Privacy Policy

# Full Privacy Policy

Read the Privacy Policy in full

# About Us and this Policy

Who we are and how to get in touch

Sony Interactive Entertainment Europe Limited and its wholly owned subsidiary Sony Interactive Entertainment Network Europe Limited control the data collected when you interact with PlayStation.

This Privacy Policy explains when we collect data about you, what we collect, why we collect it, who we share it with and where, how we handle it and what your choices and legal rights are.

For further information about our privacy policy or our processing of data about you, please contact us by either of the following methods:

Post:  
Data Protection Officer  
Sony Interactive Entertainment Europe Limited  
10 Great Marlborough Street  
London  
W1F 7LP

Online:  
dpo@scee.net

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# Data Collection

What data we collect about you

This section explains what data we collect about you. We may combine data from any of these sources. For example, we may process together information we have collected from you, your visits to our website, your PS4 system gameplay history, etc., for the purposes explained in this policy.

## Data You Provide

You may provide us with certain information directly, including:

* **Account information:** When you create an account for PlayStation Network, we ask you to provide information such as your name, date of birth, gender, email address, country, address and password. You can also add pictures and other details about you to your account profile.
* **Payment information:** If you wish to purchase funds for your PSN wallet or make any other payments via PSN using a payment card, we will ask you to provide certain data such as your billing address and payment details.
* **Customer Services:** If you contact us for assistance we may ask you to provide information about you (such as your name and contact details) and the nature of your query, and may receive subsequent responses from you. We may record calls you make to our call centre.
* **Other:** We may ask you to provide information if you participate in market research surveys, user testing research, competitions, promotions or events or agree to receive marketing information from us.

Please make sure that any personal details which you provide are accurate and current as we will send important information relating to your account to the contact information you provide (including data protection notices). Let us know if there are any changes. You can check and update the information you have provided us any time via PlayStation Network account management. Always obtain consent first before giving us anyone else's personal information (for example, for send-a-friend promotions).

## Consoles and other devices

Each time you use a PlayStation console or PlayStation apps on a PlayStation console or other devices (such as a mobile or PC), we may automatically access and store information about your use of that device and app. If you sign into an account for PlayStation Network, we will combine it with other data we have for that account.

The data that we access from and store on your devices may include:

* Device identifiers such as your PlayStation console ID, mobile device IDs, cookie IDs
* Network identifiers such as your IP address and MAC address
* Account authentication tokens that avoid you having to log in repeatedly
* Content and ads downloaded to your device for the online services that you access
* Your current and recent locations if you choose to share this with us
* Trophies, scores and rankings achieved offline
* Some device type and setting details and error reporting
* Information about the device you are using and how you have configured it, such as model and serial number and device settings;
* Information about how you use the software on your device (including offline), such as date and time of use, what games or music you play, what content you browse, share or download, what services you access and for how long, including how often you use chat and other communication applications
* What actions you take within a game or app (for example, what obstacle you jump over and what levels you reach)

## PlayStation Network and Online Games and Apps

Each time you sign in to PSN or use PlayStation games, apps and services online, in addition to receiving data from your devices, we may log the activity on our servers automatically, for example:

* Account identifiers, such as PSN Online ID and Account ID
* Information about the features and services you are accessing via our online servers (such as Share, Netflix or Spotify), for example, what games or music you play, what content you browse, share or download, and for how long
* Changes to your and others profile, friends and block lists
* Changes to your account settings (such as social privacy controls) and other online preferences
* Details of what content, ads and other info your devices' request and receive from our servers (such as games and levels, store content, trophies and friends lists)
* Information about how you use our online games such as when you jump over a hurdle, when you move between areas on a map and how long you spend in an area

## Websites, Marketing and Advertising

When you visit our websites or receive and interact with our marketing communications and advertising, we may log the activity on our servers automatically, for example:

* Online identifiers usually stored in cookies on your device
* Other tracking data, such as tracking pixels and browser configuration details (e.g. browser type, list of installed plugins and list of installed fonts)
* Account identifiers, such as PSN Online ID and Account ID, if you log in.
* Information about the content, marketing communications and advertisements you view and interact with

Please see the PlayStation Cookie Policy at www.playstation.com/legal/cookies for more details on our use of cookies and how to control them when accessing our websites.

## Third Party Partners

We may receive limited information about you from third party partners, including:

* Our financial and anti-fraud service providers processing your account sign in and purchase transactions, including fraud risk scores.
* Other Sony companies, other online service providers, our security service providers, government agencies, law enforcement and public security sources, including IP addresses and details of suspected unlawful or fraudulent activity and security risk scores.
* Third party partners providing games and apps via PlayStation Network, including information about accounts, IP addresses and devices reasonably suspected of breaching our or our third party partners terms of service or of being involved in fraudulent or malicious activity.

