

Consent Experience Design Workshop *Privacy Policy Summary*

Consent Experience Design Workshop @ IFF 2017

8th of March 2017

More info at: privacyfeedback.org/consentexp

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1 | Objective

This document summarises the Accuweather's privacy policy.

The privacy policy's summarised in this document refers to the version released on the 31st of December 2015.

The full policy is available at: www.accuweather.com/en/privacy

2 | Accuweather background

AccuWeather markets weather products and services, with 175,559 clients worldwide in media, business and government. It also runs the free, advertising-supported website AccuWeather.com, an online weather provider. Third-party web analytics providers Alexa and SimilarWeb rated the site as the 200th most visited website in the United States, as of November 2015 ¹.

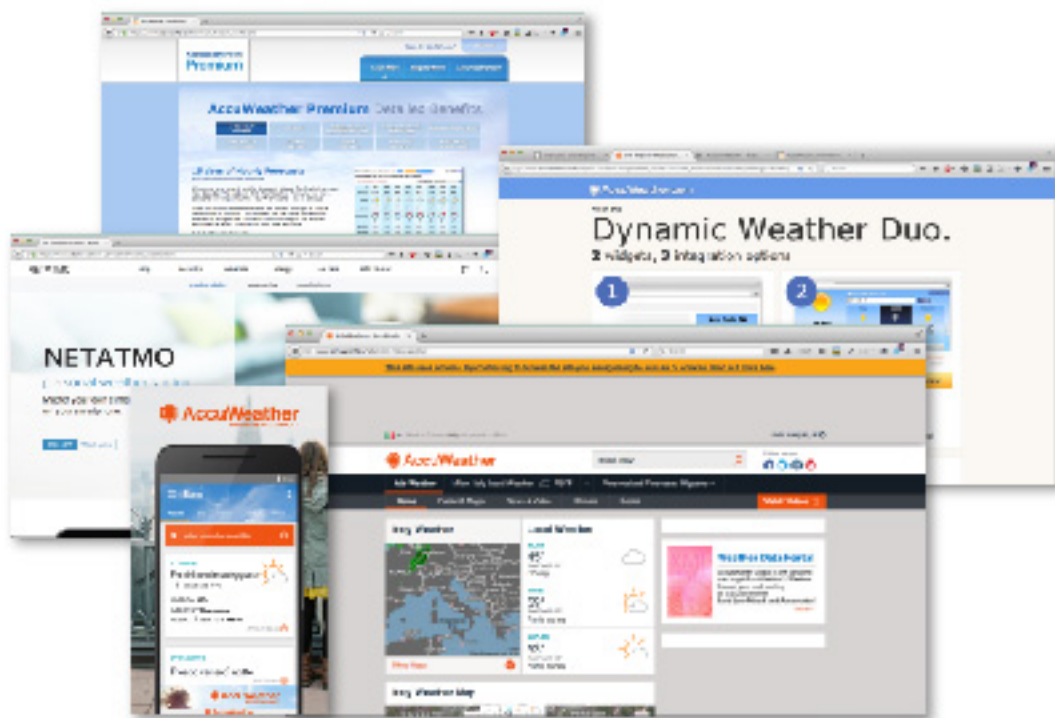


Figure 1. Accuweather's websites

¹ Source: <https://en.wikipedia.org/wiki/AccuWeather>

3 | Glossary of terms

- **User Data** – is the type of information listed in 4.2;
- **PII** –Personally identifiable information (e.g. name, address, email address) that can be used to identify an individual;

4 | Summary

A summary of Accuweather's privacy policy is offered below.

4.1 | When consent to Accuweather's Privacy Policy is given

- Consent is given since accessing any Accuweather websites.

4.2 | User Data typology collected by Accuweather

- PII typologies: your name, address, email address, username and password;
- not-PII typologies: zip/postal code and/or country of origin;
- user data associated to PII:
 - personal profile;
 - anonymous identifier(s);
 - demographic information;
 - behavioural information;
 - browser identifiers;
 - session information;
 - device type;
 - carrier provider;
 - unique device ID, UUID/UDID;
 - carrier user ID;
 - web sites visited;

- IP address and traffic data.

4.3 | When User Data is collected

- During the registration process;
- PI is gathered when creating an account;
- while using the services.

4.4 | Tracking technologies used by Accuweather

- Unique identifying codes is assigned to users to deliver services as well as advertisers, to track a user's web browsing movements not just on the Accuweather sites;
- Use of first & third party cookies;
- geographic tracking technologies that may collect, use, and/or share precise yet anonymous location data.

4.5 | Opt-out from tracking

- Opt-out from online behavioural advertisement (OBA) is on an external link;
- opting-out from Google Analytics is on an external link.

4.6 | Accuweather can use User Data for

- Processing and verifying subscriptions, billing, and providing you with up-to-date information on the newest AccuWeather products;
- advertisement purposes and OBA;
- User Data (but not PII) can be used by Accuweatherd and its 3rd parties to personalized user profile and enhance the site's offerings

4.7 | Accuweather's 3rd parties can

- Collect information on users while using the website etc.;
- use User Data for advertising purpose;
- use Cookies, Web Beacons, Flash Shared Objects etc.;
- access to users' PII as AccuWeather do;
- use information about website visit.

4.8 | 3rd parties' privacy policy

- Information about AD practice and consumer choices are not directly available to users;
- 3rd parties have their own Privacy Policy;
- 3rd parties may also have additional or different privacy practices.

4.9 | Cases in which Accuweather can disclose User Data

- User Data can be disclosed in circumstances where the law requires;
- User Data can be disclosed to affiliates and other 3rd parties, as needed to assist us with the operation, maintenance;
- User Data can be disclosed for the placement and management of advertising;
- User Data collected through usage of services can be collected and used by others;
- User Data can be transferred in case of sale of assets or merge with third parties as well as routinely share such information with affiliates of Accuweather;
- PII can be disclosed in the case of violation the Terms and Conditions;

- PII can be disclosed to law enforcement authorities;
- PII can be disclosed to complete certain business transactions.