

## PRIVACY POLICY

This Privacy Policy applies to any data relating to you that identifies you personally (referred to in this Privacy Policy as “Personal Information”) provided in connection with any web-based interactive applications, services and products (each, a “Service”, and collectively, the “Services”) that are operated and provided by Panasonic Entertainment & Communication Co., Ltd. of Japan with the address at 1-10-12 Yagumo-higashi-machi, Moriguchi City, Osaka 570-0021, Japan (together, “Panasonic”, “we”, “us” or “our”) and accessed by means of a Panasonic-branded smart audio-visual (“AV”) device, a portable electronic device with internet connection (including a smart phone or tablet PC) or a PC used to access the same Services which you can access from your Panasonic-branded smart AV device.

If you are a California resident, additional privacy notice applies to you, in accordance with the California Consumer Privacy Act. Please see Appendix in the link below.

[https://panasonic.jp/support/global/cs/bd/us\\_privacy/ccpa/](https://panasonic.jp/support/global/cs/bd/us_privacy/ccpa/)

This Privacy Policy explains how we use the Personal Information that you provide to us or that we collect through your use of the Services through your Panasonic-branded smart AV device or other devices which are connected to the internet. This Privacy Policy does not apply to information that may be collected by or through third party applications that are available through the Services, nor to services offered by us which are cannot be accessed through your Panasonic-branded smart AV device. Please read this Privacy Policy carefully. By clicking to accept this Privacy Policy and by using any of the Services you indicate that you have read, accepted and agreed to the Panasonic privacy practices, as outlined in this Privacy Policy, and any other applicable terms.

We may update this Privacy Policy over time. We will notify you of these changes by contacting you via email if you have provided your email address or by posting a notice on this page, so please check it from time to time in order to ensure that you are aware of any changes. Continued use of any of the Services will signify that you agree to any such changes and the updated Privacy Policy.

Where we have provided you with a translation of the English language version of this Privacy Policy, to the extent permitted by applicable law, you agree that the translation is provided for your convenience only and that the English language versions of this Privacy Policy will govern your relationship with us. If there is any contradiction between the English language version of this Privacy Policy and the

translation, to the extent permitted by applicable law, the English language version shall take precedence.

What information do we collect about you?

#### Information you provide

You can use many of our Services without providing any Personal Information, but for some Services, and certain features within some Services, we will request Personal Information from you. You can choose whether or not to provide this information, but you may not be able to access our full Services if you choose not to submit it. Here are some examples of circumstances where we collect Personal Information that you provide:

- To access some Services or functions within Services you will need to register with us and enter a username and password (“Panasonic ID”). A separate privacy policy available at <https://csapl.pcpf.panasonic.com/Agreement/ShowDocuments?docId=pf00010002> applies to the processing of Personal Information collected through registration of Panasonic ID.
- If you contact us to troubleshoot problems you are having with the Services, we may ask you to provide certain additional information, including your name, mailing address, phone number, email address, and unique device identifier.

#### Information we obtain from your use of the Services

Beyond the information that you provide, we automatically collect information about the Services that you use and how you use them via your Panasonic-branded smart AV device. For example, when you use the Services, we automatically collect certain information from you such as IP address, user identifier, unique device identifier, device configurations, firmware version, and device, service and application usage data. Please note that the IP address of your device’s network interface will be collected as soon as you connect your Panasonic-branded smart AV device or other device to the internet.

#### We do not knowingly collect Personal Information from children

The Service is available for individuals 13 years of age or older. We do not solicit or knowingly collect Personal Information from children under the age of 13. If we nevertheless receive Personal Information from an individual who indicates that he or she is, or whom we otherwise have reason to believe is, under the age of 13, we will

delete such information from our systems as quickly as possible.