# Data Use

How we use the data we collect

This section explains how we may use the data we collect about you. We may use data combined from any of the sources explained in this policy. For example, we may process together information we have collected from you, your visits to our website, your PS4 system gameplay history, etc., for the purposes explained in this policy.

## Services

We (and affiliates and third parties operating on our behalf in accordance with our instructions) may use your information to operate PSN and to provide the services you have requested. For example, in order to maintain your account, process your purchases and carry out credit and anti-fraud checks.

We may personalise the services we provide to you based on the combined data we have collected about you (for instance, we may use your IP address to display content relevant for your area or to recommend new players to you or to help you discover new games or social media that you are entitled to play and watch).

## Development

We use the data we collect to improve our existing products and services, and to help develop new ones. For example, we may use the data to optimize user interfaces, for bug and error fixing, to make overly difficult game levels more easy and enjoyable and to design entirely new hardware, games, apps and websites.

## Protection

We may use the combined data we collect to detect breaches and enforce our PSN Terms of Service, Software Usage Terms and any other terms of service you have agreed to and any rules or codes of conduct applying to your use of PSN, and for auditing, compliance and legal purposes.

## Marketing and Advertising

We may target and personalise our marketing communications, purchase recommendations and adverts that we display on our and third party websites and services based on the combined data we have collected about you.

You may notice this personalisation when you visit our online stores, when we send you marketing communications or when you visit our and third party websites that show purchase recommendations or adverts from us (for example, you might see an adverts for a game similar to one you have played recently or a product that you have recently viewed on one of our websites or Store).

You can choose whether to allow us to use the combined data we have collected about you to personalise and target our advertising and/or our recommendations to purchase products and services via your Account Personalisation Settings. This applies to:

* Advertising: Advertising on PlayStation Network, websites, games, store, apps and other PlayStation products and services and our advertising on third party websites and services.
* Purchase recommendations: Our recommendations of products and services purchased on PlayStation Network websites, games, store, apps and other PlayStation products and services.

You can also choose whether to receive personalise and targeted marketing emails from us relating to PlayStation and Sony. If you later decide not to receive personalised emails from us, you can opt-out:

* via Marketing Preferences in your PSN Account Management area; or
* by following the instructions and/or the link "unsubscribe" attached to our marketing emails.

We will aim to process your request as soon as reasonably practicable and in any event, within 28 days. Note that we will still send you important emails about your account even if you opt-out of marketing emails.

# Data Sharing and Transfers

Who we share data with and where

This section explains how we may share the combined data we collect with third party vendors and partners that provide services to us or provide games and apps on PlayStation Network that you use.

## Service

We may share the combined data we collect with third party vendors and partners that provide services to us or provide games and apps on PlayStation Network that you use. For example, we may share your payment details to banks and other financial and anti-fraud organisations in order to complete your purchase, obtain payment and carry out credit and anti-fraud checks.

If you access third party games or apps via PSN or and to log in to third party applications and websites using your PSN account, such as third party game publishers, social networking and game consolidation websites, we may provide those third parties with access to some of your PSN account details (such as your Account ID, PSN Online ID, country gender, age and Friends and block lists) so they can operate and improve their services and websites.

When you log in with your PSN account to access a third party service, you provide your details to us and we confirm your identity to the third party but never share your password or passcode.

When those third parties access your information or when you link your account for PSN with a third party's account, they should inform you about their use of your information for any other purposes and, where required by law, obtain your prior consent. We encourage you to access and read their privacy policy / notices before using any service or website provided by them.

## Social and Other Users

When you create an account for PSN, if you provide certain information to use, it will form part of your public profile and we will make it accessible to all on PSN and on the Internet via PlayStation.com and third party gaming websites. This includes:

* Your PSN Online ID
* "About Me" statement, avatar, language, country and gaming scores and statistics

You can also choose whether to share other information via your Account Social Settings, such as:

* Your real name
* Your Friends
* Your activity feeds
* Shared content via the "Share" button

Please be aware that anyone who can see your information will be able to share it with others, for example by sharing a gameplay video that you feature in. Some devices allow users to record, stream and upload online activities such as gameplay and therefore may be distributed outside PSN without your knowledge, which means that you and we have no control over it.

You are responsible for any content you share on forums, communities, chat and messaging features and this content will be accessible to others.

We recommend you consider carefully whom you share your information with. Avoid sharing your contact information with others.

