting the option relating to personalized advertisements.

Information Collected

Alphonso OS may collect the following types of data:

- Device type;
- Make and model of device;
- Operating system type and version;
- Technical details relating to your device (which may include things like the kind of computer chip being used by your device, the language being used by your device, configuration details, audio sample rate, and the size of your device’s screen);
- The time of your interaction with the Service;
- The source of the video and/or audio information (which may include the number of the channel being watched;
- Device identifiers (which may include things like your device’s IP address, MAC address and device name);
- Information about your location;
- Program and advertisement data (referred to as “Viewing Data” and explained below);
- User’s interaction with the Alphonso OS, including all the commands, voice as well as non-voice, that have been issued to the TV, and the user’s usage of applications on the TV as well as on the devices connected to the TV;

- Language preferences for content-recommendations, if provided by the user; and
- Age and gender, if provided by the user.

We also may receive information, such as demographic, interests, and other information described in this policy, about you from certain third-party partners. The combined information is only used in the manner described in this privacy policy.

Video AI collects data from your Device, and your use of the Device indicates you have agreed to participate. If you do not agree, you must immediately cease using the Device. Video AI may collect video and/or audio information from what you are watching through your Device, regardless of the source of the information (e.g., TV, video and audio streaming devices, set-top boxes, etc.) in order to determine the programs you have watched and the advertisements you have seen. The information collected is referred to as “Viewing Data”. While Video AI does collect device identifiers which are associated with your Viewing Data, your Viewing Data is never associated, in any of the materials we provide to our Data Partners, with your name, postal address, or email. Importantly, Alphonso’s Video AI does not recognize human conversation, ambient sounds, and other non-commercial audio or video content.

Use & Sharing of Information

Data used by Alphonso OS within the Device:

Alphonso OS will use data collected through the TV to personalize your TV experience, and to show you relevant advertisements.

Personalizing your TV experience may include:

- Providing personalized recommendations for content and apps, as well as suggesting which app to play content on
- Providing personalized hints when the user is searching for content
- Personalizing the search results by sorting them by relevance
- Personalizing TV settings by remembering volume settings, picture settings, etc.

Data used by Alphonso external to the TV:

Alphonso differentiates between Service Providers, Data Partners and Clients.

Service Providers receive Viewing Data which may include device identifiers. Service Providers do a variety of tasks, including performing matches to append data, performing blind matches so that data sets can be created that have no identifying criteria (e.g., no device identifiers), or services relevant to advertising to you. These Service Providers are contractually limited in how they are allowed to use any Viewing Data, and are required to delete all Viewing Data once they have performed their function.

Data Partners receive Viewing Data which may include device identifiers. They are able to use the data to create products that will be sold or otherwise shared with Clients. Data Partners are allowed to keep Viewing Data for however long they need, but they are contractually required to ensure that none of the products they provide to their clients will include any identifiable data. Additionally, all Data Partners contractually agree to delete data related to any particular

individual in response to a verified request received by either the Data Partner or Alphonso, in accordance with any applicable privacy law or regulation.

Clients will only receive Viewing Data in aggregated or anonymized form. They are able to use the data however they like, and can keep the data for however long they choose. But, again, none of that data is identifiable to an individual.

Alphonso and its Service Providers use Viewing Data for a variety of purposes, including to:

- Deliver marketing and advertising materials on our behalf, and for other third parties, that we believe are relevant to you, both to your Device as well as to other devices that are connected to your Smart TV, either directly or through wireless connections;
- Offer recommendations to you about programing content on your TV and other devices we believe you may enjoy; and
- Perform marketing services.

Alphonso and its Data Partners use Viewing Data for a variety of purposes, including to:

- Maintain, operate, improve and provide Alphonso OS; and
- Generate reports analyzing user trends and behaviors.

Alphonso also uses the various types of information it collects in its legitimate interest:

- To maintain, operate, improve our business;
- To support our business development efforts;
- To provide customer service, communicate with and market to our customers; and
- To monitor Alphonso OS for legal compliance, and compliance with your terms of use.

Alphonso may share any data it collects with a variety of parties, including:

- As part of a corporate sale, merger, acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding. Alphonso's successor will have all of the rights and be subject to all of the obligations of this privacy policy; or
- Pursuant to a subpoena, court order, or other legal process or as otherwise required by law, or to protect our rights, or the rights of third parties.

Your Choices

Video AI and the Service

The Video AI features and the Service features are a required component of the Alphonso OS - your use of the Device affirms your consent of the Video AI functionality. To the extent that you do not agree to the Video AI functionality, you must cease using the Device.

Interest-Based Advertising

Interest-Based Advertising is generally defined as the use of cookies, web beacons, device IDs, and other technologies to collect information about how services across the Internet are used. The information collected may include IP addresses, web browsers, pages viewed, time spent on pages or in apps, links clicked, and conversion information. To the extent, as outlined above, that Alphonso uses any of these methods to collect data, Alphonso adheres to the Digital Advertising Alliance's ("DAA") Self-Regulatory Principles regarding interest-based advertising.

If you would like to exercise choice regarding Interest-Based Advertising on the Device, you may do so either during the initial setup, or by going back to the settings menu and selecting the options related to personalized advertising. If you choose to opt-in to Interest-Based Advertising, you consent to our collection and use of data about the video and audio content playing through the Device to customize advertising in other connected devices, to provide you with television content recommendations, and for other uses as outlined above.

To make choices about interest-based advertising on a browser, you can visit www.aboutads.info/choices. To make choices about interest-based advertising on a mobile device, you can download the version of AppChoices for your device via www.youradchoices.com/appchoices.

If you choose to opt-out of Interest-Based Advertising through the tools described above, we will stop using data from that device for Interest-Based Advertising on that browser, mobile device, and on associated devices. We will also stop using data collected from associated devices for Interest-Based Advertising on the device where choice was exercised.

Children

Alphonso will not knowingly collect personally identifiable or other information from children under the age of 13 (or an age set by local law in a jurisdiction where we offer our Alphonso OS). Where information is collected electronically, Alphonso may not be able to determine whether information was collected from someone under the age of 13, and such information is treated as if it had been collected from an adult. If we become aware that a person under 13 has provided information, Alphonso will take steps to remove such information and terminate that individual's access and use of Video AI.

Security

Alphonso takes reasonable physical, technical, and administrative steps to help maintain information we collect, store, and use in a secure manner. These steps include the hashing (or other encryption) of data, along with limitations on who is allowed to access an personal data.

Data Retention

Alphonso retains data we collect through Video AI only as long as it is needed to provide our services or for our use for our legitimate interest such as accounting and legal compliance. After this time has passed, that data is deleted or de-identified.

Updates

Alphonso reserves the right, at its sole discretion, to update, modify or replace this privacy policy, in whole or in part, at any time. For any non-material change (for example, if we get a new physical or email address), continued use of Alphonso OS following such a change constitutes your acceptance of that change. All non-material changes will be listed on the applicable Alphonso Privacy Policy web site. For any material change (for example, if we alter the way we collect, use or share data), you will receive a communication through your Device.

Contact

If you have any questions regarding the user license agreement, the privacy policy or your dealings with Alphonso OS, please contact us in our role as a data controller, at:

Alphonso Inc.

Attn: Privacy

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