

**ViacomCBS – Business to Business Privacy Policy**  
**Effective Date: March 2, 2020**

**1. Overview**

ViacomCBS is committed to protecting your privacy. ViacomCBS furnishes certain services and Internet-enabled applications to ViacomCBS clients and vendors (the “**Services**”). This Privacy Policy describes: the types of information that may be collected about you when you use the Services; how you can control the use and disclosure of your information; and how your information is protected.

**2. Scope of Privacy Policy**

This Privacy Policy applies to information, including contact information, collected about you by ViacomCBS when you use the Services. The Services may require or enable access to non-ViacomCBS web sites. These other sites (even if branded as ViacomCBS) may collect information about you when you visit them and use this information in accordance with their own privacy policies and terms of use. We are not responsible for the privacy practices of those sites, and we recommend that you visit the privacy policies of each web site that you visit. In some circumstances, ViacomCBS may host web sites on behalf of others and those entities may place or permit the placement of cookies and other tracking technology. ViacomCBS is not responsible for these tracking practices.

**3. Information Collected**

ViacomCBS will collect some or all of the following types of information when you access the Services:

- (a) Contact information, such as name, email address, postal address, phone number, and mobile number;
- (b) User name, password, and password reminder questions and answers;
- (c) Age and date of birth;
- (d) Other demographic information, such as gender, job information, and zip code;
- (e) Information for a public profile, such as your interests and the address of your web site;
- (f) Information about your friends or family (demographic or biographical information, gender, interests, photos, videos, etc.);
- (g) Search queries;
- (h) In limited circumstances, payment and identity verification information, such as credit card number, social security number or comparable national identifiers, and driver’s license number where needed for payment or to access a particular service (e.g., contests);
- (i) Contact information about others when you provide information about others or refer a friend to a particular site or service (note: such information is used solely to facilitate the communications requested);
- (j) Information posted in community forums and other interactive online features;
- (k) Correspondence you send to us; and
- (l) Information collected about you offline (including via mail or in person).

**4. Information We Collect Automatically**

- (a) Your browser type and operating system;
- (b) Physical location information from your devices;
- (c) Your Internet Protocol (IP) address;
- (d) Websites you visit before or after using the Services;
- (e) Websites and advertisements you view and links you click on using the Services;
- (f) Unique identifiers, including mobile device identification numbers that can identify the physical location of such devices in accordance with applicable law;
- (g) **Location Information:** including the city, state and ZIP code associated with your IP address, information derived through Wi-Fi triangulation, and precise location information from GPS-based functionality on your mobile devices or from your use of our mobile apps, and with your consent, your precise GPS information;
- (h) Information collected through cookies, web beacons, and other technologies;
- (i) Information about your interactions with video content, such as the type of content viewed, the length of time you watch each video, the quality of service you receive (e.g., buffering and load times), as well as advertisements you have been shown or interacted with, and information about your interactions with email messages, such as the links clicked on and whether the messages were opened or forwarded; your network speed; and information about the software programs installed on your computers and devices;

- (j) Standard server log information; and
- (k) Any other information related to your online activity.

#### **5. Information we obtain from other sources.**

Where permitted by applicable law, we may collect information about you from other sources, including through interactive applications (such as mobile devices, third-party services, and embedded video players), from third-party providers and licensors of the Services, from business partners and sites (e.g., on our pages on Facebook), and from publicly or commercially available online or offline sources, such as data aggregators and public databases. The following are examples of information we may collect from other sources:

- (a) Name, postal address, email address, social media handles, friend list, photo and telephone number;
- (b) Demographic data, such as age, date of birth, gender and income;
- (c) Current city;
- (d) Your username and password for third-party services accessed using the Services and other information available about or collected from you on those services;
- (e) Publicly-observed data, such as activities on blogs, videos, and other online postings;
- (f) Other navigation data, such as web sites visited and advertisements viewed or clicked on, including your interaction with advertisers' products and services; and
- (g) Any other information related to your online and offline activity.

This privacy policy does not cover the practices of third parties, including those that may disclose information to ViacomCBS. All of the information we collect about you may be combined, including to help ViacomCBS tailor its communications to you.

#### **6. Use of Information**

We generally use other information we collect about you to:

- (a) Fulfill your requests for products, services, and information;
- (b) Provide technical support;
- (c) Analyze the use of the Services and information about visitors accessing the Services to understand and improve our service offerings to produce anonymous or aggregated data and statistics that might help third parties develop their own products and service offerings;
- (d) Customize the Services or certain features of the Services;
- (e) Create profiles about you, including adding information we obtain from third parties, which may be used for analytics, marketing and advertising;
- (f) Develop and provide advertising tailored to your interests;
- (g) Match your devices if you log into the same online service on multiple devices or web browsers or if your devices share similar attributes that support an inference that they are used by the same user or household;
- (h) Use this information to match your interests across devices, as well as for analytics, ad serving or reporting, or to improve the services;
- (i) Prevent potentially prohibited or illegal activities; and
- (j) For any other purposes disclosed to you at the time we collect your information or pursuant to your consent.

