

# Comcast Xfinity Privacy Policy

Effective February 9, 2021

We know you care about your privacy and the protection of your personal information<sup>①</sup>. We also know it is our responsibility to be clear about how we protect your information. We designed this Privacy Policy to do just that. It explains the types of personal information we collect, and how we collect, use, maintain, protect, and share this information. This Privacy Policy also tells you about the rights and choices you may have when it comes to your personal information.

Some of what we say in our Privacy Policy is required by law, and may at times seem long and complicated, but we've worked hard to try to make our Privacy Policy easy to understand and provide examples where possible. The Xfinity Privacy Center ([www.xfinity.com/privacy](http://www.xfinity.com/privacy)) includes more information about:

- How to review and manage your personal information and account activity
- How to set your marketing and advertising preferences, and opt out of certain information sharing
- How our products and services help to protect you
- How you can better protect yourself online

You can review this Privacy Policy and the information in the Xfinity Privacy Center anytime. If you still have questions, you can contact us<sup>①</sup> for more information.

## WHEN THE PRIVACY POLICY APPLIES

This Privacy Policy applies to the information we collect when you use Xfinity-branded products, services, networks, and platforms<sup>①</sup>, including our websites and mobile apps. This Privacy Policy also applies to other Comcast-branded products and services<sup>①</sup> that link to it. We'll refer to these as our "Services" in this Privacy Policy. It also applies to the information we collect about you from third parties. This Privacy Policy does **not** apply to non-Xfinity products, services, websites, and mobile applications that you may access or use through Xfinity platforms.

### Learn more about when the Privacy Policy applies

Because this Privacy Policy describes the privacy practices for all of our Services, some parts may not apply to you. For example, if you do not subscribe to Xfinity Voice (home phone service) or Xfinity Mobile, we will not collect call detail information. If you do not subscribe to Xfinity Home, we will not collect home security event information.

Some Services may have additional privacy practices that may be described to you in different ways, such as in a separate contract for Comcast Business Services. To the extent there is an overlap between this Privacy Policy and a Service-specific privacy policy, the Service-specific policy or agreement will control with respect to that Service.

This Policy does **not** apply to the non-Xfinity products, services, websites, and mobile applications that you may use through the Xfinity platforms. For example, if you subscribe to Xfinity Internet and visit a news or shopping website, the privacy policy for that website will apply. If you subscribe to Xfinity TV and use our Xfinity X1 platform to use another company's streaming service, the privacy policy for that streaming service will apply to information it collects. Likewise, if you connect your smart thermostat to your Xfinity Home security and automation service, the privacy policy of the smart thermostat company will apply to the information it collects.

## THE PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

To provide you with our Services, we collect your personal information. This can include information that does not personally identify you — such as device numbers, IP addresses, and account numbers. It may also include information that does personally identify you, such as your name, address, and telephone number. We call any information that identifies you "personally identifiable information" or "PII."

If you allow others to use your Comcast or Xfinity accounts or Services, we will also collect personal information about those individuals. If you are not a Comcast or Xfinity customer, but use our Services through someone else's account, we will collect information about you, but it may not identify who you are to us. We may also collect information about you from third parties<sup>①</sup>.

We collect this information to provide our Services, respond to your requests<sup>①</sup>, and to tailor our Services<sup>①</sup> to best meet your needs and interests.

### Learn more about the information we collect and to see examples

#### What We Collect

- **Account Information** — Information we use to identify who you are and/or to provide or maintain your account and Services, which may include biometric information, such as audio recordings and facial scans when used as a means of identification
- **Analytics and Inferences** — Information related to your household, account, or your use of our Services, and our predictions about what you might like or not like
- **Billing Information** — Information including your financial transactions that are available on your billing statements and other payment receipts
- **Contact Information** — Information such as your full name and telephone number that we use to stay in contact with you
- **Demographic and Interest Information** — Information we obtain from other companies to better tailor our marketing and advertising services to you
- **Service Activity Information** — Information associated with your use of our Services

In some cases, California requires that we use different names to describe the categories of information that we collect. For more information about these categories, please see the Special Information Regarding California Residents' Privacy Rights, below.

#### How We Collect Personal Information

We collect personal information about you in several ways.

1. Directly from you when you create an account or interact with our customer service, such as:
  - Contact information, which may include your name, mailing address, email address, or telephone number
  - Login credentials for our Services, such as your username and password
  - Biometric information, such as audio recordings for voiceprints and facial scans that we create in the identity verification process
  - Customer communications records, including records of calls and chats with our customer service representatives
  - Information that you provide when interacting with us on our social media pages, message boards, and other forums, including your username, profile pictures, and comments, as well as information you publicly share about us
  - Photographs<sup>①</sup> or images of your property
  - Payment information, such as your credit/debit card or other financial account information
  - Your Social Security number
  - Your driver's license, state identification cards, or other forms of identification
  - Legal documents, such as documentation of the authority to act on behalf of another person
2. When you use or interact with our Services, such as:

