



GENERAL DATA PROTECTION REGULATION PRIVACY NOTICE

The Switch Enterprises, LLC, its parent and subsidiaries (collectively, "THE SWITCH") are committed to providing its customers' ("Customer(s)" or "you") data with the utmost protection in compliance with the European Union's General Data Protection Regulation ("GDPR"). This GDPR Privacy Notice ("Notice") explains how THE SWITCH uses its Customers' information relating to identified or identifiable natural persons ("Personal Data") in compliance with the GDPR.

Applicability of this Notice:

This Notice is applicable when (i) THE SWITCH acts as a "Data Controller" by determining the purpose and means of processing a European Union or the European Economic Area (collectively, the "EU") Customer's Personal Data; (ii) an identified or identifiable individual authorized by THE SWITCH's Customer to use the services or to engage with THE SWITCH on behalf of THE SWITCH's Customer ("Data Subject") creates Personal Data through use of THE SWITCH's services in the EU ("Service(s)") within the scope of the GDPR; and (iii) a Data Subject provides consent to use his/her Personal Data.

Purpose:

Personal Data is processed by THE SWITCH for the basis and purposes of (i) complying with its legal obligations; (ii) providing Services; and (iii) exercising its rights or performing its obligations and any functions related thereto.

THE SWITCH processes the following Personal Data of Data Subjects:

- General contact information including, but not limited to, name, job title, employer, address, phone number, email address, etc.
- Information that identifies a device from which or to which electronic communications are sent (or received) including, but not limited to, Internet Protocol (IP) addresses, etc.
- Information processed in an electronic communications network for the purposes of transmitting, distributing, or exchanging electronic communications content; includes data used to trace and identify the source and destination of a communication, data on the location of the device generated in the context of providing electronic communications services, and the date, time, duration and type of communication.
- User name, password, personal identification number, password hints and similar data to authenticate users in connection with the use of the Services or access to information related to the Services.

How THE SWITCH will use Personal Data:

THE SWITCH does not sell any Personal Data. To be able to provide our Services and to run our business, THE SWITCH may share Personal Data with third parties from the following categories:

- Third parties which provide professional services to us (e.g. subcontractors, telecommunications carriers; web hosting providers, etc.);
- Third parties which are involved in processing payment (e.g. payment service providers); and
- Law enforcement and other governmental authorities (e.g. tax offices).

Transfer of Personal Data to Third Countries:

THE SWITCH transfers Customer Personal Data to the United States solely for the purposes set forth in this Notice. The United States is not currently listed by the EU as a country that meets its adequacy decision.

How long THE SWITCH will retain Personal Data:

THE SWITCH will retain a Customer's Personal Data for no longer than necessary. The length of time THE SWITCH retains it will depend on any legal obligations THE SWITCH has (such as tax recording purposes), the nature of any contracts THE SWITCH has in place with a Customer, the existence of a Customer's consent, or THE SWITCH's legitimate business interests.

Customers' rights as a Data Subject:

A Customer has rights as a Data Subject. These rights are:

- **The right to be informed** – this means THE SWITCH must inform Customers how it is going to use their Personal Data. THE SWITCH does this through this Notice and by informing Customers how their Personal Data will be used.
- **The right of access** - Customers have the right to access their Personal Data held by THE SWITCH. This is called a subject access request. THE SWITCH must respond to a Customer's request within one month.
- **The right to rectification** – If a Customer believes the Personal Data held by THE SWITCH is incorrect, the Customer should inform THE SWITCH so it can make any necessary corrections.
- **The right to erasure** – Customers have the right to request that THE SWITCH delete Personal Data. THE SWITCH will do so, provided that it does not have a compelling reason for keeping it.
- **The right to restrict processing** – Customers can change their communication preferences (therefore restricting how THE SWITCH communicates with the Customer). There are also certain other circumstances in which Customers can suppress the processing of their Personal Data.
- **The right to data portability** – Customers can obtain and reuse their Personal Data for their own purposes across different Services.
- **The right to object** - Customers have the right to object to a) direct marketing from THE SWITCH; and b) any processing where THE SWITCH's lawful basis is not a legitimate interest.
- **Rights in relation to automated decision making and profiling** – this is not something THE SWITCH does. If that ever changes, this Notice will be updated accordingly.

In order to exercise any of the above rights, please contact THE SWITCH at legal@theswitch.tv.

Withdrawing consent:

Where THE SWITCH relies on Customers' consent as the legal basis for processing Customers' Personal Data, Customers may withdraw their consent at any time by contacting THE SWITCH using the details at the end of this Notice.

Complaints:

Customers have the right to raise any issues or concerns with the Information Commissioner's Office. Their contact information is as follows:

Telephone: 0303 123 1113

Website: <https://ico.org.uk/make-a-complaint/your-personal-information-concerns/personal-information-concerns/>

Contact:

The Data Controller responsible for Personal Data for the purposes of the GDPR is:

The Switch Enterprises, LLC
ATTN: General Counsel
683 Main Street, Ste. A-2
Osterville, MA 02655
United States
Phone: +011 508.681.7375
Email: legal@theswitch.tv

If there are any questions about this Notice or THE SWITCH's data collection practices, please contact us at the address, telephone number and email addressed listed above and specify your country of residence and the nature of your question.

Learn More:

Additional information regarding THE SWITCH's data protection policies can be found in THE SWITCH's Privacy Policy located at www.theswitch.tv/legal.