#### **7. Disclosure of Information**

ViacomCBS may share information collected about you as follows:

- (a) We may share your information with third-party business partners.
- (b) We may share your information with third-party vendors who help us with specialized services, including customer support, email and text message deployment, business analytics, marketing, and data processing. These third parties are allowed to use your information to help us provide our Services and not for any other purpose.
- (c) Where permitted by law, we may share information we collect about you within the family of ViacomCBS Corporation, with our parent company, and with other ViacomCBS-affiliated companies to provide services, products, marketing and advertising to you.
- (d) We may share your information in connection with a corporate transaction, such as the sale of a ViacomCBS entity, a merger, acquisition, transfer of control, consolidation, reorganization or asset sale, divestiture, or in the event of bankruptcy.

- (e) We may disclose information, including contact information, to respond to subpoenas, court orders, legal process, and other law enforcement measures, and to comply with other legal obligations.
- (f) We may disclose information to protect and defend the legal rights, interests, and safety of ViacomCBS, its affiliates, and their employees, agents, and contractors; to protect the safety and security of users of the Services and members of the public; and as otherwise disclosed in our Terms of Use.
- (g) We may share information with advertisers.

## **8. Your Choices**

You can opt out of receiving marketing and promotional email or text messages from ViacomCBS by following the instructions contained in any such message. Please note that even if you unsubscribe to marketing and promotional messages, we may still send you communications relating to your use of the Services.

## **9. Access, Correction and Deletion**

If you choose to share information with us, you have the opportunity to review, update and/or correct that information by contacting us. If you ask us to shut down your account or delete your information, we will disable your account within a reasonable period of time and you will no longer have access to the affected Service(s). Please note that we may need to retain some information about you in order to satisfy our legal and security obligations. In some cases, you may be entitled under local laws to access or object to the processing of information that we hold relating to you. For more information, please contact [DMDesignatedAgent@cbs.com](mailto:DMDesignatedAgent@cbs.com).

## **10. Protection of Information**

We have adopted commercially reasonable technical, administrative, and physical procedures to help protect your information from loss, unauthorized access, and use, alteration, or destruction. No data transmission or storage can be guaranteed to be 100% secure. ViacomCBS cannot ensure or warrant the security of any information you transmit to us.

## **11. Transfer of Data Internationally**

ViacomCBS is headquartered in the United States and has affiliate offices and partners in other countries. Information you provide to ViacomCBS or ViacomCBS obtains as a result of your use of the Services may be collected in your country and subsequently transferred to the United States or another country in accordance with applicable law. The privacy and data protection laws in another country may not be equivalent to such laws in your country of residence. Your personal information may be subject to the laws of the country to which it is transferred and may be accessible without notice to you by the courts, law enforcement and national security authorities of that country. By using the Services or providing us with your information, you consent to the collection, international transfer, storage, and processing of your information.

## **12. Third Party Sites**

When you access a third-party website using the Services, any information that you disclose on the third-party site will be governed by that site's privacy policy. We do not endorse or control those third parties' policies or practices.

## **13. Changes to This Privacy Policy**

ViacomCBS may change this Privacy Policy at any time, so ViacomCBS encourages you to review the Privacy Policy periodically. ViacomCBS will notify you by posting a revised copy of this Privacy Policy online, or provide notice to you via e-mail or any other means. Any changes to this Privacy Policy will become effective as of the date revised Privacy Policy is posted. If you continue to use the Services after ViacomCBS changes the Privacy Policy, you accept all changes effective as of the date of the revision. If you do not agree with the Privacy Policy or any changes we make, please do not continue to use the Services.

## **14. California Visitors**

Residents of the State of California may request a list of all third parties to which ViacomCBS has disclosed certain information during the preceding year for the third parties' direct marketing purposes. If you are a California resident and want such a list, please contact ViacomCBS at [DMDesignatedAgent@cbs.com](mailto:DMDesignatedAgent@cbs.com). For all requests, you must put the statement "Your California Privacy

Rights" in the subject field of your request and include the name of the Service(s) with respect to which you are requesting the information, as well as your full name, street address, city, state, and zip code. ViacomCBS will not accept requests via the telephone or mail, and ViacomCBS is not responsible for notices that are misdirected, or that do not have complete information.

**15. Contact Use**

If you have questions regarding this Privacy Policy, please contact us [DMDesignatedAgent@cbs.com](mailto:DMDesignatedAgent@cbs.com) or ViacomCBS Law Department, 51 West 52<sup>nd</sup> Street, New York, NY 10019, US.

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