

ADDITIONAL PRIVACY STATEMENT OF VOICE CONTROL FEATURES (GOOGLE ASSISTANT)

Introduction

This privacy statement regarding the voice control feature “Works with Google Assistant” on your Philips Smart TV is presented to you by TP Vision Europe B.V., located at Prins Bernhardplein 200, 1097 JB Amsterdam, the Netherlands, which is part of TPV Technology Limited in Taiwan and the exclusive brand-licensee of “Philips” for televisions in (among others) Europe (hereafter: “TPV”). This privacy statement is additional to the general Privacy Statement of TP Vision, and applies to processing carried out by TP Vision Europe B.V. as a data controller or as a joint data controller.

With your Smart TV you can watch broadcast programs or movies, video-on-demand, link to social media and cloud solutions and use a number of app’s. You can also make use of the voice control feature Google Assistant, which you can install on your Philips Smart TV and is provided to you by [Google LLC](#).

To enable you to use the “Works with Google Assistant” feature and for us to be able to maintain and improve this feature we need to collect and process data which is regarded as Personal Data. For the processing of Personal Data related to the use of the “Works with Google Assistant” feature, TPV is the data controller. In this Privacy Statement we will further explain to you:

- what kind of Personal Data we collect,
- for which purposes we use it.
- for how long we keep it and how we keep it secure.
- other third party companies.
- your rights and how to contact us.

How to contact us

You can contact us with any questions you may have about the processing of your Personal Data or the use of cookies by us, or to exercise your rights as mentioned in this Privacy Statement, at:

TP Vision Europe B.V.
Att. Data Protection Officer
Prins Bernhardplein 200
1097 JB Amsterdam
The Netherlands

or by e-mail at: privacy@tpv-tech.com

“Works with Google Assistant” functionality

The “Works with Google Assistant” feature enables you to use your voice to control a Philips Smart TV, for instance by asking Google Assistant in your Google Home device to increase the volume of your Philips Smart TV. This voice sample is sent by your Google Home device to Google Assistant Cloud

Service (cloud-based). The Google Assistant Cloud Service processes and converts the voice command into a text command which is sent to TPV. TPV translates the text command so it can be understood by the Philips Smart TV and is converted into an action (and increases the volume). The command (for example: increase the volume) TPV receives is logged if you have accepted the Philips Terms of Use and the Terms of Use of the “Works with Google Assistant” feature. The voice data itself is not stored by TPV.

Collection and use of Personal Data when you make use of the “Works with Google Assistant” feature

If you decide to make use of the “Works with Google Assistant” feature, you need to accept this Additional Privacy Statement. The Smart TV will connect to our server and the Google Assistant Cloud Service. During this registration, several unique numbers are allocated to the particular Smart TV so that the Smart TV is recognized when it connects to the servers again.

The legitimate ground for processing this Personal Data is our legitimate interest to offer the “Works with Google Assistant” feature to you and that you do not have to go through the registration process each subsequent time your Smart TV is started.

The Personal Data TPV collects are: serial number of the TV (which is shared with Google LLC to uniquely identify your Philips TV), the User ID (to link the TV to the Google account) and text commands initiated by you (needed for usage analysis).

The legitimate ground for processing this Personal Data is our legitimate interest to offer good, sound quality products and services to you and our other customers in conformity with your expectations.

Third parties

The “Works with Google Assistant” feature is provided to you by Google LLC. Please be aware that the service is governed by the Google Terms of Use and the Google Privacy Notice.

Please be aware that TPV has no influence on Google with regards to processing of your personal data and we therefore disclaim any liability whatsoever.

Retention

We generally store Personal Data as long as it is needed for providing the services to you or for six months, unless we said elsewhere in this policy that we store it for a shorter or longer period. We may store (aggregated) data longer if needed for tax or auditing reasons.

Information security

We have implemented appropriate technical and organizational measures to protect your Personal Data against accidental loss, alteration, unauthorized disclosure or access. The data that we collect is sent to our servers via an encrypted Internet connection and stored on a secure server. Access to this data is password protected and role based, i.e. limited to selected employees and those of our outsourcing

partners who need to access it as part of their job description. TPV does not process or store any voice recordings.

Sharing with others

We only share your Personal Data with third parties if either one of the following circumstances apply:

1. If you consent to it: this is the case for example when you enable the content or recommendation services that we mentioned above. You can always withdraw your consent.
2. In the context of outsourced activities: to enable us to provide you with the Smart TV Service we have contracted with certain affiliates of ours and outsource partners. These third parties are only allowed to process your Personal Data based on our instructions and in compliance with the agreements that we have executed with them.
3. For legal reasons: we will also release Personal Data to the authorities, including law enforcement, if compelled by law.

Transfer of your Personal Data

You should also know that your Personal Data may be transferred from your home country to other companies that belong to the TPV Technology Group or to our service providers around the world. If you are an EU resident, this could imply that we also transfer data to countries that do not offer an adequate level of protection for your Personal Data. When we transfer this data, we will do so only when we have put in place appropriate contracts, transfer mechanisms and safeguards to protect your Personal Data.

Your rights

You have the right to request access to your Personal Data that we process. You also have the right to:

- Rectify incorrect Personal Data or erase it in certain circumstances.
- Restrict or object to the processing of your Personal Data.
- Right to erase and “Right to be forgotten”.
- Receive your data so that you can use it elsewhere (data portability).

If you do not want to make use of the “Works with Google Assistant” feature, you can choose to withdraw your consent at any time but we would like to point out that this does not affect the lawfulness of the processing before the date that you withdrew your consent. You can withdraw your consent by “unpairing” the TV from the “Works with Google Assistant” feature. You can do so by:

- 1) Click on the “Works with Google Assistant” banner on the Homescreen;
- 2) Then select the “Settings” button;
- 3) Select the “Unpair TV” option
- 3) Select the TV you would like to unpair;
- 4) confirm to unpair.

If you want to delete any data which has been stored when using the “Works with Google Assistant” feature, you can do this by following the steps described above to unpair your TV.

Finally, you have the right to lodge a complaint with a Supervisory Authority. If you do not know who your supervisory authority is, please contact us and we will tell you. The Supervisory Authority in the Netherlands is: Autoriteit Persoonsgegevens, Bezuidenhoutseweg 30, 2594 AV, Den Haag, the Netherlands, Tel. 0900 - 2001 201.

If you are under 16

We do not knowingly collect data from children under the age of 16. If a parent or guardian becomes aware that his or her child or guard has provided us with information without their consent, he or she should contact us at privacy@tpv-tech.com. We will delete such information from our files within a reasonable time.

Version information

TPV reserves the right to make changes to its privacy statement, for example due to legislative changes. The most recent version can always be found on this page.

This policy was last updated on November 2019. It can be viewed on:
<https://www.tpvision.com/policy/workswithgoogleassistant.pdf>.