



YouTube Paid Service Terms of Service

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Effective as of November 1, 2022 ([view previous version](#))

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Welcome to YouTube Paid Services!

1. Our Service

Thank you for using the YouTube platform and the products, services and features we make available to you as part of the platform. YouTube enables access to certain premium features or content in exchange for one-time or recurring fees (each a "Paid Service"). The Paid Services include YouTube rentals and purchases, channel memberships, paid subscriptions, and other YouTube services which may be offered by Google.

1.1 Your Service Provider

The entity providing the Paid Services is Google LLC, located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google, "we", "us", or "our").

We may use other companies within the Alphabet Inc. corporate group, now or in the future (these companies are referred to as our "Affiliates") to manage Paid Services.

1.2 Applicable Terms

Your transactions and any use of the Paid Services are subject to: these Paid Service Terms of Service; the [YouTube Terms of Service](#); the [Paid Service Usage Rules](#); and the [YouTube Community Guidelines](#). We'll refer to these documents together as the "Terms".

Please read the Terms carefully and make sure you understand them. If you do not understand the Terms, or do not accept any part of them, then you may not use the Paid Services. Each time you place an order for a Paid Service (including when you order a subscription or an item of content), you will enter into a separate contract with us for that particular Paid Service and will be asked to accept the Paid Service Terms again.

2. Accessing Paid Services

2.1 Age Requirements

The age requirements in the YouTube Terms of Service also apply to your use of the Paid Services. You must also comply with any additional age restrictions that might apply for the use of specific Paid Services (for example an age restriction on a movie). Family managers and family members must meet these additional requirements as well.

2.2 Device Requirements and Usage Limits

Certain Paid Services may require you to use a device that meets the system and compatibility requirements for that Paid Service, which may change from time to time. For further information on supported devices and technical requirements, visit our [Help Center](#). There may also be limits on how you can access or use the different types of Paid Services on YouTube (e.g., applicable viewing periods and device limitations). Please see the [YouTube Paid Service Usage Rules](#) for more information.

2.3 Geographic Restrictions

The Paid Services, and certain content available within the Paid Services, may only be available in certain countries. You agree that you will not present any false, inaccurate or misleading information in an effort to misrepresent your country of residence, and you will not attempt to circumvent any restrictions on access to or availability of the Paid Services or content available within the Paid Services.

2.4 Other Google Paid Services

In some cases, you may be able to access a Paid Service through other Google products (e.g., you may be able to watch a movie on Google Play that you purchased on YouTube). Additionally, you may be able to access content via YouTube that you have purchased, or subscribed to, through other Google products (e.g. you may be able to watch a movie on YouTube that you purchased on Google Play). Your use of any Paid Service is governed only by the Terms, and not the terms of any other Google product, including any other Google product through which you receive access to a Paid Service.

2.5 Your Information

Our [Privacy Policy](#) explains how we treat your personal data and protect your privacy when you use the Paid Services. Please read the Privacy Policy carefully.

3. Payment and Free Trials

3.1 Payment

Google accepts payment via the payment method indicated prior to your purchase. You must have a valid, accepted payment method on file in order to purchase Paid Services, or to participate in no-cost trial offers or other no-cost offers related to the Paid Services. You agree to pay for any Paid Service that you order. Google will charge your payment method for the price listed for the relevant Paid Service along with any additional amounts relating to applicable taxes, bank fees and currency fluctuations. If you purchase any automatically renewing Paid Service subscription, you agree that Google will charge the payment method on file on the first day of each billing period for the subscription, and if the payment method on file becomes invalid due to an expired credit card or other reason, and Google is unable to charge you on the next billing period, you may not be able to access the applicable Paid Service until you update your payment method. Where possible, we will provide you with notice when this happens. If you fail to update your payment method within a reasonable amount of time following that notice, Google may cancel your subscription. In some cases, you may transact with a third-party or affiliate platform when you

purchase a Paid Service (e.g., if you subscribe to YouTube Premium using another platform like Apple or Google Play). In these cases, such platform will charge your payment method and be responsible for managing any issues with your payment, including refunds.

