

# aibo Privacy Policy

Effective: September 18, 2018

Updated: October 11, 2023

This aibo privacy policy ("**Privacy Policy**") applies to information collected by Sony Electronics Inc. ("**Sony**"), through aibo, including the aibo device ("**aibo Product**"), the My aibo app ("**App**"), the aibo AI Cloud Plan service ("**Cloud Service**") and wireless data service for the aibo Product ("**Wireless Service**"), any aibo-specific registration pages, and any other Sony online or wireless service that posts a link to this Privacy Policy or otherwise expressly states that it is governed by this Privacy Policy, whether accessed via computer, mobile device or other technology (collectively, the "**Services**"). Please note that this policy does not apply to any other Sony website or online service, including any other Sony Electronics pages, such as for newsletter sign-ups, unless expressly posted on such website or online service.

Please read this Privacy Policy carefully. In addition, please review our aibo [User Agreement](#) which governs your use of the Services. **PLEASE NOTE: aibo Products are not intended for purchase by residents of the State of Illinois or the City of Baltimore, Maryland, and are not intended for use in the State of Illinois or the City of Baltimore.**

Given the nature of the aibo Product, you may at times permit others to interact with or be in proximity to your aibo Product. You are solely responsible for informing any such person of the aibo Product's information collection capabilities, including the processing of biometric information, and confirming his or her agreement to collection and processing of such data and this Privacy Policy (or, if the person is a minor, the agreement of his/her parent or guardian).

## TABLE OF CONTENTS

Collection of Information  
Information You Provide to Sony  
Information Sony Collects Automatically  
Information Sony Receives from Third Parties  
Social Media Applications

Uses of the Information Sony Collects  
When and with Whom Sony May Share Information Collected  
Advertising & Analytics Providers  
Third-Party Links & Content; Sony Content on Other Websites  
Security and Retention  
Consent to Processing  
Policy Governs Use; Changes to Privacy Policy  
Questions

State Specific Notices

Notice to Colorado, Connecticut, Utah, & Virginia Residents

Notice to Nevada Residents

California Privacy Notice

## **Collection of Information**

### **Information You Provide to Sony**

In General. We may collect information that could reasonably be used to contact you or to identify you personally (such as first and last name, email address, mailing address, telephone number, photographs or videos) ("**Personal Information**") when you register an aibo Product and at other times during your use of the Services. We may also ask you to provide other information about yourself, such as demographic information (gender, geographic region, age, etc.) or certain information about your preferences and interests. If you choose not to provide Personal Information, you may not be able to register an aibo Product, utilize some of the features on an aibo Product, or participate in other activities we offer. If we combine demographic or

other information we collect about you with Personal Information about you, we will treat the combined information as Personal Information. We may de-identify your information, either by combining it with information about other individuals and/or by hashing the information or otherwise removing characteristics that identify you personally. We consider de-identified, anonymized or aggregated information to be non-personal information.

Individuals Under 16. Our Services are intended for a general audience and are not targeted to children younger than the age of 16. If you believe that we have collected information of a child under the age of 16 in contravention of any applicable laws and regulations, you may request that we delete that information by contacting us as stated in the Questions section below.

### **Information Sony Collects Automatically**

#### Through Your Interactions with our Services

Whenever you visit or interact with the Services, Sony and its third-party service providers automatically collect certain information regarding your use of the Services and your device ("Usage Information"). Usage Information may include, in part, browser type, operating system, and the areas of the Services you access, such as the App (including the time at which an area is accessed, the duration of the access, and the way you navigate between areas of the Services). We also collect your IP address and/or another unique identifier ("Device Identifier") that identifies the aibo Product, computer, mobile device, or other device you use to access the Services. Some mobile service providers may also provide us or our third-party service providers with information regarding the physical location of the device used to access the Services. Sony generally treats this information as non-personal information to the extent permitted by law.

#### Cookies and Other Tracking Technologies.

The technologies used on the Services to collect Usage Information, including Device Identifiers, may include:

Cookies. "Cookies" (which may be html files, Flash files or other technology) are small text files that help store user preferences and activity. A Cookie may be placed on a device when it is used to visit the Services or otherwise access our online offerings. Cookies may be used for many purposes, such as remembering you and your preferences, tracking your visits to our web pages and customizing your experience with our Services. If you choose to disable cookies on your device, some features of our Services may not function properly.

