

## **DISH Network L.L.C. Privacy Notice**

This Privacy Notice (this “Notice”) explains how DISH Network L.L.C. and its affiliates collect, use and disclose information about DISH subscribers and others who visit DISH websites, view DISH advertisements or interact with DISH products or services. In this Notice, the terms “DISH”, “DISH Network”, “we”, “us”, and “our” refer to DISH Network L.L.C. and its affiliates, which collectively own and/or operate the DISH® direct broadcast satellite television service and related services such as video, audio, data, interactive and other programming services and all other services that are available now or in the future from DISH (whether subscription, pay-per-view or otherwise) (“our Services”). The term “you” refers to you as a subscriber to or user of our Services, including our satellite television service, software or mobile applications, and websites. Your use of our Services constitutes your acceptance of this Notice.

This Notice does not apply to EchoStar Corporation or its subsidiaries or the Sling TV service, the dishNET satellite service, the dishNET wireline service, or any other product or service provided by DISH that is covered by a separate privacy notice.

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## **1. What Information Do We Collect About You?**

When you use our Services, DISH may collect certain information from and about you, including personally identifiable information which specifically identifies you (“PII”), information related to your account, information related to use of our Services (“Usage and Service Information”), other information related our Services or other products and services provided to you, and information used to detect unauthorized reception of satellite signals. PII does not include aggregate data, anonymized data, or data that does not identify you or other particular individuals. Below is a general description of the different types of information that we may collect and how we may collect it.

### **A. Account Information**

We collect and maintain regular business records containing information about you that may constitute PII, such as, among other things: your name, service address, billing address, e-mail address, telephone number, social security number, bank account and/or credit card number, and other account information. We may also collect and maintain other information about your account, such as billing and payment history, customer service information, and equipment and programming options.

## **B. Usage and Service Information**

When you use the Service, our distribution systems automatically collect certain Usage and Service Information. This Usage and Service Information may be in various formats (electronic, audio, and other), and may be collected through the set top box or satellite receiver, through related equipment such as a remote control or voice control device, or other devices such as third-party streaming devices or applications provided through or used to access our Services. Usage and Service information may include, but is not limited to, application and feature usage, video streaming and video content and packages usage, movie rental and purchase data, TV and other video viewership, network traffic data, product and device-specific information and identifiers, service options you choose, and other similar information.

## **C. Third-Party Information**

We also may receive information about you from third parties such as programmers, business partners, consumer reporting agencies, and other data companies, as well as information obtained from subscriber interviews, surveys, and questionnaires to enhance or supplement our records, products, or service offerings. This information includes information collected offline and across computers and devices that you may use.

## **D. Third-Party Services and Websites**

When you access a third-party product, service, application, or website, even when doing so through DISH equipment, websites, or applications, you should review the privacy statements of such third parties. DISH may also collect usage information related to such third-party products, services, applications or websites when accessed through DISH equipment, website or applications.

From time to time, we may allow use of the Service with social networking services and connecting your Account with accounts that you have with third parties, including with certain third-party social networks. If you share information about your usage of or activities on the Service with such third-party accounts, then the collection, use, and disclosure of such information will be subject to that third party's privacy policies, which may differ from our own. We are not responsible for the practices of such sites or third parties.

## **E. Cookies and Other Technologies**

Our Services may be provided through Internet websites or other platforms operated by us, our affiliates, and/or other companies. We and/or other companies we work with may use cookies, web beacons, tags, and other technologies on websites, platforms and in electronic communications to track users online and to collect certain information, which may include, but is not limited to, statistics about website and platform usage, broad demographic information, IP addresses, browser type, device type, Internet Service Provider, referring/exit pages, platform type, date/time stamp, number of clicks, and other similar information. You can access our Services even when you've disabled certain cookies, but you may not be automatically recognized upon revisiting.

Please visit the "What Choices Do You Have?" section for further information, including about Do Not Track and how to disable cookies.

## **2. How Do We Use Information About You?**

We use information we've collected and received from and about you and your account ("Information About You") primarily to conduct business activities, which may include, among other things, use of such information to:

- conduct billing and collections;
- install, operate, provide, and maintain our Services;
- confirm that you are receiving the level(s) of service requested and are properly billed;
- identify when changes are made to your account or services;
- inform you of products, programming, or services that may be of interest to you;
- make programming recommendations;
- understand the use of, and identify improvements to, our Services;
- obtain user surveys, recommendations and reviews;
- market our Services and those of our business partners;
- deliver addressable or customized advertising, offers, and other services to you on the Service, via email, or across other web sites, devices, software or mobile applications, social media or other online services (for more information see 4 below);
- detect unauthorized reception of our Services;
- determine whether applicable policies and terms of service are being violated;
- configure satellite television service-related devices;
- perform statistical or qualitative research and analysis;
- maintain our do not contact lists;
- comply with law; and
- as otherwise necessary to provide our Services.