3.2 Free Trials

Google may offer free trials for a Paid Service to subscribers from time to time. If you purchase a subscription to a Paid Service that includes a trial, you will receive access to that Paid Service for the duration of the trial period. At the end of the trial period, you will be automatically charged the price of the subscription and will continue to be charged until you cancel your subscription. To avoid any charges, you must cancel your subscription before the end of the trial period.

3.3 Discounts

Google may, from time to time, offer discounts on purchases or subscriptions (such as a YouTube family plan or student plan). Additional terms and conditions, including eligibility criteria, may apply to such plans and any such additional terms will be made available to you prior to purchase.

3.4 Pre-Orders

Google may offer the ability to pre-order certain items of content that are available within the Paid Services. When you place a pre-order, unless otherwise noted at the time, your payment method will not be charged until the date when the relevant item of content is made available to you. You can cancel a pre-order at any time up to the point at which the relevant item of content is made available. In some cases, Google may need to cancel a pre-order you have placed, in which case we will notify you.

3.5 Taxes

If Google is required to collect or pay any taxes in connection with your purchase of a Paid Service, such taxes will be charged to you at the time of each purchase transaction.

4. Cancellations and Refunds

4.1 Cancellation of Subscriptions

If you purchase a subscription to a Paid Service that automatically renews, you may cancel the subscription any time before the end of the current billing period. The cancellation will take effect at the end of that billing period. You will retain access to the Paid Service from the time you cancel until the start of the next billing period and, unless otherwise indicated in the [Refund Policy](#), you will not receive a refund or credit for any remaining days in your current billing period.

4.2 Cancellation of Purchases or Rentals

You can cancel your purchase and receive a refund as long as you have not commenced using the relevant Paid Service ordered and you make your request no later than 7 working days after your order is completed. We reserve the right to approve or deny refund requests after 7 working days at our sole discretion, except where the Paid Service is defective, in which case the [Refund Policy](#) will apply. If you receive a refund for any reason, Google reserves the right to terminate your access to the relevant Paid Service purchased.

4.3 Refunds

Google offers additional rights of refund for several types of Paid Services, including digital content, as set out in the [Refund Policy](#).

5. License

After completing a transaction or paying the applicable fees for a Paid Service, you may access and use that Paid Service, for your personal, non-commercial use only, and as long as you comply with the Terms and the law. Your license to the Paid Services (including any content offered through the Paid Services) is non-exclusive and all rights, title and interest in the Paid Services not expressly granted to you in these Terms are reserved by Google and its licensors. You agree not to use any Paid Service, in whole or in part, in connection with any public presentation even

if no fee is charged (except where such use would not constitute a copyright infringement).

6. Restrictions

When you use the Paid Services, you may not (or attempt to):

- use the Paid Services in an illegal manner, or for an illegal purpose;
- share your Google account password with someone else to allow them to access any Paid Service they did not order;
- copy, sell, rent, or sublicense the Paid Services to any third party;
- circumvent, reverse engineer, modify, disable, or otherwise tamper with any security technology that Google uses to protect the Paid Services or encourage or help anyone else to do so;
- access the Paid Services other than by means authorized by Google; or
- remove any proprietary notices or labels on Paid Services (for example watermarks).

7. Changes

7.1 Changes to the Paid Services

We're constantly developing new features and ways to improve our services and we may modify the Service (including the Paid Services) as set out in the YouTube Terms of Service. Changes to a Paid Service will not affect your ability to request a refund as described above.

7.2 Removal or Unavailability of Content

The availability of content on a Paid Service may change from time to time, including when content within a Paid Service becomes limited or unavailable due to restrictions from our partners who license us that content, or for legal or policy reasons.

- For rentals of content: if content becomes removed or unavailable during your rental period, you will be entitled to either a refund or to a reasonable replacement.
- For purchased content: (a) if the content becomes removed or unavailable during the first five years after your purchase, you will be entitled to a refund or a reasonable replacement or (b) if the content becomes removed or unavailable following such five year period, and you are not able to download a copy of the affected content before it becomes unavailable (if applicable), then we may, at our option, offer you either a reasonable replacement of the content or a full or partial refund of the price of the content.