Web Beacons. "Web beacons" (also known as image tags, pixel tags, 1x1 GIFS or web bugs) are small pieces of code used to collect advertising data, such as counting page views, promotion views or advertising responses. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count users of the Services, to monitor how users utilize the Services, to count how many sent e-mails were actually opened or to determine whether content sent was actually viewed.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Services, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is active only while you are connected to the Services, and is deactivated or deleted thereafter.

#### Through the aibo Product

General System and Input Information. We may collect Usage Information through the aibo Product, including information about the device itself and information the aibo Product collects through its microphone and camera (to assist your interactions with aibo) such as data on voice commands the aibo Product receives and how it interprets and responds to those commands (including both the content of the command and the tone/manner in which it is delivered), positioning and movement data related to an aibo Product's mapping of and movement through its surroundings, and data related to the aibo Product's behavior (e.g., barking) and

content/settings (e.g., network settings, status information, any add-on content packages for the aibo Product).

Automatic Photo & Other Recording Features. An aibo Product owner may choose to enable the aibo Product's automatic photography function. This feature is not required to use the aibo Product and is turned off by default. In the event that an owner elects to enable this function, the aibo Product will automatically capture up to approximately 72 photographs per day using its internal cameras. After taking the photographs, the aibo Product will analyze them using automated processing, select a portion of the photographs it considers "best" (evaluating factors such as presence and position of human subjects, whether subjects are smiling, time of day, and other qualities it learns as it interacts with you), and upload those selected photos to the owner's My aibo online account. The remaining photos will be deleted by the aibo Product. If you enable the automatic photography feature or any other feature that may be offered through which the aibo Product captures images or records audio and/or video, you understand and agree that you are the photographer/recorder and responsible for informing any other person who interacts with or is in the proximity of your aibo Product that it may capture images or recordings and upload them to the internet and for securing such person's consent (or, if a minor, that of his/her parent or guardian) to such activities.

Facial Recognition Features. In order to mimic the behavior of an actual pet, an aibo Product will learn to behave differently around its family and other familiar people. To enable this recognition, an aibo Product conducts a facial analysis of those it observes through its cameras. When an aibo owner subscribes to the Cloud Service, the facial recognition data is collected by Sony as part of the aibo Product's automated backup process and is used by Sony to provide technical support and repair services to the owner. An aibo Product owner may also utilize aibo's optional "Patrol" feature enabling the owner to affirmatively program the aibo Product to recognize his or her face or – with the assistance of another household member or guest – the face of such household member or guest. When using the facial-recognition functionality of the Patrol feature, an aibo Product will make a record of

when it observes or interacts with a particular subject and can provide a report on its interactions with that subject to the owner through the App. Sony stores facial recognition data collected through use of the Patrol feature via the back-up Cloud Service in order to continue to provide this feature to you. You may disable the back-up Cloud Service at any time. However, if this service is disabled, you will not be able to use the Patrol feature and back-up recognition data will be lost.

This facial recognition data may constitute "biometric information" or a "biometric identifier" under the laws of some jurisdictions and is treated as Personal Information for purposes of this Privacy Policy. **By registering and using an aibo Product, each aibo Product owner consents to this collection of facial recognition data and to Sony's retention and use of that facial recognition data as described in this section for so long as (s)he owns an aibo Product and maintains a subscription to the Cloud Service for their aibo Product and for a reasonable time thereafter. Each aibo Product owner further agrees that (s)he will obtain a similar consent from any person whom (s)he allows to be in proximity to or to interact with his or her aibo Product.**

#### Through the App

aibo Foods. We may collect additional Usage Information through the App, such as your use of the aibo Foods feature. Information we collect may include the number of digital tokens you purchase or use, the frequency of your use and how you use the feature. We may use this information to develop and improve our services and to deliver services related to the feature to you.

#### **Information Sony Receives from Third Parties**

The Wireless Service permits the aibo Product to send and receive data over a mobile network. The Wireless Service is provided by a third-party wireless service provider with which Sony has partnered ("**Wireless Service Provider**"). As part of the Wireless Service, the Wireless Service Provider will provide Sony with certain Usage Information regarding the aibo Product using the Wireless Service (e.g., a

Device Identifier from the SIM card used by that aibo Product to access the Wireless Service) so that Sony may provide the Services and monitor usage.

