

## **PlayStation**

According to Google definition, a PlayStation is a brand of video game consoles and related products developed and manufactured by Sony Interactive Entertainment. It encompasses a series of home consoles, handheld consoles, and online services, all under the PlayStation umbrella. The brand is known for its innovative gaming experiences and global impact. Privacy rights and policies, although from one parent company, vary from region to region and some clauses may be similar. Below is the analysis, comparing Sony PlayStation privacy policies for the US and European regions.

### **Similarities**

- a. Both the US and the EU policy indicate that they collect personal information provided by the users at the account creation phase and automatic collection from device usage.
- b. Both the collected information is secure, for marketing purposes, improving its services, and used to tailor make user experiences.
- c. The data collected for both, can be shared with subsidiaries (affiliates), service providers and as per the law.
- d. Both inform users about their rights regarding collected data, access, deletion of the same and contact information for privacy related inquiries.
- e. Both have guidance for children's access, with parental or guardian guidance with added protection features.
- f. They both provide similar services, i.e., interaction through PlayStation websites, consoles, apps, online games, services, and customer support.

### **Differences**

Governance. The US policy indicates that Sony Interactive Entertainment LLC oversees the data collection and processing and in compliance with US Privacy laws while the EU policy adds the subsidiaries to the entity that can collect and process information and is governed by General Data Protection Regulation (GDPR) and Data Protection Act 2018.

Children. Account creation for children is guided in a unique way such that the US Policy provides that child under age of 13, require a verified parent consent to have an account and no advertising data is shared for children under 18. The EU policy specifies that children aged 7-17 require account creation by a responsible adult and applies protection measures to all minors under the age of 18.

User rights. While users in the US can access data or delete them through the PlayStation portal, the EU users can access, correct, delete, or restrict their information as well as register complaints with the information commissioner's office (ICO).

Updates procedures. US users are notified through the site if policies change while the UK stresses more when there is legal obligation when significant changes occur.

### Comparative Matrix

Privacy Policy	Pages	Data sharing	User Rights	Opt Outs	Last Update
US	19	Affiliates, service providers, advertisers, and law enforcement.	Depending on the location (state)	Users can opt out of marketing communications.	June 2023
EU	22	Across Sony Group companies, vendors, and government agencies.	Broader rights under UK GDPR.	Consent required within the settings and the app.	January 2024

In conclusion, the company structures its privacy laws in the same manner, in terms of clauses and general outlay of the privacy laws. The difference comes in due to different regions' laws and in this case the EU and country specific additional requirements govern under the General Data Protection Regulation (GDPR) that mandates companies to provide more details of legal understanding for data processing and user rights, reflecting different data protection laws.

### Works Cited

<https://www.playstation.com/en-us/legal/privacy-policy/>

<https://www.playstation.com/en-gb/legal/privacy-policy/>