

Netflix vs. Disney+

Netflix and Disney+ are streaming services. Netflix offers various shows, movies, anime, documentaries, etc. Disney+ streams shows and movies from Disney, Pixar, Marvel, Star Wars, and National Geographic.

Netflix Overview

Netflix receives and stores the following information:

- Information provided by the user such as name, email address, address or postal code, payment methods, and telephone number. Also, any information the user chooses to provide ratings and preferences.
- Information collected automatically, such as the user's activity on the Netflix service, interaction with emails and texts, interaction with customer service, network and devices IDs, device and software characteristics, and information collected from cookies and web beacons. IP addresses are collected to determine location.
- Information from partners (companies with whom the users have a relationship) and other sources.

According to Netflix, they use the information collected to analyze, administer, enhance and personalize their services and marketing efforts.

Disney+ Overview

Disney collects the following information:

- Personal information that identifies an individual, such as name, address, email address, phone number, and account credentials.
- Location information.
- Information collected through cookies, Flash cookies, pixels tags, software development kits, application program interfaces, and web beacons.
- Information from a third party about use of the service on third-party platforms or devices.
- Activity information about the use by any person(s) authorized through the user's account.
- Anonymous information, this type of data does not identify an individual.

Disney states that the data collected is used for the following primary purposes: to provide the user with the experience, products, and services requested, to communicate with the user about their accounts, transactions and request feedback, send offers and promotions for Disney products and services or third party products and services, offer a personalized experience, provide targeting advertising. Improve Disney services, and prevent activities that violate Disney policies.

Comparison

Netflix and Disney+ privacy policies are very similar. They both collect personal information the users provide that allows identifying an individual. Other types of information collected include location, preferences, network, platforms, and devices that report the use of the services.

Also, the purpose of the data collected by these companies is the same. They said the data is mainly used to provide the user with the best experience according to their preferences, historical search, and marketing purposes. Disney uses this data to prevent fraudulent activity against their company policies. Disney also mentions that they do not share personal information with third-party outside The Walt Disney Family of Companies except in limited circumstances.

I noticed that Netflix has a privacy notice that applies to California consumers. Netflix collects information following consumers' personal information categories of the California Consumer Privacy Act (CCPA). CCPA intended to enhance privacy rights and consumer protection for residents of California.

An interesting fact about Netflix is that it allows users to request to delete personal information. Disney states that they also allow users to delete registration accounts. I am unsure if that refers to all personal data they hold about their users. A good point of Disney is that they allow users to choose whether to share personal information with other companies or receive newsletters, alerts, offers, and promotions.