Sony may also receive information about you from third parties in other circumstances, such as through a cross-marketing or social media feature. An aibo Product owner may also be asked to provide certain information about third parties when (s)he uses aibo's "Patrol" feature, such as the name and birthday (month and day) of any subject the aibo Product has been trained to recognize while on patrol. We may also supplement the information we collect about you with outside records from third parties in order to enhance our ability to serve you, to tailor our content to you and to offer you opportunities to purchase products or services that we believe may be of interest to you. When we obtain Personal Information from third parties, we will apply this Privacy Policy to the Personal Information received, unless we have disclosed otherwise.

### **Social Media Applications**

Functionality on the Services may permit interactions between such Services and a third-party website, such as enabling you to "like" a product or "share" content to third-party websites. If you choose to "like" or "share" content or to otherwise post information from or via the Services to a third-party website, feature or application, that information may become public and the third-party web site may have access to information about you and your use of the Services. The third party may allow you to remove the application or feature, in which case we will no longer collect information about you through the application or feature, but we may retain the information previously collected.

You may also choose to participate in a third-party application or feature through which you allow us to collect and share (or the third party to share) information about you, including Personal Information. For example, the App may offer a feature that permits you to share photographs taken by your aibo Product to your social media accounts. In addition, we may receive information about you if other users of a third-party website give us access to their profiles and you are one of their

"connections," or if information about you is otherwise accessible through your "connections" web page, profile page, or similar page on a social networking or other third-party website or interactive service.

## **Uses of the Information Sony Collects**

Sony will use the information it collects, including your Personal Information:

- to allow you participate in the Services, or features or activities we offer;
- to tailor your experience on or with the Services, including permitting an aibo Product to learn and adapt its behavior based on its environment, the people with whom it interacts, and information or commands it receives;
- to process a transaction or your account registration, verify your identity or eligibility, and send you confirmations and receipts;
- to tailor content, recommendations, and offers we display to you, both on the Services and elsewhere online;
- to provide you with information about products, services, promotions or other offerings that may be of interest to you;
- to provide you with support and answer questions or other requests;
- to improve the Services or our other products and services;
- for legal, regulatory and compliance purposes, including security and fraud detection;
- to detect and troubleshoot problems, resolve disputes, and enforce applicable agreements and policies for the Services; and
- for other purposes disclosed to you at the time you provide the Personal Information or with your consent.

We may also use the information we collect for development of Services and our products and services, for other internal business purposes], and to contact you with regard to your use of the Services and, in our discretion, changes to any of our policies.

## **When and with Whom Sony May Share Information Collected**



Non-Personal Information. We may share aggregate user statistics, demographic information, hashed or otherwise de-identified data, and other anonymous data with third parties for a variety of purposes, such as providing analytics, to the extent permitted by law.

Unity. Some Services incorporate software provided by Unity Technologies ApS ("**Unity**"). Through integration of this software, Unity may directly collect non-personal information from users of the Services, including Usage Information, Device Identifier and other information about your device that is not linked to you personally. Any information that Unity collects will be subject to and governed by [Unity's privacy policy](#). For details on the types of information that Unity may collect from users of applications into which its software is incorporated and how it may use information its collects, please see Unity's privacy policy.

**Personal Information**. We may also share your Personal Information, as specifically disclosed at the time you provide your Personal Information or with your consent, as otherwise described in this Privacy Policy, and in the following circumstances:

To Affiliates, Other Sony Companies, and Third-Parties.

To Affiliates and Other Sony Companies. Sony may share your Personal Information with companies affiliated with Sony ("**Affiliates**"), so that those Affiliates can provide services to us, such as fulfilling your requests or purchases, or improving our products, content, services or advertising. We may also share your Personal Information with Affiliates for other internal business and operational purposes, including any corporate reorganization, restructuring or other corporate change. For purposes of this Privacy Policy, Affiliates means (a) Sony Group Corporation , (b) any other company with respect to which Sony Group Corporation owns, directly or indirectly, 50% or more of its outstanding shares, that owns, directly or indirectly, 50% or more of Sony's outstanding shares, or that is under the control of a common party with Sony, and (c) any company with the name "Sony" as a part of its trade name.

