

12 Privacy & Legal

	Setting/Submenu header	Submenu settings	Notes
1	Privacy Policy		
2	Viewing Data		
3	Advertising	<ul style="list-style-type: none">Limited Ad TrackingReset TV Advertising ID	
4	License List		

12.1 VIZIO Privacy Policy

	VIZIO Privacy Policy Requirements	Text
1	Selection of the VIZIO Privacy Policy displays the VIZIO privacy on the TV pulled from the Internet (if connected) or displays the URL in TV Settings.	
2	Notification if TV is not connected	“View the Privacy Policy at www.vizio.com/privacy .”

12.2 Viewing Data

	Viewing Data Settings	Description	Behavior
1	Off (default)	Data collection and program review are not supported.	A change of setting from Off to On launches OOBEE directly to Viewing Data screen with Viewing Data Notice displayed.
2	On	Viewing Data permits program related display of information, program review, and data collection.	A change of setting from On to Off immediately changes the setting.

12.2.1 Viewing Data Requirements

	Viewing Data Requirements
1	Viewing Data is only enabled if the country is included on the supported list, currently limited to the United States.
2	The default is Off until Viewing Data is accepted during OOBEE. Then the Viewing Data setting is changed to On.
3	If Viewing Data is skipped during OOBEE, then Viewing Data remains Off.
4	During OOBEE when Viewing Data displays and “Skip” is selected, then Viewing Data displays under Admin & Privacy with a setting of Off.
5	Viewing Data setting is set to Off, if On is selected, launch OOBEE with the Viewing Data page displayed. Viewing Data Notice displays in OOBEE sourced from OneTrust with ACCEPT and DECLINE buttons.
6	If ACCEPT button is selected in OOBEE then setting is saved in One Trust, reported to Inscope, the sidebar Viewing Data setting changes to One and data is collected.
7	If DECLINE button is selected in OOBEE: Viewing Data setting remains as Off in the sidebar, no status update sent to Inscope and no data is collected.

12.2.2 Viewing Data Availability in Sidebar

	TV Setup State	OOBE Steps	Viewing Data Status
1	If the TV has not been setup, Viewing Data is disabled, the setting is Off by default.		

2		At first power on, Viewing Data is disabled.	<ul style="list-style-type: none"> No control requests No fingerprinting No meta data collection Viewing Data does not display in Settings. User skips OOB E with IR remote (BACK or EXIT) or back panel (long chorde d press INPUT and Volume Up) then above continues to apply. First OOB E step is language with country selection.
3		First OOB E step is language followed by TV Use and Network setup	
4		Connected network enables Geofencing. If detected country supports Viewing Data (USA) and Viewing Data confirmed	<ul style="list-style-type: none"> Viewing Data enabled with default of On Viewing Data displays in TV Settings.
5		If Country supports Viewing Data (USA) but TOS/Privacy Policy is not confirmed, then	Viewing Data does not display in OOB E or TV settings.
6		If Country does not support Viewing Data	<ul style="list-style-type: none"> Viewing Data remains disabled. Viewing Data does not display in OOB E or TV settings.
7	After OOB E completed and TOS confirmed then geofencing detects country is changed		
8		Country supports Viewing Data, changed to one with no support	<ul style="list-style-type: none"> Viewing Data is disabled. Viewing Data no longer displays in TV Settings.
9		Country supports Viewing Data, changed to one with support (TOS enabled)	<ul style="list-style-type: none"> Viewing Data remains enabled and setting remains On. Viewing Data continues to display in TV Settings.
10		Country does not support Viewing Data, changed to one with support	<ul style="list-style-type: none"> Viewing Data enabled and setting is Off. If On setting is selected a pop up to confirm TOS for the country is required before the On setting applies Viewing Data displays in TV settings.
11			If USA changed to Mexico, Canada or Unknown then Viewing Data is Disabled and is hidden (no display)
12			If Mexico, Canada or Unknown changed then Viewing Data is enabled but set to Off (displays).
13			If Mexico, Canada or Unknown changed to Mexico, Canada or Unknown then Viewing Data is unchanged, remains disabled and hidden (no display).

12.2.3 Viewing Data Table of Requirements

	Accept VIZIO TOS?	Country	Show Viewing Data policy	Accept Viewing Data policy?	Viewing Data menu visible	Viewing Data menu status	Detection status	Viewing Data turned on later	Detection Status
1	no	Any	no	n/a	no	n/a	off	n/a	n/a
2	YES	Mexico, Canada	no	n/a	no	n/a	off	n/a	n/a
3	YES	USA	YES	no	YES	off	off	ON	off
4	YES	USA	YES	YES	YES	ON	ON	n/a	on

12.3 Advertising

	Advertising Settings	Notes
1	Limited Ad Tracking	
2	Reset TV Advertiser ID	

12.3.1 Limited Ad Tracking

	Limited Ad Tracking Settings	Description
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1	On	TV persistent Advertiser ID is not sent; a temporary session ID is generated and sent instead of the Ad ID.
2	Off (default)	Selection of ads displayed on the TV are based on user personal activity or content shown with the ad. The TV persistent Advertiser ID is sent in the ad request.

12.3.1.1 Limited Ad Tracking Requirements

	Limited Ad Tracking Requirements	Help Text
1	Limited Ad Tracking applies to both SCPL and DAI and is always available.	
2	If Limited Ad Tracking is turned to On then Ad Replacement continues but is not personalized, the TV Advertiser ID is not issued, and a temporary session ID is generated and issued instead.	
3	The help text per legal is	"When enabled, TV Ad ID will not be passed or used for personalized ads on this device."

12.3.2 Reset TV Advertiser ID

	Reset TV Advertiser ID requirements	Text
1	Reset TV Advertiser ID (Identifier) allows the user to generate a new Advertiser ID.	
2	If Reset TV Advertiser ID is selected, the TV displays a confirmation notification with 2 soft buttons, Yes and No (default) with text	"Do you want to create a new Advertiser ID?" Yes. No
3	If Yes is selected, the TV Advertiser ID calls the SCPL. <ul style="list-style-type: none"> APltv_settings/system/reset_and_admin/tvad_id_reset to create a new Advertiser ID, the pop up is taken down, the setting is again highlighted and a notification displays.	"The advertiser ID is reset."
4	If No selected, no action is taken, the notification is taken down and setting is again highlighted.	
5	Reset TV Advertiser ID resets immediately SCPL and is always available.	
6	Reset TV Advertiser ID changes the TV Ad ID, has no effect if Limited Ad Tracking is set to "On" because a temporary session Ad ID is used.	A temporary session ID is reset with a TV AC cycle.
7	The help text per legal is	"An Identifier for Advertising - can be reset to a new identifier at any time."

12.4 License List

	License List Requirements	Notes
1	A scrollable list of all the licenses used by VIZIO TV.	Text provided by legal.
2	Inclusion supports offline use case.	Also included in VIZIO Home > Extras.