

# Privacy Policy

When you use our services, you're trusting us with your information. We understand this is a big responsibility and work hard to protect your information and put you in control.

This Privacy Policy is meant to help you understand what information we collect, why we collect it, and how you can update, manage, export, and delete your information.

Effective January 22, 2019

You can use our services in a variety of ways to manage your privacy. For example, you can sign up for a MyTVchain Account if you want to create and manage content. And you can use many MyTVchain services when you're signed out or without creating an account at all, like searching on MyTVchain or watching videos.

## INFORMATION MYTVCHAIN COLLECTS

We collect information to provide better services to all our users — from figuring out basic stuff like which language you speak, to more complex things like which MyTVchain videos you might like. The information MyTVchain collects, and how that information is used, depends on how you use our services and how you manage your privacy controls.

When you're not signed in to a MyTVchain Account, we store the information we collect with unique identifiers tied to the browser, application, or device you're using. This helps us do things like maintain your language preferences across browsing sessions.

When you're signed in, we also collect information that we store with your MyTVchain Account, which we treat as personal information.

### **Things you create or provide to us**

When you create a MyTVchain Account, you provide us with personal information that includes your name and a password. Even if you aren't signed in to a MyTVchain Account, you might choose to provide us with information — like an email address to receive updates about our services.

We also collect the content you create, upload, or receive from others when using our services. This includes things like videos you save and comments you make on MyTVchain videos.

## **Information we collect as you use our services**

The information we collect includes unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including carrier name and phone number, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our services, including IP address, crash reports, system activity, and the date, time, etc.

We collect this information when a MyTVchain service on your device contacts our servers – for example, when you install an app from the Play Store or when a service checks for automatic updates. If you're using an Android device with MyTVchain apps, your device periodically contacts MyTVchain servers to provide information about your device and connection to our services. This information includes things like your device type, carrier name, crash reports, and which apps you've installed.

## **Your activity**

We collect information about your activity in our services, which we use to do things like recommend a MyTVchain video you might like. The activity information we collect may include:

Terms you search for

Videos you watch

Views and interactions with content and ads

People with whom you communicate or share content

Activity on third-party sites and apps that use our services

You can visit your MyTVchain Account to find and manage activity information that's saved in your account.

We use various technologies to collect and store information, including cookies, pixel tags, local storage, databases, and server logs.

## WHY MYTVCHAIN COLLECTS DATA

We use data to build better services

We use the information we collect from all our services for the following purposes:

### **Provide our services**

We use your information to deliver our services, like processing the terms you search for in order to return results or helping you share content.

### **Maintain & improve our services**

We also use your information to ensure our services are working as intended, such as tracking outages or troubleshooting issues that you report to us. And we use your information to make improvements to our services.

### **Develop new services**

We use the information we collect in existing services to help us develop new ones.

### **Measure performance**

We use data for analytics and measurement to understand how our services are used. For example, we analyze data about your visits to our site to do things like optimize product design.

### **Communicate with you**

We use information we collect, like your email address, to interact with you directly. For example, we may send you a notification if we detect suspicious activity, like an attempt to sign in to your MyTVchain Account from an unusual location. Or we may let you know about upcoming changes or improvements to our services. And if you contact MyTVchain, we'll keep a record of your request in order to help solve any issues you might be facing.

### **Protect MyTVchain, our users, and the public**

We use information to help improve the safety and reliability of our services. This includes detecting, preventing, and responding to fraud, abuse, security risks, and technical issues that could harm MyTVchain, our users, or the public.

We use different technologies to process your information for these purposes. We use automated systems that analyze your content to provide you with things like customized search results or other features tailored to how you use our services. And we analyze your content to help us detect abuse such as spam, malware, and illegal content.

We'll ask for your consent before using your information for a purpose that isn't covered in this Privacy Policy.

## YOUR PRIVACY CONTROLS

### **Managing, reviewing, and updating your information**

When you're signed in, you can always review and update information by visiting the services you use. You can thus:

Delete specific MyTVchain accounts, including your information

Delete your entire MyTVchain Account

## SHARING YOUR INFORMATION

### **When you share your information**

Many of our services let you share information with other people, and you have control over how you share. For example, you can share videos on MyTVchain publicly or you can decide to keep your videos private. Remember, when you share information publicly, your content may become accessible through search engines, including MyTVchain Search.

When you're signed in and interact with some MyTVchain services, like leaving comments on a MyTVchain video, your name and photo appear next to your activity.