- Household and device video selection and viewing activity<sup>①</sup> when you use our Services
- Voice commands and audio recordings made through voice activated devices that are part of the Services, such as the Voice Remote
- Geolocation information on where you are at a specific point in time based on your service address to help us authenticate you<sup>①</sup> for certain services on our platform
- IP addresses, device identifiers, and network equipment addresses when devices connect to our Services
- Device and user activity information, including what you search and how long you use our websites and applications, using cookies and other technologies (Cookie Notice: <https://www.xfinity.com/privacy/policy/cookie notice>)
- Domain Name Server or "DNS"<sup>①</sup> searches and network traffic activity<sup>①</sup> when you use our Services, such as Xfinity Internet, Xfinity Mobile or Xfinity WiFi
- Geolocation information that indicates where your device is at a specific point in time when you use Xfinity Mobile<sup>①</sup> or enable that function in our mobile apps<sup>①</sup>
- General location information, such as the city or ZIP Code that correlates with the location of a WiFi service access point or with the license of your device IP address when you use Xfinity Internet or Xfinity WiFi
- The quantity, technical configuration, type, features, call history, and amount of your use of voice services (known as Customer Proprietary Network Information or "CPNI")
- Video and audio recordings (if you have turned these features on) when you use Xfinity Home security and automation

3. From third parties, such as:

- Credit reporting agencies that provide credit scoring, fraud protection, and other services
- Landlords and property owners that provide contact and other information
- Government entities that offer public records
- Consumer data providers that offer demographic<sup>①</sup>, interest<sup>①</sup>, purchase<sup>①</sup>, and other data that we use to tailor our marketing and communications to your interest
- Social networks and other publicly available data, like Facebook<sup>①</sup>
- Online advertising companies who may share information about the marketing and advertisements you have seen or clicked on

We do not knowingly allow others to collect personally identifiable information about your online activities over time and across third-party websites when you use our online Services. Because definitions and rules for a "Do Not Track" standard have not yet been established, including whether such signals must be user-enabled, Comcast does not yet respond to "Do Not Track" signals sent from browsers. For more information about cookies and other online tracking technologies, please visit our Cookie Notice (<https://www.xfinity.com/privacy/policy/cookie notice>); to manage your preferences, please visit the Xfinity Privacy Preferences Center ([www.xfinity.com/privacy/manage-preference](http://www.xfinity.com/privacy/manage-preference)).

## HOW AND WHEN WE USE INFORMATION, INCLUDING FOR MARKETING AND ADVERTISING

We use the information we collect to provide our Services and communicate with you. We also use it to improve our Services, develop new products and services, give recommendations, deliver personalized marketing and advertising for our own and others' products and services, investigate theft and other illegal activities, and to ensure a secure online environment.

We may combine information across our systems, platforms, and databases. This includes combining information we receive from third parties and information about your use of our Services. We may also combine information about your use of one Service with information we get from your use of another Service.

### **Learn more about our uses of your information and to see examples**

#### **To Provide the Services**

- Set up your account and account management
- Measure credit and payment risk
- Service delivery
- Bill and invoice
- Authenticate access to your account, including identity verification
- Management of the network and devices supporting our service and our systems, and other maintenance and operations
- Provide technical support
- Help with hardware and software upgrades for devices and systems

#### **To Communicate with You**

- Respond to your questions
- Personalize communications
- Send you service-related announcements

#### **To Understand Your Use of and Make Improvements to Our Services**

- Understand the use of our existing Services
- Identify and develop new products and services
- Create measurement and analytics reports for us and others<sup>①</sup>

#### **To Provide Recommendations and Deliver Relevant Advertising**

- Market the Services
- Recommend movies or television shows to you
- Let you know which products and services we think may be of interest to you
- Help third-party advertisers and programmers deliver more relevant advertising on our Services and other services and platforms

#### **To Investigate Theft or Other Illegal Activities, to Ensure a Secure Online Environment, and to Protect Health and Safety**

- Detect the unauthorized use, or abuse of the Services
- Protect our customers from fraudulent, abusive, or unlawful use of the Services
- Protect our rights, our personnel, and our property
- Comply with applicable law
- To protect the health and safety of our customers, employees, contractors, or the general public

## WHEN AND WITH WHOM WE SHARE INFORMATION

We do not sell, and have never sold, information that identifies who you are to anyone. This includes your Internet usage information, video usage information, or call detail information.

We share personal information with others when it's needed to provide you with our Services. We also share personal information with others:

- When you direct us to do so, including to authorize other users on your account
- When required by law or to respond to legal process
- To protect our property or rights or the safety of our employees, our customers, or other individuals

If we share your personal information with other companies for their own marketing and advertising activities, we will first get your consent. This may be through opt-in or opt-out settings<sup>①</sup>, depending on the type of personal information shared.

We may also share personal information that does not identify you with third parties for their own marketing and advertising purposes, which you can opt out of. This mainly occurs when you interact with our websites and mobile applications that contain third-party cookies or other advertising trackers. To learn more about this, please read our Cookies Policy (<https://www.xfinity.com/privacy/policy/cookienotice>).

## **Learn more about when and with whom we share information**

### **The Comcast Family of Businesses**

If Comcast shares the personal information it collects about you with separate Comcast companies, such as NBCUniversal-branded companies, for their own marketing or advertising purposes, we will first give you the choice to opt out of or opt in to any sharing in the Xfinity Privacy Preferences Center. ([www.xfinity.com/privacy/manage-preference](http://www.xfinity.com/privacy/manage-preference))

### **Account Owners and Other Authorized Users**

We may share information about a customer's account and use of a Service to the primary account owner following appropriate authentication. The primary account owner may also allow others to see information on the account.

