

## **Xbox Live Privacy and Cookie Agreement**

### **Data Collection:**

- Information collected when signing in using Microsoft ID (name and email address)
- Location information when IP address is linked to account for online connection
- Any information posted on Xbox Live game forums
- Information necessary to process orders on store using relevant payment method, does not include financial information
- Information provided when entering contests and contest organized with assistance by Xbox Live
- Media Access Control (MAC), Unique Device Identifier (UDID), IP address, browser
- Information on social media sites which is linked to a user's account
- When or how a user accesses Xbox Live
- **Data will not be collected from children without parental consent**

### **Data Sharing Policies:**

- Microsoft can share information with third parties participating in email delivery, platform providing, hosting and payment processing, for the purpose of providing a user with products and services requested.
- Data can be shared with a governmental institution or a law enforcement agency for crime prevention purposes
- Any entities who merges or acquires Xbox Live will have data passed down to their personal logs
- Advertisers on Xbox Live can collect anonymous information and share that information with Microsoft
- Employees of Microsoft are not allowed to use personal information collected for Xbox Live for any purpose than to enhance the user's experience of the platform

### **User Rights:**

- Users may ask Xbox Live to provide them with copies of personal information compiled by Xbox Live at any time through a fee.
- Update and corrections of any out-of-date or incorrect personal information can be made free of charge
- Deleting of personal information about a user if subject to retention of an archived copy of this information by law

### **Opt Outs:**

- If a user has opted to receive information about other products and services and about offers and promotions, then they may opt out from receiving any further information

- Users can limit how much diagnostic data they are willing to provide Xbox Live through the Privacy Settings in the Xbox console

#### **Update Procedures:**

- Policies can change in the agreement based on updates in law and regulation, changes in industry practices and technological developments.
- The latest version of the agreement will always be available on the Microsoft website.
- “Any new version of this Policy shall take effect (i) immediately upon the date of posting on the Sites where the changes to this Policy relate to non-material changes which do not reduce your rights; or (ii) no less than thirty (30) days after the date of posting on the Sites where the changes to this Policy potentially reduce your rights.”

#### **Summary Matrix:**

<b><u>Aspect</u></b>	<b><u>Details</u></b>
Data Collection	Collects information on Microsoft ID, IP address, information posted in forums, and activities on Xbox Live Microsoft can only collect data from children with parent’s consent
Data Sharing	Microsoft may share user data such as gamertags, avatars, and gameplay statistics with publishers. Data may be shared with advertising partners for further campaign strategies and targeted advertising.
User Rights	Users can access and manage their data through the Microsoft Privacy Dashboard. Parents can manage their children's privacy settings, including communication and data sharing preferences.
Opt-Out Options	Users can opt out of sharing optional diagnostic data with the Xbox Live settings. Users can alter their advertising settings to prevent targeted advertisements.

Updates	Notifies users of significant changes to the Privacy Policy with the website and through email.
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### **Regulatory Comparison (Compiled with help of ChatGPT)**

#### **CCPA (California Consumer Privacy Act)**

Notice Requirements: Microsoft (Xbox Live) has a privacy statement that outlines the types of personal data collected, purposes of processing, and categories of third-party sharing.

Consumer Rights: Users can request the personal information collected by Microsoft; deletion of personal data can be requested, subject to business and legal exceptions; Microsoft offers means for users to control and delete personal data; Microsoft does not discriminate against users for exercising their privacy rights.

Opt-Out Provisions: Users can opt out of personalized advertising via their Microsoft account settings; optional diagnostic and advertising data can be disabled via console and online settings.

#### **VCDPA (Virginia Consumer Data Protection Act)**

Processing Limitations: Microsoft affirms collection is limited to what is necessary, adequate, and relevant for specific purposes, as stated in its privacy documentation; sensitive personal data is only processed with user consent.

Consumer Rights: Users can view data via the Privacy Dashboard; users can edit profile and account information; account deletion and data deletion are available for users; Microsoft allows users to download their data; Xbox Live users can opt out of targeted ads and some forms of profiling via settings.

Business Obligations: Microsoft conducts assessments for services with high-risk processing; Microsoft uses Data Protection Agreements as mandated by VCDPA.

#### **GDPR (General Data Protection Regulation)**

Data Subject Rights: Users may request a copy of their personal data; inaccurate data can be corrected through account settings; Microsoft supports the for data to be “forgotten” in qualified scenarios; users may restrict specific processing activities; Microsoft provides personal data in a portable format; users can object to processing for legitimate interest purposes (e.g., marketing).

Consent Requirements: Microsoft obtains consent where required, including for optional data collection and processing of minors' data; consent can be withdrawn at any time through account or system settings.

Data Transfer Provisions: Microsoft uses SCC's and other safeguards for international data transfers outside the EU/EEA; transfers are accompanied by additional security controls.

Processing Limitations: Microsoft processes data for specified and legitimate purposes, and only data that is necessary is collected and retained for as long as needed for those purposes.

Documentation Requirements: Microsoft keeps records of processing activities; Data Protection Impact Assessments (DPIAs) are conducted for high-risk processing activities, especially with those involving minors