### **When MyTVchain shares your information**

We do not share your personal information with companies, organizations, or individuals outside of MyTVchain.

### **For external processing**

We provide personal information to our affiliates and other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures. For example, we use service providers to help us with customer support.

### **For legal reasons**

We will share personal information outside of MyTVchain if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to:

Meet any applicable law, regulation, legal process, or enforceable governmental request.

Enforce applicable Terms of Service, including investigation of potential violations.

Detect, prevent, or otherwise address fraud, security, or technical issues.

Protect against harm to the rights, property or safety of MyTVchain, our users, or the public as required or permitted by law.

We may share non-personally identifiable information publicly and with our partners. For example, we share information publicly to show trends about the general use of our services.

If MyTVchain is involved in a merger, acquisition, or sale of assets, we'll continue to ensure the confidentiality of your personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

## KEEPING YOUR INFORMATION SECURE

We build security into our services to protect your information

All MyTVchain products are built with strong security features that continuously protect your information. The insights we gain from maintaining our services help us detect and automatically block security threats from ever reaching you. And if we do detect something risky that we think you should know about, we'll notify you and help guide you through steps to stay better protected.

We work hard to protect you and MyTVchain from unauthorized access, alteration, disclosure, or destruction of information we hold, including:

We use encryption to keep your data private while in transit

We offer a range of security features to help you protect your account

We review our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems

We restrict access to personal information to MyTVchain employees, contractors, and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

## COMPLIANCE & COOPERATION WITH REGULATORS

We regularly review this Privacy Policy and make sure that we process your information in ways that comply with it.

### Data transfers

We maintain servers and your information may be processed on servers located outside of the country where you live. Data protection laws vary among countries, with some providing more protection than others. Regardless of where your information is processed, we apply the same protections described in this policy. We also comply with certain legal frameworks relating to the transfer of data, such as the EU-US and Swiss-US Privacy Shield Frameworks.

When we receive formal written complaints, we respond by contacting the person who made the complaint. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of your data that we cannot resolve with you directly.

### European requirements

If European Union (EU) data protection law applies to the processing of your information, we provide the controls described in this policy so you can exercise your right to request access to, update, remove, and restrict the processing of your information. You also have the right to object to the processing of your information or export your information to another service.

For users based in the European Economic Area or Switzerland, the data controller responsible for your information is MyTVchain France S.A.S, unless otherwise stated in a service-specific privacy notice. In other words, MyTVchain France S.A.S is the MyTVchain affiliate that is responsible for processing your information and for complying with applicable privacy laws.

### When we're pursuing legitimate interests

We process your information for our legitimate interests that protect your privacy. This means that we process your information for things like:

- Providing, maintaining, and improving our services to meet the needs of our users
- Developing new products and features that are useful for our users
- Understanding how people use our services to ensure and improve the performance of our services
- Customizing our services to provide you with a better user experience
- Marketing to inform users about our services

- Providing advertising to make many of our services freely available for users
- Detecting, preventing, or otherwise addressing fraud, abuse, security, or technical issues with our services
- Protecting against harm to the rights, property or safety of MyTVchain, our users, or the public as required or permitted by law, including disclosing information to government authorities
- Performing research that improves our services for our users and benefits the public
- Fulfilling obligations to our partners like developers and rights holders
- Enforcing legal claims, including investigation of potential violations of applicable Terms of Service

### **When we're complying with legal obligations**

We'll process your data when we have a legal obligation to do so, for example, if we're responding to legal process or an enforceable governmental request.

## **ABOUT THIS POLICY**

### **When this policy applies**

This Privacy Policy applies to all of the services offered by MyTVchain S.A.S and its affiliates. This Privacy Policy doesn't apply to services that have separate privacy policies that do not incorporate this Privacy Policy.

This Privacy Policy doesn't apply to:

- The information practices of other companies and organizations that advertise our services
- Services offered by other companies or individuals, including products or sites that may include MyTVchain services, be displayed to you in search results, or be linked from our services

### **Changes to this policy**

We change this Privacy Policy from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We always indicate the date the last changes were published. If changes are significant, we'll provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes).

**Will you notify me to any changes made to this privacy policy?**

If we make any changes to this privacy policy in the future they will be posted on this page and if appropriate we may notify you by email. Please check back regularly to see any updates or changes to our privacy policy.

**How can I contact MyTVchain with any queries about this privacy policy?**

If you have any queries or comments relating to this privacy policy please email [support@mytvchain.com](mailto:support@mytvchain.com).