In addition to the items listed above, PII and Usage and Service Information may be aggregated and/or de-identified for other business and marketing uses by us or by third parties. This aggregated and/or de-identified data may be used, for example (and without limitation), to improve our products and services, measure and analyze use of our products and services, to provide more relevant marketing and advertising, to measure advertising effectiveness, to conduct market research, to report ratings and viewer measurement, and for other analytical and reporting purposes.

We may combine the various information we collect and receive from and about you, including information you provide to us, PII, Usage and Service Information, as well as information collected offline, across other computers or devices that you may use, and from third-party sources.

## **3. What Information Do We Disclose to Others?**

DISH treats Information About You (including PII) contained in our business records as confidential. We may nonetheless share or disclose Information About You as described in this Notice.

### **A. When DISH May Disclose Information Relating to You or Your Service**

#### **1. To conduct business activities related to providing you with our Services**

We may share or disclose Information About You to other entities that work for or provide services to 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 Service or other products and services that we provide. Generally, these disclosures involve billing and collections, administration, surveys, marketing, advertising, service delivery and customization, maintenance and operations, and fraud prevention. We may also share Information About You with third parties that provide content, services or technologies used in our Services to report on and account for the use of such content, services or technologies. 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 subscribers' information, including PII, will be one of the items transferred as part of the transaction.

## **2. As necessary to protect DISH and its employees**

We may also share or disclose Information About You (including PII) 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.

## **3. For "mailing list" purposes**

We may share or disclose your name and address to others, such as charities, marketing organizations, or other businesses (such as service providers and vendors), for satellite or non-satellite "mailing list" purposes. Any such disclosure by DISH for "mailing list" purposes would be limited to the disclosure of subscriber names and addresses where the disclosure does not reveal, directly or indirectly, (i) the extent of any subscriber's viewing or use of a satellite service or other service provided by us; or (ii) the nature of any transaction made by the subscriber over any facilities used by us.

## **B. When DISH Must Disclose PII**

We may be required by law to disclose Information About You (including PII) without your consent and without notice to comply with a valid legal process, such as a subpoena, court order, or search warrant. We may also be required to disclose PII to a third party or governmental entity in response to a court order. If the court order is sought by a governmental entity, you should be afforded the opportunity to appear and contest in a court proceeding relevant to the court order any claims made in support of the court order.

## **C. Disclosure of Information that is not PII**

We may share or disclose information collected or received from or about you in non-personally identifiable formats, including aggregate formats, such as ratings surveys and service usage and other statistical reports. We will attempt to ensure that this information does not personally identify you, your particular viewing habits, or the nature of any transaction that you have made over the satellite television system. We may also share and disclose other information in aggregated or anonymized formats, including IP addresses, device IDs, and other non-PII, with programmers, advertisers, and other service providers and vendors for advertising, marketing and other purposes.

#### 4. How is Your Information Used for Advertising Purposes?

DISH may use Information About You for marketing or advertising purposes in the following ways:

- **To provide you with more relevant TV advertising.** We may use information we have collected or received from or about you through use of the Service or from third parties to tailor the advertisements you see on the Service. We use information such as your DISH products and services (such as service packages purchased, video-on-demand purchases and program viewing data); demographics and interest information you provide or that we obtain from other companies (such as gender or family size). You may be able to opt out of this addressable advertising, as described below in the “What Choices Do You Have?” section.
- **To provide you with advertising for DISH products and services.** We may use information we have collected or received from or about you through use of the Service or from third parties to provide you with marketing information, offers and advertisements for DISH products and services or to exclude you from receiving certain marketing information, offers or advertisements. Our activities with respect to such marketing information, offers and advertisements may occur on DISH websites and platforms or websites and platforms operated by third parties.
- **To provide you with more relevant online advertising.** We and our advertising partners may also use information obtained about you through use of the Service or from third parties, or gathered through cookies and similar technologies, as well as other information, to deliver more relevant online advertising to you across other computers, devices, websites, and online services that you may use (“interest-based advertising”). You may be able to opt out of certain types of interest-based advertising as described below in the “What Choices Do You Have?” section.
- **To provide others with more relevant advertising.** We and our advertising partners may also use information collected or received from or about you, from our advertising partners, and information we obtain about you from third parties to deliver advertising that is targeted for individuals with similar interests. We may combine aggregated, anonymous and/or de-identified information to create groups based on actual or assumed shared interests and/or factual characteristics. We also combine information about the programming that our customers watch on the Service with their common interests to help us figure out what advertising may be most relevant.

Advertisers, advertising technology companies, and service providers that perform advertising-related services for us and our business partners may use cookies, web beacons, tags, and other technologies to collect information from or about you to tailor advertisements, measure advertising effectiveness, and enable other enhancements. DISH may also permit third parties to collect certain information related to your Service use, such as viewer measurement and other data related to your activities for market research, ratings, viewer measurement, and other analytical and reporting purposes. Our agreements with business partners and service providers that collect information limit the types and use of information shared with these companies.

We also may share aggregate or anonymized information with advertisers and other business customers about ad delivery to determine the performance of such ads.