To Third-Party Service Providers Providing Services on Sony's Behalf. We may from time to time employ third parties to perform functions on our behalf, and thus, we may also share your Personal Information with third-party service providers that assist us with providing content, fulfilling your requests, improving our products, content, or services, delivering advertising, preventing fraud, or otherwise performing services for Sony. For example, third-party service providers may assist us with hosting or operating the Services or aibo Product back-up files, processing transactions and payments, fulfilling orders and delivering content or packages, providing advertising or analytics services, sending email, and administering promotions.

If you use the Wireless Service, the Wireless Service Provider may directly collect certain information from your aibo Product regarding the device and its use of the Wireless Service. The Wireless Service Provider collects this information so that it can provide the Wireless Service to you and is contractually prohibited in its agreement with Sony from using this information for unrelated purposes. Sony does not provide the Wireless Service Provider with Personal Information about users of the Services.

Business Transactions. Sony or any of its assets, including the Services, may be sold, or other transactions may occur in which your Personal Information is one of the key business assets in the transaction (such as a merger, acquisition, or bankruptcy, including, without limitation, during the course of any due diligence process related to such transaction). In such a case, your Personal Information may be one of the business assets we transfer and Sony reserves the right to disclose and transfer Personal Information, in connection with this type of business transaction.

Legal Protections and Law Enforcement. We may transfer and disclose information, including your Personal Information, Usage Information and Device Identifier (including IP address), to third parties: (i) to comply with legal obligations; (ii) when we believe in good faith that the law requires it; (iii) at the request of governmental authorities conducting an investigation; (iv) to verify or enforce our terms of use,

license agreements, or other applicable agreements or policies; (v) to respond to an emergency; or (vi) to otherwise protect the rights, property, safety or security of third parties, visitors to the Services or the public. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers or law enforcement agencies, in our discretion. Such disclosures may be carried out without notice to you.

For Promotions. We may offer opportunities to enter into sweepstakes, contests, or other promotions ("**Promotions**") that we offer, on our own or jointly with a third party. Such Promotions may require registration and the disclosure of both Personal Information and non-Personal Information. In the event that a Promotion is offered jointly with a third party, as a result of your participation in such Promotion, your Personal Information and non-Personal Information may be shared with such third party, which sharing we will disclose to you at the time you provide your information. By entering into a Promotion, you are agreeing to the official rules that govern that Promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor and/or other third parties connected to the Promotion to use your name, voice and/or likeness in advertising and marketing materials. Therefore, always carefully read the rules of the Promotion before entering.

### **Advertising & Analytics Providers**

We may work with network advertisers, ad agencies, analytics service providers, and other vendors to serve our advertisements on third-party websites, apps, and elsewhere online and to provide us with information regarding use of and traffic on the Services and the effectiveness of our advertisements. The advertisements you see may be served by one or more third-party service providers, who may use information about your activities on the Services, and other websites and services you visit across the various devices you use, to provide you targeted advertising based upon your interests.

These service providers may set and access their own tracking technologies on your device (including without limitation cookies and web beacons) and may otherwise collect or have access to non-personal information about you (such as Usage Information and Device Identifier). Cookies and web beacons, including without limitation those set by third-party network advertisers, may be used to (among other things): target advertisements, prevent you from seeing the same advertisements too many times, and conduct research regarding the usefulness of certain advertisements to you. We may share certain information, such as Device Identifiers, Usage Information, de-identified, aggregated and other non-personal information (including hashed information), with third-party advertising companies, analytics providers, and other vendors for advertising and analytics purposes.

We use a variety of service providers to perform advertising and analytics services, and some of these companies may be members of the Network Advertising Initiative ("**NAI**") or Digital Advertising Alliance ("**DAA**"). You may wish to visit [optout.networkadvertising.org](https://optout.networkadvertising.org), which provides information regarding targeted advertising and the opt-out procedures of NAI members. You may also want to visit [optout.aboutads.info](https://optout.aboutads.info), which provides information regarding targeted advertising and offers an opt-out for DAA-participating companies. For mobile devices, you may be able to limit certain advertising practices using the settings on your phone, tablet or other mobile device. You may also download the AppChoices app at [youradchoices.com/appchoices](https://youradchoices.com/appchoices) to opt out of the delivery of interest-based advertisements in participating mobile apps. Certain states provide additional rights. Please see our sections for residents for other state rights below for additional rights you may have.