7.3 Changes to Pricing

Prices for Paid Services may change from time to time, for example, to reflect inflation, changes in pricing from our licensors, changes for promotional offerings, changes to the Paid Services or changing business needs. Google does not provide price protection or refunds in the event of a price reduction or promotional offering. Any changes to pricing for Paid Services with recurring payments will only apply following reasonable notice to you. If we notify you of a price change for a Paid Service with a recurring payment and you do not want to continue that Paid Service at the new price, you can cancel the Paid Service before the start of the next subscription period in which the new price applies, by following the steps in Section 4 (Cancellation of Subscriptions).

7.4 Changes to this Agreement

Google may change these Paid Service Terms, for example, (1) to reflect changes to our Service or how we do business, e.g., when we add new products or features or remove old ones, (2) for legal, regulatory, safety or security reasons, or (3) to prevent abuse or harm. If we materially change the Paid Service Terms, we'll provide you with reasonable advance notice (except when we launch a new product or feature or in urgent situations, such as preventing ongoing abuse or responding to legal

requirements) and an opportunity to cancel any subscriptions. The new Paid Service Terms will be effective after such notice period. Your continued use of a Paid Service following such notice period will indicate your acceptance of the new Paid Service Terms. The new terms will apply to your use of all Paid Service content (including content you have purchased in the past) and all subsequent purchases. If you do not agree to such changes then (i) please cancel any subscriptions you have purchased before the end of the notice period and (ii) you may not buy any additional Paid Services and the latest version of the Paid Service Terms that you accepted will continue to apply to your use of previously purchased Paid Services.

8. Communications

By using the Paid Services, you consent to receiving communications from us including marketing communications such as newsletters about YouTube features and content, special offers, promotional announcements, and customer surveys, to your registered email address or via other methods. If you no longer want to receive such communications, go to the "Notifications" tab within the "YouTube Settings" page of our [website](#) to manage your YouTube communications. Please review our [Privacy Policy](#) for further details.

9. Other Terms

9.1 The Paid Services include content uploaded or otherwise submitted by our users and partners. If you see any content which you believe does not comply with our Community Guidelines, please notify us by following the instructions [here](#).

9.2 You can contact our customer support team by clicking "Help" next to the relevant purchase on your [Purchases page](#) (for one-time purchases) or by [contacting the team](#). Complaints and/or feedback about your Paid Service experience may also be sent to Google at the address listed in the first section (marked with "Attn: YouTube Paid Services").

9.3 To protect your Google account, keep your password confidential. You should not reuse your Google account password on third-party applications. Learn more about [keeping your Google account secure](#), including what to do if you learn of any unauthorized use of your password or Google account.

9.4 Your transaction for the Paid Service is with Google LLC.

9.5 The provisions of the [YouTube Terms of Service](#) (including those relating to governing law and limitation of liability) apply to your use of the YouTube Paid Services. If there is a conflict between the YouTube Terms of Service and these Paid Service Terms, the Paid Service Terms will take precedence.

Additional Terms for YouTube TV

1. Your Acceptance

By purchasing a subscription to YouTube TV, you agree to the Paid Service terms above, as well as these additional terms. YouTube TV is a digital streaming-only service offered on full time basis to paying subscribers in the US via authorized YouTube players and/or players on permitted devices. YouTube TV is distinct and separate from all other YouTube offerings. YouTube TV is a logged-in only, 13+ experience. If you are under 13, please do not use YouTube or YouTube TV. Please note: YouTube TV accounts are for personal, non-commercial, residential use only - use of a YouTube TV account is not permitted in any group viewing spaces.

