



SMART TV COOKIE POLICY

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IN THIS COOKIE POLICY WE DESCRIBE WHICH COOKIES WE SET ON YOUR DEVICE AND YOUR MOBILE DEVICE IN THE CONTEXT OF YOUR USE OF THE SMART TV PORTAL. WE ARE TP VISION EUROPE B.V. WITH OFFICES AT PRINS BERNHARDPLEIN 200 (1097 JB) THE NETHERLANDS. ALL PERSONAL DATA THAT IS GENERATED IN RELATION TO ANY COOKIES THAT HAVE BEEN SET BY US IS PROCESSED IN ACCORDANCE WITH OUR MOST RECENT PRIVACY STATEMENT.

What is a cookie?

A cookie is a small piece of text that is presented by a webserver to a visiting browser. The purpose of presenting a cookie is to have the visiting browser return the text during any subsequent visits to that same webserver. If the browser does so, it will enable the webserver to recognize the browser and attach a set of actions and/or settings to its visit. The web browser stores the cookie. We make a distinction between functional cookies and non-functional cookies. Functional cookies are cookies that are needed specifically for the purpose of enabling a Device to access and make use of the Portal and Content Partner Websites and for webserver to provide the right content to a Device. Non-functional cookies are all other cookies.

This Cookie Policy relates to cookies that are placed by us, as well as advertising cookies that may be placed by third parties on your Device. This Cookie Policy does not relate to cookies that may be placed when you use the Portal to access third party websites or applications. For these cookies we refer you to the respective cookie policies of such third parties. If and to the extent we process any personal data in relation to a cookie, our processing of such personal data is governed by our Privacy Statement. You can access our Privacy Statement on <https://www.tpvision.com/legal-information/>.

How we use cookies

Advertising and Cookies

Besides functional cookies, which are used to enhance the operation of the Smart TV and the services, specific cookies are used on your Smart TV to show ads in and around content, including in apps. If you choose to accept “Relevant Advertising” in the Privacy Settings then you will receive cookie-based advertisements in your Smart TV environment, for example in the menu, before you begin to play a video or in an app.

The parties that use cookies are advertising platform providers and advertisers. Some platform providers and advertisers use cookies and Personal Data to track you across websites, services or devices, and show you interest-based ads based on that and other information. How advertising platform providers and



advertisers use cookies and how they collect and use Personal Data is governed by their own privacy and/or cookie policies and we have no influence on this.

Third-Party cookies

In addition, we have identified a number of third-parties placing cookies on our Smart TVs in the context of showing ads or keeping track of the content you view in order to show you ads. This list is published on https://www.tpvision.com/policy/tpvision_cookie_list.pdf and will be updated frequently. These parties may separately place cookies and/or collect Personal Data, and they may do so to track you across websites, services or devices, and show you ads based on preferences.

Other / unforeseen cookies

As a result of how the internet and digital advertising works, it is not always possible for us to gain insight into the cookies that are placed by third parties via the advertisements on our system. This is particularly the case when these advertisements also contain embedded elements such as texts, documents, images or film clips that are stored by a third party.

Should you encounter cookies on your Smart TV that fall into this category and that we have not mentioned here above, please let us know. Alternatively please contact the relevant third party directly and ask which cookies they have placed, what the reason for this is, what the lifetime of the cookie is and how they have safeguarded your privacy.

Turn off cookies

You can turn off the use of advertising cookies in the Privacy Settings of your Smart TV within the setting “Relevant Advertising”. You will still see ads, but these will not be provided by any of the advertisement platform providers, or external advertisers. The advertisements you will still see will be provided to you by TPVision Europe B.V as part of the user interface.

Remove cookies

You can either reinstall your Smart TV using the “Reinstall Device” option or use the “Clear Internet Memory” function to remove all cookies on the device. The Clear Internet Memory function only deletes all cookies and log-in details, but does not unregister your Smart TV (so for instance all your preferences remain in tact).