### What do we do with your Personal Information?

We may use your Personal Information for any of the following purposes:

- To provide the To register you and your device for any of our Services, in particular, to connect your Panasonic ID to make sure your commands are properly communicated to your Panasonic-branded smart AV device or other devices;
- To provide the latest version of this Privacy Policy on the Panasonic-branded smart AV device or other devices;
- To provide the Services;
- To support you in your use of the Services;
- To maintain the security and integrity of our systems;
- To improve, enhance and personalize the Services;
- To protect Us and others. We reserve the right to access, read, preserve and disclose any information that we reasonably believe is necessary to comply with the law, subpoena or court order; enforce or apply our Terms of Use and other agreements; investigate, prevent or take action regarding illegal activities or suspected fraud; or protect the rights, property or safety of the Company, our employees, our users or others.
- If you subscribe to Services which require a Panasonic ID, we will use the information you provide in order to obtain the Panasonic ID in addition to the other information you provide or we collect pursuant to this privacy policy in order to provide you with other services which require a Panasonic ID.

We retain your Personal Information for as long as is necessary for the purposes above.

### To what third parties do we disclose your Personal Information?

We may disclose your Personal Information to third parties for any of the purposes written in the section “What do we do with your personal information?” We require these third parties to take steps to maintain the confidentiality of any Personal Information they may receive from us to perform their functions, consistent with our Privacy Policy, and they may not use this information for any other purpose. We may also disclose your information as follows:

- We may share with, or sell to, third parties your information in aggregated form, but only in such a way that no individual user can be identified or linked to any specific action or information.
- We may disclose your Personal Information in connection with legal requirements, such as in response to an authorized subpoena, governmental

request or investigation, or as otherwise required by law.

- As our business develops, we may sell, buy, or transfer corporate assets, and in such transactions customer information, including your Personal Information, may be one of the transferred business assets to the extent permitted by applicable law. Also, in the event that we, the Service, or substantially all of our assets are acquired, your Personal Information may be one of the assets transferred in such acquisition.

Where do we store your Personal Information?

Your information may be transferred to, and stored at, a destination inside or outside your country of residence. Your information may also be processed by staff operating inside or outside your country of residence, who work for us or for one of our suppliers.

How do we keep your Personal Information secure?

We maintain physical, technical, and procedural safeguards to help guard your information. To the extent we have your Personal Information, we restrict access to such information to those persons who need to know that information to provide products or services to you and any persons you have authorized to have access to such information. We may keep and archive your information at our discretion subject to applicable laws and regulations.

Transmission of your Personal Information

The Internet is a global environment. By using the Service you will be sending information to us electronically and such data may be transferred internationally over the internet depending upon your location. Note that the internet is not a secure environment and this Privacy Policy applies to our use and disclosure of your Personal Information once it is under our possession or control only. Given the inherent nature of the Internet, all Internet transmissions are done at your own risk.

Linking to third party applications

The Service includes links to applications from third party developers. We are not responsible for the privacy practices of these applications and we encourage you to read the privacy policies provided by these developers before you provide personal information to them.

In addition, third party applications available through the Service may use cookies or similar technologies. These cookies or similar technologies are not under our control and are subject to the terms and privacy notices provided by the relevant third parties.

Access to your Personal Information

. In many countries, you have the right to access the Personal Information which we hold on you. If you live in a country which permits access to your Personal Information you can request such information by writing to us at the following address and enclosing the maximum fee (if any) that the laws in your country permit Panasonic to charge for such access:

<Panasonic BD Customer Support>

You may also update or modify your Personal Information or by contacting us at

<Panasonic BD Customer Support>

#### Contact

If you have any questions about this Privacy Policy, you may contact us at:

<Panasonic BD Customer Support>

#### Special clause for residents in certain country/region/

< European Economic Area (EEA) and Switzerland>

For the residents in EEA and Switzerland, separate privacy policy applies to your Personal Data and your Personal data is not governed by this Privacy Policy. The applicable privacy policy is available at

<<http://av.jpn.support.panasonic.com/support/global/cs/bd/privacy/>>

<California/USA >

California residents are entitled to request and obtain certain information regarding our disclosure, if any, of Personal Data to third parties for their direct marketing purposes in the preceding calendar year once a year, free of charge. To make such a request, please contact us at <Panasonic BD Customer Support>

Last updated: September [1], 2022