## **5. What Choices Do You Have?**

### **A. Cookies and California Do Not Track Disclosures**

Certain parts of our Services require cookies. You may adjust your device or Internet browser settings to limit certain tracking or to decline cookies, but by doing so, you may not be automatically recognized upon revisiting and may not be able to use certain features of the Service or take full advantage of all of our offerings. Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences.

DISH might not recognize "Do Not Track" requests or headers from some or all Internet browsers. We may use cookies or other technologies to deliver more relevant advertising and to link data collected across other computers or devices that you may use.

### **B. Interest-Based Advertising/Addressable Advertising Choices**

To understand your choices for receiving more relevant advertising provided on the Service or across other websites, applications and online services, please review the information below:

- 1) To learn more about interest-based advertising, and to opt out of collection and use of information about your online activities for interest-based advertising by the Digital Advertising Alliance (DAA) participating companies, please visit <http://www.aboutads.info/choices/>.
- 2) To opt out of collection and use of information about your online activities for interest-based advertising by Network Advertising Initiative (NAI) member companies, please visit <http://www.networkadvertising.org/choices/>.
- 3) You may limit DISH's delivery to your set-top box of addressable advertisements that were selected for you using your information (including PII) by contacting us in writing at the mailing address listed in the contact section below.

Even if you opt out, you will still receive advertising from DISH and third parties. You may also still receive advertising from DISH or third parties that is customized based on information we've collected or received from or about you or on information about your online activities from third parties that are not DAA or NAI participating companies.

### **C. Other Choices Concerning the Use and Disclosure of Your Information**

You also may choose to limit certain collection or disclosure of your information as follows:

- 1) You may limit our disclosure of your PII for "mailing list" purposes by contacting us in writing at the mailing address listed in the contact section below.
- 2) You may limit our collection of viewer measurement data from your set-top box by contacting us in writing at the mailing address listed in the contact section below.
- 3) Please visit <https://www.dish.com/downloads/legal/AdditionalPrivacyChoices.pdf> for more information provided by some of our service providers and business partners.

In any written request to DISH, be sure to include your name, address, telephone number, and your DISH account number. The written request should be signed by the person who is identified in our billing records as the subscriber. If you have a joint account, a request by one party will apply to the entire account. If you have multiple accounts, your notice must separately identify each account covered by the request.

#### **D. Your California Privacy Rights**

California law permits California residents to request certain details about how their PII is shared with third parties or affiliated companies for direct marketing purposes. If you are a California resident and would like to make such a request, please contact us in writing at the address listed below. You must put the statement "Your California Privacy Rights" in the subject field. We are not responsible for notices that are not properly labeled or sent, or do not have complete information.

#### **6. How Do We Protect Your PII?**

DISH takes information security seriously. We use commercially reasonable efforts to prevent unauthorized third-party access to Information About You (including PII). However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose Information About You (including PII). We periodically summarize, anonymize, aggregate, and/or remove certain data elements from data sets that can be used to uniquely identify you, and employ other similar methods designed to inhibit direct association with your identity.

#### **7. How Long Do We Maintain Your PII?**

DISH maintains PII about you in our regular business records while you are a subscriber to the Service or any of our other products or services. DISH also maintains PII about you for a period of time after you are no longer a subscriber if the information is necessary for the purposes for which it was collected, to satisfy legal or tax requirements, or for business purposes.

#### **8. What Access Do You Have to Your PII?**

You can obtain access to the PII that we collect and maintain from and about you that is held in our regular business records (generally, billing and account information). If you wish to obtain a copy of this information, please mail a written notarized request for a copy of your PII to DISH Network L.L.C., Attn: PRIVACY, P.O. Box 6655, Englewood, CO 80155-6655, giving us a reasonable period of time to locate and prepare the information for your review.

All requests must include your DISH account number. We will mail the information to you at your current billing address. You will be permitted to request only records that contain PII about you and no one else. To protect you and ensure that the request is being made by the true person to whom the information pertains, we will process only notarized requests. You will be provided a reasonable opportunity to correct errors if any of the PII is inaccurate.

#### **9. Who Can You Contact with Any Questions or Concerns?**

If you have any questions or concerns regarding this Notice, or our privacy practices, please contact us at the following address:

DISH Network L.L.C.  
Attn: PRIVACY  
P.O. Box 6655  
Englewood, CO 80155-6655

If you believe that you have been aggrieved by any act of ours in violation of your privacy rights with respect to the collection or disclosure of your PII, you may bring an action seeking damages, attorney's fees, and litigation costs reasonably incurred. If you are a subscriber to our Services or have otherwise agreed to our Residential Customer Agreement, then any dispute relating to your privacy rights or arising out of this Notice or the Service is subject to any dispute resolution procedures or provisions provided in your Residential Customer Agreement.

**10. What About Changes to This Notice?**

We may modify this Notice at any time. We will notify you of any material changes through written, electronic, or other means as permitted by law.

**Version: June 2018**