

Additional Information

Our Privacy Statement explains our practices, including your choices, regarding the collection, use, and disclosure of certain information, including your personal information in connection with the Netflix service. Please visit www.netflix.com/privacy to see your data controller.

To see our Cookies and Internet Advertising section, please go to <https://help.netflix.com/legal/privacy#cookies>.

Types and sources of personal information

We receive and store information about you such as:

- **Information you provide to us:** We collect information you provide to us which includes:
 - your name, email address, payment method(s), telephone number, and other identifiers you might use (such as an in-game name). This will include gender and date of birth if you join an ad supported subscription plan. In certain countries, we collect a government identification number for purposes such as billing and tax compliance. We collect this information in a number of ways, including when you enter it while using our service, interact with our customer service, or participate in surveys or marketing promotions;
 - information when you choose to provide ratings, taste preferences, account settings (including preferences set in the "Account" section of our website), or otherwise provide information to us through our service or elsewhere.
- **Information we collect automatically:** We collect information about you and your use of our service, your interactions with us and our advertising, as well as information regarding your network, network devices, and your computer or other Netflix capable devices you might use to access our service (such as gaming systems, smart TVs, mobile devices, set top boxes, and other streaming media devices). This information includes:
 - your activity on the Netflix service, such as title selections, shows you have watched, ads viewed (if applicable), search queries, and activity in Netflix games;
 - your interactions with our emails and texts, and with our messages through push and online messaging channels;
 - details of your interactions with our customer service, such as the date, time and reason for contacting us, transcripts of any chat conversations, and if you

call us, your phone number and call recordings;

- device IDs or other unique identifiers, including for your network devices (such as your router), and devices that are Netflix capable on your network;
 - resettable device identifiers (also known as advertising identifiers), such as those on mobile devices, tablets, and streaming media devices that include such identifiers (see the "Cookies and Internet Advertising" section below for more information);
 - device and software characteristics (such as type and configuration), connection information including type (wifi, cellular), statistics on page views, referring source (for example, referral URLs), IP address (which can be used to tell us your general location, such as your city, state/province, and postal code), browser and standard web server log information;
 - information collected via the use of cookies, web beacons and other technologies, including ad information (such as information on the availability and delivery of ads, the site URL, as well as the date and time). (See our "Cookies and Internet Advertising" section for more details.)
- **Information from partners:** We collect information from other companies with whom you have a relationship ("Partners"). These Partners might include (depending on what services you use): your TV or internet service provider, or other streaming media device providers who make our service available on their device; mobile phone carriers or other companies who provide services to you and collect payment for the Netflix service for distribution to us or provide pre-paid promotions for the Netflix service; and voice assistant platform providers who enable interaction with our service through voice commands. The information Partners provide us varies depending on the nature of the Partner services, and may include:
 - search queries and commands applicable to Netflix that you make through Partner devices or voice assistant platforms;
 - service activation information such as your email address or other contact information;
 - IP addresses, device IDs or other unique identifiers, as well as associated pre-paid promotion, billing and user interface information, that support user authentication, the Netflix service registration experience, Partner payment processing, and the presentation of Netflix content to you through portions of the Partner user interface.
 - **Information from other sources:** We also obtain information from other sources. We

protect this information according to the practices described in this Privacy Statement, plus any additional restrictions imposed by the source of the information. These sources vary over time, but could include:

- service providers that help us determine a location based on your IP address in order to customize our service and for other uses consistent with this Privacy Statement;
- security service providers that provide us with information to secure our systems, prevent fraud and help us protect the security of Netflix accounts;
- payment service providers that provide us with payment or balance information, or updates to that information, based on their relationship with you;
- advertisers that run ad campaigns on Netflix (“Advertisers”) that might provide us with: identifiers (for example, cookies or resettable identifiers); and information about your interests, including demographic information and your activities online (such as websites visited, apps used and ads viewed);
- service providers that facilitate the sale, operations, and management of ads, in the context of our ad supported subscription plans (“Ad Service Providers”)
- ad measurement companies that support Netflix and Advertisers in understanding the effectiveness of ad campaigns run on Netflix (“Ad Measurement Companies”);
- online and offline information providers to support our ad supported subscription plans;
- publicly-available sources such as publicly available posts on social media platforms and information available through public databases associating IP addresses with internet service providers (ISPs).
- third party services that you are signed into and that provide functions within Netflix games, such as multiplayer gameplay, leaderboards, and game saving options.

Purposes of processing (why we collect and use personal information)

We use information to provide, analyze, administer, enhance and personalize our services and marketing efforts, to provide, analyze, administer, enhance and select ads in connection with our ad supported subscription plans, to process your registration, your orders and your

payments, and to communicate with you on these and other topics. For example, we use such information to:

- provide you with customized and personalized viewing recommendations for movies, TV shows, and games we think will be of interest to you (collectively “content”);
- determine your general geographic location (such as your city, state/province, and postal code);
- provide localized content;
- determine your ISP to support network troubleshooting for you (we also use aggregated ISP information for operational and business purposes);
- help us quickly and efficiently respond to inquiries and requests;
- coordinate with Partners on making the Netflix service available to members and providing information to non members about the availability of the Netflix service, based on the specific relationship you have with the Partner;
- secure our systems, prevent fraud and help us protect the security of Netflix accounts;
- prevent, detect and investigate potentially prohibited or illegal activities, including fraud, and to enforce our terms (such as determining whether and for which Netflix signup offers you are eligible and determining whether a particular device is permitted to use the account consistent with our Terms of Use);
- analyze and understand our audience, improve our service (including our user interface experiences and service performance) and optimize content or ad selection, recommendation algorithms and delivery;
- communicate with you concerning our service so that we can send you news about Netflix, details about new features and content available on Netflix, special offers, promotional announcements, consumer surveys, and to assist you with operational requests such as password reset requests. These communications may be by various methods, such as email, push notifications, text message, online messaging channels, and matched identifier communications (described below). Please see the "Your Choices" section of this Privacy Statement to learn how to set or change your communications preferences.