2. Authorization

YouTube TV only is available on authorized connected devices, portable media players and computers, and other approved Internet-enabled devices. YouTube TV cannot be accessed through a set-top box used as a decoder, including CableCard devices. Permitted devices are subject to change. If a device or account cannot be authorized, YouTube TV content may be withheld until authorization is successful. Re-authorization may also

occur to ensure that the account and credentials are still valid. A new subscriber will need to be authorized, even if the device was already authorized for a previous subscriber. As part of YouTube TV, you may be asked to login to your Google account as well as register for accounts on various content provider sites. Please review policies on each site you register for to see if it's right for you.

If you are having difficulty authorizing your device or have any questions, please contact customer support. All customer care, customer support, technical support and billing activities for YouTube TV will be administered by YouTube.

YouTube reserves the right to terminate a subscription or take other appropriate action (including suspension of your YouTube account) for violations of these or any applicable terms or policies, including non-compliance with any security or intellectual property prohibitions. Content partners may also reserve rights and remedies under law and equity against any consumers and any other parties who infringe the content partners' rights with respect to any content and/or promotional materials.

3. Content

The content in YouTube TV is unique, subject to all the content restrictions listed here and may change at any time. YouTube TV subscribers may not allow any person or device to download the content available through YouTube TV or allow any person or device to view YouTube TV content online or through an unauthorized device. Additionally, YouTube TV content may not always be available or may not be available on all devices. For instance, YouTube TV is restricted from distributing NFL football games on any portable device (including, but not limited to, wireless phones, pagers, smart phones and personal digital assistants).

Some content may not be authorized for particular geographic or metropolitan areas, some content may not be authorized for particular devices, and/or some programming may not be available or may be blacked out

and substitute programming may be shown instead. Google's content partners have discretion over the programming they include in YouTube TV and may modify programs, program elements, promotional or other materials at any time. Content availability may also differ by time zone.

In addition, if any Video On Demand ("VOD") offerings are made available in YouTube TV, those offerings are subject to change at any time, including, (1) any content within a package subscribed to by the user, or (2) any package of content or services. Differences in YouTube TV offerings on a geographic basis may include: different broadcast stations; different regional sports networks ("RSNs"), or no service offering in a location at all. VOD offerings may also vary in their access to features such as fast forward, look back or start over.

Interactive features may also be limited based on the content, location or device. YouTube TV expressly prohibits use of post-market modification devices or any equipment or service that would facilitate or enable unauthorized modification to content. YouTube TV will monitor usage and protect content on the service from piracy, unauthorized access, distribution, or use through content protection systems and related software applications designed to withstand subscriber circumvention. Any reported or suspected circumvention may result in termination of your subscription and/or account.

Closed captioning, video description information, and other data will be provided as required by law or regulation. Program signaling, secondary audio, watermarks, and non-essential data may be included in content at the content partner's discretion. YouTube TV will not remove any essential data from the content and will work to ensure that the audio and video quality meets minimum thresholds.

Access to YouTube TV or content may be suspended in whole or in part for any reason including legal or regulatory reasons, such as an order or injunction from any court,

administrative body, or regulatory authority, or due to material unauthorized access or use of content.

Recording and playback of content within YouTube TV is solely for a subscriber's personal, non-commercial use and not for group viewing. Recording must always be future-looking and at the subscriber's volition. YouTube TV prohibits the use of any device, technology, or service allowing users to automatically tune away from, or to skip or delete (other than manual scrubbing), advertising or promotions on a recorded program. Programming and advertising viewership by a subscriber may be measured during playback of a recording in the same manner as for linear distribution of the programs. Recordings may be stored for up to nine (9) months, except in those instances where Google is asked to delete or remove access to a recording or within 24 hours of the termination of the subscriber's subscription. Recording may not be available on all programs, at the content partner's discretion. To the extent available, the subscriber-recorded version of a program may be replaced with a start over program, a VOD or another program version.

YouTube TV prohibits downloadable (other than caching), sideloadable, transferable, or uploadable copies of content by a subscriber. Other than recording services provided within YouTube TV, subscribers are prohibited from any recording, copying, storage, retransmission or redistribution of any linear or VOD program. Recording playback must comply with these usage rules which may change from time to time. Subscribers are not granted any rights or license by use of recording functions, through recording activities, or through any network- or remote-storage of recording. Use of the recording functionality can only be undertaken to the extent permissible under copyright and other applicable laws.