### **Service Providers**

To provide and support the Services, sometimes we use other companies as service providers to transmit, collect, process, or store information for us. We require these service providers to treat the information we share with them as confidential and to use it only for providing their services to us. These include:

- **Billing and collection providers**, such as payment processors and organizations that assist us in assessing your credit and payment status
- **Accounting, auditing, and tax providers**
- **Insurance providers**
- **Professional services providers**, such as firms that provide consultative services, assist with improving our programming, provide legal services, or supply project-based resources and assistance
- **Analytics services**, including entities that analyze traffic to and on our websites, analyze how our Services are used, and assist with identifying and communicating with potential customers
- **Marketing, advertising, and sales** entities that assist us in creating and executing marketing, advertising, and sales programs, including order application processing, and printing, mailing, and electronic communications services
- **Security providers**, such as entities that assist with security incident verification and response, service notifications, fraud prevention, identity verification and management, and authentication
- **Information technology providers**, such as entities that assist with website design, hosting, and maintenance, data and software storage, and network operations
- **Customer service support**, including services related to our call centers, installation, maintenance, and repair services

### **Third Parties**

We do not sell, and have never sold, information that personally identifies<sup>①</sup> who you are to anyone. Although permitted by federal law, we do not disclose your name and address to non-governmental entities, such as charities or businesses, for their own marketing purposes.

Sometimes, you may ask us to share information that personally identifies you<sup>①</sup> with another company<sup>①</sup>. In that instance, we will make sure you give us clear direction about what you want us to share and with whom, before we share that information.

Other sharing with third parties can include:

#### **Social Media Companies**

You may interact with parts of our Services that cause information to be published to your social networks. For example, you may click on a Facebook "like" button, which publishes to your Facebook account that you "like" one of our Services. On those parts of our websites with social network functionality, a social network may be able to collect information about you. For example, if a page contains a Facebook "like" button, Facebook may be able to collect data about your visit to that page, even if you don't click on the "like" button. To control this sharing of information, please review the privacy policy of the relevant social network and/or sign out of it before you use our Services.

#### **Online Advertising Partners**

We may use cookies to deliver personalized advertising to you when you visit other websites, including advertising based on the products and services you viewed on our Services. We also allow our partners, including advertisers and service providers, to use cookies and similar tracking technologies when you use our Services. For more information about the use of cookies and other technologies on our online Services, please see the Cookies Policy (<https://www.xfinity.com/privacy/policy/cookienotice>).

#### **Audience Measurement and Analytics Companies**

We work with business partners to help us measure and analyze how our customers are using our Services. For video, this includes assessing which programs are most popular, how many people watch a program to its conclusion, whether people are watching advertisements, and what programming and video content we will carry on the Services. It also includes determining how our customers prefer to view certain kinds of programming when they use our Services, such as whether they like to watch certain programs live, or if they prefer to view them on demand, on mobile devices, or online. Our business partners may compile this information into reports with aggregated and anonymous statistics that are then made commercially available (for example, a ratings report that indicates what percentage of viewers watched a particular program live vs. on-demand). Xfinity Stream includes Nielsen's proprietary measurement software, which will allow users to contribute to market research, like Nielsen's television ratings. By visiting [www.nielsen.com/digitalprivacy](http://www.nielsen.com/digitalprivacy), users can access more information about the measurement software and learn about their choices with regard to Nielsen's measurement.

#### **Third-Party Apps and Partners**

When you use a third-party app through devices that are part of the Services, you are directing us to share certain information with the provider of the app, including but not limited to information needed to run the app and play the selected content. When using third-party apps, you are interacting with the third-party app directly, and their privacy policies and terms of service apply. For more information, please visit <https://my.xfinity.com/privacy/providers>. Certain apps may also run using technology provided by Metrological, a Comcast company, whose privacy practices are described at <https://www.metrological.com/privacypolicy>.

#### **Public Safety Authorities**

If you have our Xfinity Voice service, Comcast will disclose your name and contact information to public safety authorities such as 911/E911 and related emergency services.

#### **Directory Services, Assistance, and Caller ID**

Your name, address, and telephone number may be sent to publishers to be printed in directories and posted in online directories. Once that information is printed or posted online, it is outside of our control and may be sorted or repackaged and made available again in different formats by anyone, including data aggregators, for a variety of purposes, including marketing. For a fee, you can choose to have a nonpublished number, which means that Comcast will not provide your name, address, and telephone number for publishing in the phone book and online directories. You can also choose to have a published number, but choose the "omit address feature," which means we will not provide your street address for

publishing in the phone book and online directories. If initiating service online, select “non-published” option, otherwise call 1-800-XFINITY to sign up.

We may also make your number, name, and address available to directory assistance (411) providers. If you have a nonpublished number, Comcast will not make your number available through directory assistance. Comcast may still share your name and address with the 411 provider when specified by law (but the provider is not authorized to share your non-published number).