We use technologies like cookies and resettable device identifiers (also known as advertising identifiers) for various reasons, like making it easy to access our services by remembering you when you return; to provide, analyze, understand and enhance the use of our service; to

enforce our terms, prevent fraud; to improve site performance, monitor visitor traffic and actions on our site; and to deliver and tailor our marketing or advertising, and to understand interactions with our emails, marketing, and online ads on third party sites. We may also use these technologies to support the operation of our ad supported subscription plans.

Our content recommendations system strives to predict what you will be in the mood to watch when you log in. However, our content recommendations system does not infer or attach socio-demographic information (like gender or race) to you. We have a Help article that explains how our content recommendations system works - spoilers: the biggest driver of these recommendations is what you actually choose to watch through our service. You can read the article at [netflix.com/recommendations](https://help.netflix.com/recommendations).

Disclosure of Information

We disclose your information for certain purposes and to third parties, as described below:

- **The Netflix family of companies:** We share your information among the Netflix family of companies (<https://help.netflix.com/legal/corpinfo>) as needed for: providing you with access to our services; providing customer support; making decisions about service improvements; content development; and for other purposes described in the Use of Information section of this Privacy Statement.
- **Service Providers:** We use other companies, agents or contractors ("Service Providers") to perform services on our behalf or to assist us with the provision of services to you. For example, we engage Service Providers to provide marketing, advertising, communications, security, infrastructure and IT services, to customize, personalize and optimize our service, to provide bank account or balance information, to process credit card transactions or other payment methods, to provide customer service, to analyze and enhance information (including information about users' interactions with our service), and to process and administer consumer surveys. We engage Ad Service Providers in the context of our ad supported subscription plans. In the course of providing such services, these Service Providers may have access to your personal or other information. We do not authorize them to use or disclose your personal information except in connection with providing their services (which includes maintaining and improving their services).
- **Partners:** As described above, you may have a relationship with one or more of our Partners, in which case we may share certain information with them in order to coordinate with them on providing the Netflix service to members and providing information about the availability of the Netflix service. For example, depending on what Partner services you use, we may share information:
 - in order to facilitate Partner pre-paid promotions or collection of payment for

the Netflix service for distribution to us;

- with Partners who operate voice assistant platforms that allow you to interact with our service using voice commands;
- so that content and features available in the Netflix service can be suggested to you in the Partner's user interface. For members, these suggestions are part of the Netflix service and may include customized and personalized viewing recommendations.
- **Advertisers/Ad Measurement Companies:** We may share information collected from or about you with Advertisers and/or Ad Measurement Companies to select advertisements, and measure and improve advertising effectiveness. As a reminder, please see the Information from Other Sources section above if you have questions regarding the role of Advertisers or Ad Measurement Companies.
- **Promotional offers:** We may offer joint promotions or programs that, in order for your participation, will require us to share your information with third parties. In fulfilling these types of promotions, we may share your name and other information in connection with fulfilling the incentive. Please note that these third parties are responsible for their own privacy practices.
- **Protection of Netflix and others:** Netflix and its Service Providers may disclose and otherwise use your personal and other information where we or they reasonably believe such disclosure is needed to (a) satisfy any applicable law, regulation, legal process, or governmental request, (b) enforce applicable terms of use, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address illegal or suspected illegal activities (including payment fraud), security or technical issues, or (d) protect against harm to the rights, property or safety of Netflix, its users or the public, as required or permitted by law.
- **Business transfers:** In connection with any reorganization, restructuring, merger or sale, or other transfer of assets, we will transfer information, including personal information, provided that the receiving party agrees to respect your personal information in a manner that is consistent with our Privacy Statement.

Whenever in the course of sharing information we transfer personal information to other countries, we will ensure that the information is transferred in accordance with this Privacy Statement and as permitted by the applicable laws on data protection.

You may also choose to disclose your information in the following ways:

- certain portions of our service may contain a tool which gives you the option to share information by email, text message and social or other sharing applications, using the clients and applications on your smart device;

- social plugins and similar technologies allow you to share information; and
- through Netflix game features, such as multiplayer options and leaderboards.

Social plugins and social applications are operated by the social networks themselves, and are subject to their terms of use and privacy policies. Similarly, some of the Netflix game features mentioned above (such as multiplayer gameplay, leaderboards, and game saving options) may require use of a third-party service, which is subject to that service's terms of use and privacy policy.

Automated processing

Our content recommendations system is driven by members' viewing activity and service interactions. Your selections and activity on the service produce the contents of the "Continue Watching" and "My List" rows. Our messaging to you is based on a combination of content recommendations system processing, general information we send to members, and account specific activity (such as a response to a password reset request). You can find more information in our Help article "How Netflix's Recommendations System Works," located at: www.netflix.com/recommendations.