4. Payment

Only paying subscribers or subscribers authorized to receive the content through a promotion (including a trial) will be authorized to access content in YouTube TV. Note that at the end of trials, subscribers will automatically be charged the regular monthly fee for the programming

service, unless the subscriber cancels the service. Subscribers can cancel at any time by clicking cancel within the app or contacting support. Upon cancellation, subscribers still may be charged for the current billing period. The monthly fee charged for YouTube TV covers the content within the selected package, with no additional fees or surcharges. Additional content or additional packages may be available for an additional cost. YouTube TV requires an up-to-date and valid payment instrument to maintain continued access to the content. For questions about refunds, billing or pro-rated charges, please see the [Help Center](#).

5. Shared Accounts

Each YouTube TV subscription comes with 5 additional accounts. All shared accounts must be from the same household or family living together, as determined by electronic check-ins every 30-90 days. Subscribers may not share their recordings with anyone, even if they are sharing a subscription. All YouTube TV accounts will be limited to 3 concurrent streams. A YouTube TV subscription comes with access for 6 different Google accounts but a given subscriber may only register 10 devices in a given calendar month to an account, and no more than 30 devices to an account in a given calendar year. When the device limitation is reached, additional devices may not be added.

6. Prohibitions

The YouTube TV logo and other trademarks, graphics, logos, scripts, and sounds are trademarks of Google and/or its content partners. None of the trademarks or content displayed through YouTube TV may be used by a subscriber, copied, downloaded, or otherwise exploited. YouTube TV will monitor and protect content on the service from piracy, unauthorized access, distribution, or use. Subscribers do not gain any sponsorship, affiliation or association with the content, networks, programs or any content producer through their use of the YouTube TV service. Content partners are the exclusive owner of the programming service and content distributed on YouTube TV, even when a copy of the content is stored by a subscriber. Subscribers do not obtain any proprietary

rights in a programming service or content by using the service.

7. Privacy & Security

In YouTube TV, as with all Google products and services, the [Google privacy policy](#) controls the use, collection and sharing of data. YouTube TV may share aggregated data with its content partners.

YouTube TV will use Google's proprietary location detection services to determine location. The location of your device will be used to (i) determine which content you are permitted to access and (ii) provide access to that content. YouTube TV may also use other means such as the location of the device at sign up and the location of the billing address or payment instrument to verify location and content accessibility. YouTube TV will be improving technology to determine a subscriber's location, and streams accessed from within the home may have different concurrent stream limitations. YouTube TV reserves the right to monitor and report to content partners on usage patterns including inactivity, in accordance with the Google Privacy Policy.

Because YouTube TV may be accessible from various permitted devices (i.e., mobile, desktop) or various third party sites (i.e. content partners' sites), the personal information collected may differ depending on the access point. Be sure to check the privacy policy of each underlying site where you access YouTube TV to understand the data being collected and shared. Additionally a subscriber's account may be linked to other accounts owned by subscriber to facilitate a personalized experience on an applicable access point. If a subscriber watches content on a different access point than YouTube TV, the subscriber may be placed within that interface until such time as the subscriber switches back to YouTube TV.

YouTube TV may actively recommend content, market and promote the YouTube TV service and related services to users through algorithmically driven, personalized recommendations tools to deliver optimized personalized results. YouTube TV may also collect results and metrics

related to the personalized content delivery and/or the marketing campaign(s) for distribution to our partners, within the scope of the Google privacy policy. YouTube TV will not change or otherwise interfere, or authorize, facilitate or enable the change of or other interference with the subscriber's channel selection or equipment that is tuned for viewing or recording, unless specifically authorized by the subscriber. YouTube TV may supply security and content protection updates, including security patches, from time to time; such security enhancements must be promptly downloaded, installed, or otherwise implemented by the subscriber upon notification of their availability.