Please note: While the non-published feature will keep your name, address, and telephone number out of printed and online directories over which Comcast exercises control, even a non-published phone number may exist in databases not controlled by Comcast – if, for example, your present telephone number or address was previously published under your name, or if you provided this information to businesses or government agencies. One way to help protect your privacy may be to request assignment of a new telephone number (with which your name has not previously been associated). You may also want to activate Caller ID Blocking or select the do-not-call option.

Caller ID provides your name and telephone number to the person you are calling – even if you have a nonpublished number. Per Line Caller ID Blocking will automatically block Caller ID for all calls you make from your registered telephone number and can be activated by calling 1-800-XFINITY. Per Call Caller ID Blocking will block name and number on a per-call basis and can be activated by dialing \*86 before each call you want to block.

### **Potential Purchasers of our Business**

If we enter into a potential or actual merger, acquisition, or sale of all or a portion of our assets, then information about you and your subscription will, in most cases, be shared or transferred as part of the transaction. This includes information that personally identifies you. If this Policy will be changed as a result of such a transaction, you should refer below under “Changes to this Privacy Policy.”

### **Government Entities When Required by Law or To Protect Comcast and Others**

There are times when we may be required by law to disclose information about you to third parties. This may happen with or without your consent, and with or without notice, in compliance with the terms of valid legal process such as a subpoena, court order, or search warrant.

If you subscribe to our Xfinity Video service, Comcast may be required to disclose information that personally identifies you to a governmental entity in response to a court order. In this case, the Cable Act requires that you be given the opportunity to appear in a court proceeding to contest any claims made in support of the court order, and the governmental entity must offer clear and convincing evidence that you are reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case. For more information, see “Your Rights and Our Limitations Under Federal Laws.”

If you subscribe to the Xfinity Internet, Voice, Mobile, or Home security and automation Services, Comcast may be required to disclose information that personally identifies you to a governmental entity in response to a subpoena, court order, or search warrant, depending on the type of information sought. We are usually prohibited from notifying you of any such disclosures by the terms of the legal process.

A non-governmental entity, such as a civil litigant, can seek information that personally identifies you or your use of the Xfinity Video, Internet, or Voice Services only pursuant to a court order, and we are required by the Cable Act to notify you of such court order. If Comcast is required to give information that personally identifies you to a private third party in response to a civil court order for these or other Services, we will notify you prior to making such disclosure unless legally prohibited from doing so.

We may also disclose information that personally identifies you as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce our rights under our terms of service and policies.

## **HOW WE PROTECT YOUR INFORMATION**

We follow industry-standard practices to secure the information we collect to prevent the unauthorized access, use, or disclosure of any personal information we collect and maintain. These security practices include technical, administrative, and physical safeguards, which may vary, depending on the type and sensitivity of the information. Although we take the responsibility of safeguarding your personal information seriously, no security measures are 100% effective and we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your information. Comcast also takes additional steps to increase the security and reliability of customer communications. We do not read your outgoing or incoming email, file attachments, video mail, private chat, or instant messages. However, we (along with our service providers) use software and hardware tools to help prevent and block “spam” emails, viruses, spyware, and other harmful or unwanted communications and programs from being sent and received over Comcast.net email and the Comcast Services. To help protect you and the Services against these harmful or unwanted communications and programs, these tools may automatically scan your emails, video mails, instant messages, file attachments, and other files and communications. We do not use these tools for marketing or advertising.

## **HOW LONG WE KEEP YOUR INFORMATION**

We keep your personal information for different lengths of time depending on the type of information and the business and legal requirements. For example, if you are a customer, we keep information that personally identifies you as long as you subscribe to one or more of our Services. If you no longer subscribe to a Service, we still may need that information for business and legal requirements, such as to protect against fraud, calculate taxes, or respond to legal requests. Other information is deleted automatically after a set period of time, often set by law, unless we are legally required to hold it longer, such as for pending litigation. We destroy, de-identify, or anonymize the information when it is no longer needed in identifiable form.

## **THE CHOICES YOU HAVE TO CONTROL OUR USE OF PERSONAL INFORMATION**

You have many choices about how we communicate with you and how we use or share your information. You can manage these settings in the Xfinity Privacy Preferences Center ([www.xfinity.com/privacy/manage-preference](http://www.xfinity.com/privacy/manage-preference)). If you change your mind, you can update your preferences anytime.

### **Learn more about your privacy choices**

For your convenience, we have created the Xfinity Privacy Preferences Center where you can manage:

- your account communications and notifications
- your marketing calls, texts, and direct mail preferences
- your preference for door-to-door sales calls
- promotional or commercial emails Comcast may send to you
- personalized advertising for third-party products and services based on your interests

You can review your options, get more information about the types of marketing activities you can opt out of, and make your choices. If you change your mind, you can return any time to update your preferences. Some of the selections are tied to customer accounts and may require you to sign into your Xfinity My Account.

We understand that sometimes you may want to speak to a Comcast representative who can assist you with your choices. You can contact Comcast at [1-800-XFINITY](tel:1-800-XFINITY) and ask us to put your name on our internal company “do not call,” “do not mail,” or “do not knock” list.