## Security and Fraud

We may share limited information about you with third party partners, including:

* Our financial and anti-fraud service providers processing your account sign in and purchase transactions, including fraud risk scores
* Other Sony companies, other online service providers, our security service providers, government agencies, law enforcement and public security sources, including IP addresses and details of suspected unlawful or fraudulent activity and security risk scores
* Third party partners providing games and apps via PlayStation Network, including information about accounts, IP addresses and devices reasonably suspected of breaching our or our third party partners terms of service or of being involved in fraudulent or malicious activity.

## Legal and Corporate

We may share the combined data we collect:

* to defend legal claims or exercise legal rights
* with our service providers processing data on our behalf
* with our professional advisors dealing with, for example, legal, tax, audit or accounting matters
* during negotiations for and following conclusion of a sale of all or part of our business.

## Government Authorities

We may share your information with government authorities if we believe that it is reasonably necessary to comply with a law, regulation, or legal process, to protect the safety of any person, their property or their rights and to address fraud and security. The vast majority of the cases in which we share information with government authorities concern their investigations into stolen devices or payment cards. In a small number of cases, we have assisted the investigation of more serious criminal offences.

## International Transfers

Your information may be processed, stored and transferred outside your country of residence and beyond the European Economic Area (EEA) where we are located for the purposes set out in this Privacy Policy, such as the United States or Japan. Data protection laws in these countries may not offer the same level of protection as in the EEA and you may have fewer legal rights in relation to your information. Where required by law, we ensure there are adequate safeguards in place when transferring your data outside the EEA, including by relying on Privacy Shield or Model Clauses.

# Data Handling and Your Choices

How we store your data and your rights

## Moderation and Safety

We cannot monitor the whole of PSN and make no commitment to do so. However, we reserve the right in our sole discretion to monitor and record your online activity and communication throughout PSN and to remove and/or delete any content. This includes information such as the content of your voice and text communications, the time and location of your activities, and your PSN Online ID, registered account details and IP address.

## Storage

We will store your payment card details, excluding the 3 or 4 digit security code, for future purchases, unless you remove them from your account via your PSN Account Management area. We will keep a record of payments into your PSN wallet and the purchases you make via PSN.

We keep other data that we collect about you for as long as necessary for the purposes set out in this privacy policy. In general, we will retain information that is associated with your account or device will be kept until you close your account. Even following account closure, please be aware that the data that we collect about you may still be retained for legal, accounting and community reasons.

## Security

Please keep any passwords for your accounts safe and do not disclose them to anyone else. You should contact our customer services team immediately if you become aware of any unauthorised use of your password or other security breach. We advise you to make use of the enhanced account access controls that we make available such as 2 Step Verification.

## Children's Data

You must be at least 18 years old to create a PSN account. However, if you are a parent or guardian, you may create up to 6 sub accounts under your PSN account for your children aged 7 to 17 to access PSN and some of its services. If you do so, we will process your child's data in accordance with this policy.

Depending upon the registered age of the sub account and local laws we may email you in order to confirm your consent to registration and to use their child's personal information as explained in this Privacy Policy. You may be able to access to certain information about the use of your Sub Accounts, including details of Sub Account transactions and communications, and you should explain this to your Sub Account users.

You can use our parental controls to tailor your sub account's use of the PSN (e.g. preventing them from chatting online). See https://eu.playstation.com/parents for more details.

## Your Choices and Rights

If you are a user of our services, you can access, correct, and modify some of the personal information that you have provided to us via PlayStation Network account management.

You can choose:

* Whether we may use data we have collected about you to personalise advertising and purchase recommendations – See PlayStation Personalisation Settings in Account Management
* Whether to receive personalised marketing communications in the Notification Preferences in your PlayStation Network Account Management.

You also have the right to request a copy, rectification, erasure or blocking of your personal information and to object to our processing of your personal information in certain situations. You can exercise these rights by contacting us via the information in the About Us and Complaints section of this policy.

You can close your account for PlayStation Network by contacting PlayStation Support. Note that this will not affect any accounts you have for other Sony services even if you have access those services using an account created using your account for PlayStation Network (and you will need to close those accounts separately) – see https://www.sony.co.uk/mysony# or https://account.sonymobile.com/en-US/#/signup/learnmore for more information.

## Complaints

If you have a concern about our information rights practises, please get in contact with us first so we can resolve your query. If however you feel we have not dealt with your concern and that we are failing to meet our legal obligations, you can report this to your local data protection regulator or the Information Commissioners Office ("ICO") in the United Kingdom. More information on reporting a concern to the ICO can be found at https://ico.org.uk/concerns/.