8. Measurement

Our content licensors, as well as our advertisers, seek to measure the performance of their creative material across many platforms, including YouTube TV. YouTube TV may feature Nielsen proprietary measurement software, which will enable subscribers to contribute to market research, such as Nielsen TV Ratings. Accordingly, YouTube TV may permit the use of third-party measurement software that enables third parties (such as Nielsen) to include subscriber viewing on YouTube TV in calculating measurement statistics such as TV Ratings. To learn more about the information that Nielsen software may collect, please see the Nielsen Digital Measurement Privacy Policy at <https://www.nielsen.com/digitalprivacy>. That policy includes information about subscriber choices with regard to Nielsen measurement software on YouTube TV. For choices with regard to Nielsen measurement software on the YouTube TV mobile application, please visit "About Nielsen Measurement" in the mobile application's settings.

Additional Terms for YouTube Primetime Channels

1. Your Acceptance

Each subscription for a YouTube Primetime Channel (each a "Primetime Channel") is offered as an independent subscription separate from any other Primetime

Channel(s) and content purchases or subscriptions you may have, including without limitation, your YouTube TV subscription, YouTube Premium subscription and any YouTube TV add-on content you may have elected. When subscribed to, each Primetime Channel is considered a separate content subscription subject to the above Paid Service terms and these additional Primetime Channel terms (these "Primetime Channel Terms"). YouTube enables access to certain premium features or content that may not be available to you on a Primetime Channel.

By purchasing a subscription to a Primetime Channel, you agree to the Paid Service terms above as well as these Primetime Channel Terms. If any part of these Primetime Channel Terms conflict with any part of the above Paid Service Terms, the terms and conditions of these Primetime Channel Terms will apply to your Primetime Channel subscription.

2. Entitlement

Your Primetime Channel subscriptions are separate from your YouTube TV subscription, however certain Primetime Channel content may be viewed on YouTube TV. When Primetime Channel content is viewed through YouTube TV, the Additional Terms for YouTube TV, and not these Primetime Channel Terms, will apply. For information on how to view Primetime Channel content on YouTube TV, please visit our [Help Center](#).

3. Content

YouTube is not responsible for the content provided by Primetime Channels. You must be at least 18 years of age to subscribe to a Primetime Channel and it is your responsibility to ensure proper viewership of Primetime Channel content.

Content availability on each Primetime Channel is subject to YouTube's [Community Guidelines](#). Therefore, because of this or other legal or policy reasons, you may not be able to watch all of the content that would otherwise be available from a Primetime Channel content partner on

YouTube and in some cases, this content may only be available from the content partner directly.

YouTube is not liable to you for Primetime Channel content that is not available through YouTube. However, if a Primetime Channel's content becomes unavailable on YouTube, you may request a partial refund for the unavailable/affected content.

Some Primetime Channel content may not be downloaded. Some Primetime Channel content may not be authorized, and therefore not available, for particular geographic or metropolitan areas, time zones, or particular devices. In addition, some programming, especially certain sports programming, may be subject to local or regional blackout and substitute programming may be shown instead. Google's content partners have discretion over the programming they include in each of their Primetime Channels and may modify programs, program elements, promotional or other materials at any time. Primetime Channel content availability may also differ by time zone.

YouTube will monitor usage and protect content on the service from piracy, unauthorized access, distribution, or use through content protection systems and related software applications designed to withstand circumvention. Any reported or suspected circumvention may result in termination of your subscription and/or account.

Closed captioning, video description information, and other data will be provided as required by law or regulation. Program signaling, secondary audio, watermarks, and non-essential data may be included in Primetime Channel content at the content partner's discretion. YouTube will not remove any essential data from Primetime Channel content and will work to ensure that the audio and video quality meets minimum thresholds.

Access to Primetime Channel content may be suspended in whole or in part for any reason including legal or regulatory reasons, such as an order or injunction from any

court, administrative body, or regulatory authority, or due to material unauthorized access or use of content.

Live playback of content within a Primetime Channel is solely for your personal, non-commercial use and not for group viewing. Your programming and advertising viewership may be measured during live playback in the same manner as for linear distribution of the programs.

Use of the live playback functionality can only be undertaken to the extent permissible under copyright and other applicable laws.