## **HOW TO ACCESS AND CORRECT THE INFORMATION IN OUR RECORDS**

Part of our commitment to transparency includes giving our customers access to the personally identifiable information we have about them. If you subscribe to Xfinity Services, you have the ability to see and correct your personally identifiable information through the My Account or Xfinity Home portals.

If you are a California resident, you may have additional rights described in the “Special Information Regarding California Residents’ Privacy Rights” section of this Privacy Policy.

### **Learn more about how to access personally identifiable customer information**

If you subscribe to an Xfinity Service, you may correct or update information by visiting the My Account portal or by contacting us as described below. If you are an Xfinity Home customer, you can also correct or update your contact and emergency information in the Xfinity Home app. We will correct our records once we have verified that the changes you request are proper.

If you subscribe to Xfinity TV, Internet, or Voice services and would like to see your own personally identifiable information, other than your customer proprietary network information (“CPNI”), you may do so at your local Comcast office. To do so, please contact us by email at [Comcast\\_Privacy@comcast.com](mailto:Comcast_Privacy@comcast.com) or by phone at 1-800-XFINITY, giving us a reasonable period of time to locate and, if necessary, prepare the information for review, and to arrange an appointment during regular business hours. You will need to have proper identification and will only be able to see the personally identifiable information in your account and no other account.

If you make a written request for a copy of your Xfinity Voice or Mobile CPNI, we will provide you with the relevant information we have by mailing it to your account address, or to any person authorized by you, if we reasonably believe the request is valid. However, subscribers to our Xfinity Voice and Mobile Services should be aware that we generally do not provide them with records of any inbound or outbound calls or other records that we do not furnish in the ordinary course of business (for example, as part of a bill) or which are available only from our archives, without valid legal process such as a court order. In addition, we cannot correct any errors in customer names, addresses, or telephone numbers appearing in, or omitted from, our or our vendors’ directory lists until the next available publication of those directory lists. Further, we may have no control over information appearing in the directory lists or directory assistance services of directory publishers or directory assistance providers that are not owned by us.

Comcast reserves the right to charge you for the reasonable cost of retrieving and photocopying any information or documents that you request, where permitted by law.

## **YOUR RIGHTS AND OUR LIMITATIONS UNDER FEDERAL LAWS**

The federal Cable Act imposes limitations on our collection and sharing of information that personally identifies you when you subscribe to Services that use the facilities of the Comcast cable system. The Communications Act imposes restrictions on our use and sharing of CPNI when you use Services that are deemed telecommunications services.

### **Learn more about your rights and our limitations under federal laws**

#### **The Cable Act and Personally Identifiable Information**

This Privacy Policy is designed to comply with Section 631 of the Cable Communications Policy Act of 1984, as amended, (the “Cable Act”). The Cable Act permits Comcast to use the cable system to collect personally identifiable information about you. Personally identifiable information is information that identifies you specifically; it does not include de-identified, anonymous, aggregate, or other data that does not identify you. We may collect personally identifiable information when it is necessary to render cable services or other services to you and to detect unauthorized reception or use of the services. We may use the cable system to collect personally identifiable information about you for additional purposes with your prior written or electronic consent. The Cable Act also permits Comcast to disclose personally identifiable information if the disclosure is necessary to render, or conduct a legitimate business activity related to, the cable service or other services provided to you; required by law or legal process; or limited to your name and address, subject to your opt-out consent. The frequency of any disclosure of personally identifiable information varies in accordance with our business needs and activities as described in this Policy.

If you believe that you have been aggrieved by any act of ours in violation of the Cable Act or other applicable laws, we encourage you to contact us directly at [Comcast\\_Privacy@comcast.com](mailto:Comcast_Privacy@comcast.com) in order to resolve your question or concern. You may also enforce the limitations imposed on us by the Cable Act as applicable with respect to your personally identifiable information through a civil lawsuit seeking damages, attorneys’ fees, and litigation costs. Other rights and remedies may be available to you under federal or other applicable laws as well.

This Privacy Policy neither supersedes, enhances, nor modifies any arbitration agreement to which you may be bound as a subscriber to one or more of the Services.

#### **The Communications Act and CPNI**

Section 222 of the Communications Act of 1934, as amended (the “Communications Act”), provides additional privacy protections for information about the quantity, technical configuration, type, destination, location, and amount of your use of telecommunications services, including Xfinity Voice and Mobile Services, and the information about those services contained on your bills for those Services. This information is known as customer proprietary network information or “CPNI.” CPNI does not include your name, address, or telephone number, which is defined by the Communications Act as “subscriber list information.” However, that information is otherwise considered personally identifiable information.

If you are a customer of Xfinity Voice or Mobile Service, or another Service that is subject to these requirements, you have the right, and Comcast has a duty, under the Communications Act and other applicable laws, to protect the confidentiality of your CPNI. In addition, the FCC’s rules provide additional privacy protections and choices regarding use and sharing that are specific to our Voice and Mobile service that we describe in this Policy.