Each of your subscriptions for a Primetime Channel is separate from any other Primetime Channel subscriptions you may have and may be canceled independently from any other Primetime Channel subscriptions. Primetime Channels subscribed to as part of a bundle of Primetime Channels may only be canceled by canceling the bundle of Primetime Channels in its entirety.

4. Accessing Content

You may access each Primetime Channel on a limited number of devices at the same time. When the device limitation is reached, you may not access a Primetime Channel on additional devices.

5. Payment

The date on which your subscription for each Primetime Channel auto renews will be based upon the date you first purchased a subscription to the Primetime Channel.

6. Ads

The ad experience for each Primetime Channel's content may be different from what you see on YouTube, YouTube TV and other Primetime Channels. This includes, but isn't limited to, the frequency of ads or length of ad breaks. YouTube Premium members may still see ads on Primetime Channels.

7. Prohibitions

The YouTube logo and other trademarks, graphics, logos, scripts, and sounds are trademarks of Google and/or its Primetime Channel content partners. You may not use, copy, download or otherwise exploit any of these Google and/or Primetime Channel content partners' trademarks or materials displayed through YouTube. You do not gain any sponsorship, affiliation or association with any Primetime Channel content, networks, programs or any Primetime Channel content producer through your use of the YouTube Primetime Channel service. Primetime Channel content partners are the exclusive owner of the Primetime Channel programming and content distributed on their Primetime Channel, even when a copy of the content is stored by you. You do not obtain any proprietary rights in any Primetime Channel or its programming or content by using the YouTube Primetime Channel service.

8. Privacy & Security

With YouTube Primetime Channels, as with all YouTube products and services, the [Google privacy policy](#) controls the use, collection and sharing of data. YouTube may share aggregated data with its content partners.

YouTube will use Google's proprietary location detection services to determine location. Your location will be used to (i) determine which Primetime Channel content you are permitted to access and (ii) provide access to that Primetime Channel content. YouTube may also use other means to verify location and Primetime Channel content accessibility. YouTube reserves the right to monitor and report to Primetime Channel content partners on usage patterns, including inactivity, in accordance with the Google Privacy Policy.

Because Primetime Channels may be accessible from various permitted devices (i.e., mobile, desktop) or various third party sites (i.e. content partners' sites), the personal information collected may differ depending on the access point. Be sure to check the privacy policy of each underlying site where you access YouTube to understand the data being collected and shared. Additionally, your account may be linked to other of your accounts to facilitate a personalized experience on an applicable

access point. If you watch content on a different access point than YouTube, you may be placed within that interface until such time you switch back to YouTube.

YouTube may actively recommend content, market and promote the Primetime Channel service and related services to users through algorithmically driven, personalized recommendations tools to deliver optimized personalized results. YouTube may also collect results and metrics related to the personalized content delivery and/or the marketing campaign(s) for distribution to our partners, within the scope of the Google privacy policy. YouTube will not change or otherwise interfere, or authorize, facilitate or enable the change of or other interference with your Primetime Channel selection unless specifically authorized by you. YouTube may supply security and content protection updates, including security patches, from time to time; such security enhancements must be promptly downloaded, installed, or otherwise implemented by you upon notification of their availability.

9. Measurement

Our Primetime Channel content partners, as well as our advertisers, seek to measure the performance of their Primetime Channel content across many platforms, including YouTube Primetime Channel service. YouTube Primetime Channels may feature Nielsen proprietary measurement software, which will enable you to contribute to market research, such as Nielsen TV Ratings. Accordingly, YouTube may permit the use of third-party measurement software that enables third parties (such as Nielsen) to include your viewing on YouTube Primetime Channel in calculating measurement statistics such as TV Ratings. To learn more about the information that Nielsen software may collect, please see the Nielsen Digital Measurement Privacy Policy at <https://www.nielsen.com/digitalprivacy>. That policy includes information about your choices with regard to Nielsen measurement software on YouTube. For choices with regard to Nielsen measurement software on the YouTube mobile application, please visit our [Help Center](#).