## **SPECIAL INFORMATION REGARDING CALIFORNIA RESIDENTS’ PRIVACY RIGHTS**

The California Consumer Privacy Act of 2018 (“CCPA”) provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of “Personal Information,” as well as rights to access, delete, and restrict the sale of certain Personal Information we collect about them. You or your authorized agent may submit a request to exercise these rights by visiting <https://www.xfinity.com/privacy/requests> or calling us at 1-844-963-0138. The CCPA defines “Personal Information” to mean “information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.” If you are a California resident, you have a right not to receive discriminatory treatment for the exercise of the privacy rights conferred by the CCPA.

Residents of the State of California also have the right to request information regarding third parties to whom the company has disclosed certain categories of personal information during the preceding year for the third parties’ direct marketing purposes under California’s “Shine the Light” law (Cal. Civ. Code §1798.83). Personal information under this California law means “any information that when it was disclosed identified, described, or was able to be associated with an individual.” We do not disclose this type of personal information to third parties for their own purposes and we permit you to opt out of any disclosures of non-identifiable personal information. However, if you are a California resident and would like to inquire further, please email [Comcast\\_Privacy@comcast.com](mailto:Comcast_Privacy@comcast.com).

### **Learn more about your rights if you are a California resident and how to exercise them**

#### **Collection and Use of Personal Information**

The general section of this Privacy Policy describes the types of personal information we collect, how we collect it, and how we use it in categories that are easy to understand. The CCPA requires us to disclose the personal information we have collected about consumers in the past 12 months in the following categories. Some of the categories include very different types of information within the same category. As a result, how we use and how long we keep the information within each category will vary<sup>①</sup>, and not all types of information within the same category will be used for all the purposes listed.



## ① DEFINITIONS, EXAMPLES & MORE INFORMATION

Categories	Examples	Collected or Created	Source	Purpose of collection and use
<b>Identifiers</b>	Name, alias, postal address, unique personal identifier, online identifier, Internet protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers	Yes	Directly from you when you provide it to us, such as when you create an account From our systems when we generate the information and assign it to you, such as your account number or your IP address	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
<b>Additional categories of information listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))</b>	A name, signature, Social Security number, physical characteristics or description, address, telephone number, driver's license or state identification card number, education, employment, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories	Yes	Directly from you when you provide it to us, such as when you create an account or pay for your Services From third parties who make inferences regarding your household, such as the education level	To offer or provide our products and Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
<b>Protected classification characteristics under California or federal law</b>	Age (40 years or older), national origin, marital status, gender, veteran or military status	Yes	Directly from you when you provide it to us, such as when you sign up for an offer for veterans From third parties who make inferences regarding your household, such as marital status or the age ranges of people within your household	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
<b>Commercial information</b>	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	Yes	From you when you complete transactions with us From third parties	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
<b>Biometric information</b>	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, scans of the hands or face geometry, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data	Yes	Directly from you when you provide it to us, such as when you seek to authenticate your identity From our systems when you opt in to certain features of our Services, such as Xfinity Home security, that may collect information and generate inferences about physical patterns to deliver Services and applicable features that you have selected	To provide our Services To verify your identity To make improvements to our existing Services and create new products, services, or features To protect the health and safety of our customers, employees, contractors, or the general public
<b>Internet or other electronic network activity information</b>	Browsing history, search history, and information regarding your interaction with an internet website, application, or advertisement	Yes	From our systems when you use or interact with our Services From third parties	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To personalize our Services and to provide marketing and advertising, when you use our websites like <a href="http://Xfinity.com">Xfinity.com</a> or <a href="http://ComcastBusiness.com">ComcastBusiness.com</a> or apps (see our Cookie Notice). Such information is not collected from our broadband network through the provision of Xfinity Internet or Xfinity Mobile
<b>Geolocation data</b>	Precise physical location or movements	Yes	From our systems when you use or interact with Services that collect this information, such as Xfinity Mobile or the Xfinity Mobile apps and websites	To provide our Services To make improvements to our existing Services To personalize our Services and to provide marketing and advertising, when such information is not collected from our provision of Xfinity Internet or Xfinity Mobile
<b>Sensory data</b>	Audio, electronic, visual, thermal, olfactory, or similar information	Yes	From our systems when you opt in to certain features of products and services that may collect information and generate inferences about physical patterns, such as Xfinity Home security features or when you use the X1 Voice Remote to deliver Services and applicable features that you have selected	To provide our Services To make improvements to our existing Services and create new products, services, or features

Categories	Examples	Collected or Created	Source	Purpose of collection and use
<b>Inferences drawn from other personal information</b>	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	Yes	From our systems through a series of computer processes	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services

### Disclosures to Third Parties for a Business Purpose

We limit disclosures of Personal Information for business purposes to service providers, as described above.

### Sale of Personal Information and Right to Opt Out

The CCPA requires companies to include certain disclosures including "Do Not Sell My Info" links on their websites and mobile applications. We do not sell information that identifies who you are to anyone and we do not knowingly sell the personal information of consumers under 16 years of age. To opt out of the sale or sharing of non-identifying information, please visit the Xfinity Preferences Page ([www.xfinity.com/privacy/manage-preference](http://www.xfinity.com/privacy/manage-preference)). Please note that your right to opt out does not apply to our sharing of data with service providers, with whom we work and who are required to use the data only on our behalf.

Categories	Examples	Categories of Third Parties to Whom PI was "Sold"
<b>Identifiers</b>	Unique personal identifier, online identifier, internet protocol address, or other similar identifiers	Affiliates, advertising networks, data analytics providers, social networks, and audience measurement companies
<b>Internet or other electronic network activity information</b>	Information regarding your interaction with an internet website, application, or advertisement	Affiliates, advertising networks, data analytics providers, social networks, and audience measurement companies

### Right to Know and Right to Request Deletion of Information

California residents have the right to request that we disclose what personal information we collect, use, and sell, as well as the right to request that we delete certain personal information that we have collected from you. To start this process, go to <https://www.xfinity.com/privacy/requests>. For your security and to ensure unauthorized third parties do not access your personal information, we will require you to verify your identity before we can act on your request. If you are a current customer or still have access to your Xfinity My Account, you will be required to authenticate through your Xfinity account. If you do not have an account with us, you will be required to provide an email address and mobile phone number to start the verification process. You may also be required to provide a qualified government-issued photo identification. If you are asking for access on behalf of someone else, we will require verification of your identity, as well as proof of authorization by the individual whose personal information you wish to access.

There may be information we will not return in response to your access request, such as information that would affect the privacy of others or interfere with legal requirements. Similarly, there may be reasons why we cannot comply with your deletion request, such as the need to keep your personal information to provide you service or to fulfill a legal obligation.

### Right to Information Regarding Participation in Data Sharing for Financial Incentives

We may run promotions from time to time and ask you to share personal information with us in exchange for discounts. For example, we may offer a one-time discount if consumers sign up for our email marketing list. We will always give you clear notices about these types of programs when you sign up, and participation is always voluntary. If you change your mind, you will always be able to opt out, and if you don't participate, you will still be able to use our Services.

### How to Submit a Request

You or your authorized agent may submit a request to exercise your rights by:

- (1) Visiting <https://www.xfinity.com/privacy/requests>.
- (2) Calling us at 1-844-963-0138.

## SPECIAL INFORMATION REGARDING MAINE RESIDENTS' PRIVACY RIGHTS

Maine's Broadband Internet Access Service Customer Privacy Act generally prohibits providers of broadband Internet access service ("Providers") from using, disclosing, selling or permitting access to "customer personal information"① without a customer's express, affirmative consent, which may be revoked at any time.

However, no consent is required for the collection, retention, use, disclosure, or sale or access to customer personal information when such activities are required to:

- Provide the service from which such information is derived or for the services necessary to the provision of such service;
- Advertise or market the Provider's communications-related services to the customer;
- Comply with a lawful court order;
- Initiate, render, bill for and collect payment for broadband Internet access service;
- Protect users of the provider's or other providers' services from fraudulent, abusive or unlawful use of or subscription to such services; or
- Provide geolocation information concerning the customer:
  - For the purpose of responding to a customer's call for emergency services, to a public safety answering point; a provider of emergency medical or emergency dispatch services; a public safety, fire service or law enforcement official; or a hospital emergency or trauma care facility; or
  - To a provider of information or database management services solely for the purpose of assisting in the delivery of emergency services in response to an emergency.

A Provider may not refuse to serve a customer who does not provide consent when required or charge a customer a penalty or offer a customer a discount based on the customer's decision to provide or not provide consent.

A Provider shall take reasonable measures to protect customer personal information from unauthorized use, disclosure or access, taking into account the nature and scope of the Provider's activities, the sensitivity of the data the provider collects, the size of the Provider, and the technical feasibility of the security measures.

In addition, a Provider may use, disclose, sell, or permit access to non-CPI, unless the customer opts out.

If you are an Xfinity customer, you can manage your account information and review your privacy settings at [www.xfinity.com/privacy/manage](http://www.xfinity.com/privacy/manage). To review the full Xfinity privacy policy, visit [www.xfinity.com/privacy](http://www.xfinity.com/privacy). To learn more about our privacy commitments, including our commitment to protect your privacy when you use our broadband Internet service, please visit <https://www.xfinity.com/privacy/our-commitment>.

## CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy over time as our business needs and those of our customers change. If we make material changes to this Privacy Policy that increase our rights to use personal information that we have previously collected about you, we will notify you through written, electronic, or other means so that you can make any necessary decisions about your ongoing use of our Services.

## HOW TO CONTACT US WITH QUESTIONS ABOUT THIS PRIVACY POLICY

### • **Send Us a Message:** [Comcast\\_Privacy@comcast.com](mailto:Comcast_Privacy@comcast.com)

Be sure to include your name and address, your Comcast account number, and a daytime telephone number where we can reach you.

## MORE INFORMATION ABOUT SOME OF THE TERMS AND PHRASES USED IN THE POLICY

Below you can find illustrative examples and more information about the terms used in the policy that have ① next to them.

**Personal Information:** Includes any information that is linked or reasonably linkable to you or your household.

**Xfinity products, services, networks and platforms:** This includes the Xfinity-branded products and services and other Comcast services that link to this Privacy Policy, including: Xfinity® TV & Streaming, Xfinity Internet, xFi and Xfinity Advanced Security, Xfinity Voice, Xfinity Stream app, Xfinity Wi-Fi service, Xfinity Home, Xfinity Mobile, Xfinity Flex.

**Comcast-branded products and services:** This includes Comcast services such as Effectv and Comcast Business Services, which are part of Comcast Cable.

**Third parties:** Third parties are other companies that collect or maintain information about you and share it with us, such as credit bureaus who share information with us when you sign up for service and consent to a credit check.

**Respond to your requests:** In order to provide better customer service, we keep track of when you contacted us, what the issue was and what is the best way to get in contact with you.

**Tailor our services:** We collect data from third parties to better understand your interests and provide personalized offers.

**Photographs:** We may take a picture of your porch or doorstep with the equipment we deliver to you or aerial photographs of our network to assess network safety and compliance.

**Video selection and viewing activity:** When you use the video services we directly provide, such as Xfinity TV and the Xfinity Stream App, we know what video selection you made in order to deliver it to you. When you access content from third-party applications on the X1 or Flex platform, we will only know that you accessed that application, not what you do within it.

**To help us authenticate you:** Some of our services can only be provided in certain geographic areas and require us to know that you are physically located at your service address in order to use them or access information.

**DNS:** The address book of the Internet is known as DNS, or Domain Name System. It's how people navigate the Internet. Millions of Comcast customers look up billions of addresses online every day. We delete the DNS queries generated by our Internet customers every 24 hours except in very specific cases where we need to research a security or network performance issue, protect against security threats, or comply with a valid legal request. You may decide to keep that information in your account longer when you enable certain features, such as our advanced security services that allow you to see the websites that are blocked for up to 30 days. But we've never used that data for any sort of marketing or advertising – and we have never sold it to anyone.

**Network traffic activity:** Where you go in the Internet is your business, not ours. We de-identify our customer's network traffic activity within 24 hours and then only use that de-identified information to study our network data to assess how the network is performing, understand trends, stay ahead of capacity demands, and build, test, and improve our products and services. We do that with only a small sample of network data that is aggregated and never identifiable to any customer.

**Xfinity Mobile:** We don't sell, and have never sold, your location data when you use our Xfinity Mobile service.

**Mobile apps:** If you are using a mobile device to access our Services, we may need to know the location of your mobile device or other device in which you have installed one of our applications for certain functionality, such as connecting you to a nearby Xfinity WiFi Hotspot. We will request your consent to collect and use precise geolocation information before we do so. You can prohibit the collection of this information through your device's settings (see "Your Choices"), but doing so may limit certain functions and features of our Services.

**Demographic:** Information like gender, age, and census records.

**Interest:** Information that indicates your interest in things like sports, travel, or cooking.

**Purchase:** Information from loyalty program or public records.

**Facebook:** If you interact with our Services on a device through which you also interact with social networks or if you interact with us through a social media function such as a plug-in (for example, a Facebook "like" button) then you may be permitting us to have on-going access to some information from your social network profile (such as your name, email address, your friend list, photo, age, gender, location, birthday, social networking ID, current city, the people/sites you follow, and so forth). If you don't want a social network to collect the information about you as described above, or you don't want a social network to share it with us and other third parties, please review the privacy settings and instructions of the applicable social network before you interact with our Services.

**Measurement and analytics reports for us and others:** We and service providers who work on our behalf may combine and use data from our business records – including account information, video activity data, and other usage data – with data from third parties to create measurement and analytics reports. These reports are de-identified or aggregated and do not contain any information that personally identifies you.

We use these reports for many of the purposes described in the Privacy Policy, such as for improving the Services, creating and delivering more personalized advertising on behalf of Comcast and other third parties, determining whether and how an advertiser's messages are viewed, and analyzing the effectiveness of certain advertisements on the Comcast Services and other platforms and services. We also use these reports to work with academic or research groups, and for other uses that help us develop and fund improvements in services and infrastructure. We may share these reports with programmers, advertisers, or others. To learn about the choices you have with respect to our use of your information for these purposes, visit the Xfinity Privacy Preferences Center ([www.xfinity.com/privacy/manage-preference](http://www.xfinity.com/privacy/manage-preference)).

**Opt-in or opt-out settings:** For example, if we share personal information that does not personally identify you with others for their own use, we will first give you the choice to opt out of such sharing. In other instances, you may want us to share your name, physical address, or email address with another company, such as when you are signing up for a third-party service through our X1 or Flex Platform. In that instance, we will make sure you give us clear direction to do so, before we pass that information on.

**Identifies you:** We may share de-identified or aggregate information that in no way identifies you with third parties when those third parties commit to not re-identify that information or share it with others who may attempt to do so, including for academic and other research.

**Information that personally identifies you:** Personally identifiable information includes things like your name, phone number, physical address, or email address.

**Another company:** For example, when you are signing up for a third-party service through our X1 or Flex Platform, you may ask us to share contact information to help you register or log on. Or if you were interested in a product you saw advertised on television and wanted to share your contact information so that the product provider could send you more information, we might present that option to you.

**Vary:** For example, the CCPA puts name and social security number in the same category. We may use your name to send you marketing materials for our products, but we will not use your Social Security Number for marketing or advertising.

**Customer personal information:** (1) Personally identifying information about a broadband customer, including but not limited to the customer's name, billing information, social security number, billing address and demographic data; and (2) Information from a customer's use of broadband Internet access service.