To manage your cookie preferences on the aibo websites, please refer to the "Manage Cookies" link in the cookie banner or footer of the aibo website.

***"Do Not Track" and Global Privacy Control Signals.***

***Do Not Track.*** Some web browsers incorporate a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked.

When you choose to turn on the “Do Not Track” settings in your browser, your browser will send a signal to websites, analytics providers, advertisement networks, plug-in providers, and other web service providers you encounter while browsing to stop tracking your activity. To find out more about “Do Not Track,” please visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

***Global Privacy Signals.*** Global Privacy Control (“GPC”) is a technical specification in your browser settings that you can use to automatically inform websites of your privacy preferences with regard to third party online tracking. To find out more about and to set up GPC, please visit <https://globalprivacycontrol.org/#about> .

Please note opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while online.

### **Third-Party Links & Content; Sony Content on Other Websites**

The Services may contain links to other websites that are operated and controlled by third parties that we do not control. This includes links of advertisers, sponsors and partners that may use our logo(s) as part of a co-branding agreement. The Services may also incorporate content hosted and served by third parties. In addition, Sony content may be included on web pages and websites that are not associated with us and over which we have no control. These other websites may send their own cookies to your device, and they may independently collect data or solicit Personal Information. A link from any Service to any other website does not mean that Sony approves of, endorses, or recommends that website. Sony provides such links for your convenience and is not responsible for the content of any website linked to or from any Services. Moreover, Sony is not responsible for the privacy practices of any third party, and it disclaims all warranties, express or implied, as to the accuracy, legality, reliability, or validity of any content on any other website.

### **Security and Retention**

Sony uses commercially reasonable safeguards to help protect and secure your Personal Information, and we use reasonable efforts to obtain the agreement of our Affiliates and third-party service providers to take steps to protect the confidentiality, security, and integrity of Personal Information we share with them. However, no electronic data transmission or storage of information can be guaranteed to be 100% private and secure. Please be careful to avoid 'phishing' scams, where someone may send you an e-mail that looks like it is from Sony asking for your Personal Information.

To help protect you and others, we monitor use of the Services, and we use the information we collect, including Personal Information, to identify fraudulent activities and transactions; prevent abuse of and investigate and/or seek prosecution for any potential threats to or misuse of the Services; ensure compliance with the applicable terms of service and this Privacy Policy; investigate violations of or enforce these agreements; and otherwise to protect the rights and property of Sony, its Affiliates, partners and customers. Monitoring may result in the collection, recording, and analysis of online activity or communications through the Services. If you do not consent to these conditions, you must discontinue your use of the Services.

You understand that any message or information you send to a Service may be read or intercepted by others. Sony does not ensure or warrant the security of any information you transmit to us, and you use the Services and provide us with your information at your own risk.

Sony will retain the information collected under this Privacy Policy for as long as you use the Services and for a reasonable time thereafter. Sony will take steps to remove or delete the information when it is no longer needed. Please note that we may need to keep your information to comply with applicable legal, regulatory, or other obligations, or the information is required for business reasons (such as to resolve disputes, provide service and enforce agreements), and we may be required to retain certain information by law.

## **Consent to Processing**

This Privacy Policy is only intended for aibo Products purchased in the United States and users of the Services located in the United States. The Services are operated in the United States and Japan. Please be aware that information we collect will be transferred to and processed in the United States, Japan, and other jurisdictions. By using the Services, or providing us with any information, you fully understand and unambiguously consent to this transfer, processing and storage of your information in the United States, Japan, and other jurisdictions. If, notwithstanding the above, you are located in the European Union or elsewhere outside of the United States, you understand that your information may be transferred, processed, and stored in a jurisdiction where the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen.

## **Policy Governs Use; Changes to Privacy Policy**

The terms of this Privacy Policy will govern the use of any information collected while it is in place. Sony reserves the right to change this Privacy Policy at any time, without prior notice to you, and any changes will become effective immediately upon posting unless otherwise specified. Your continued use of the Services after the effective date of any changes to this Privacy Policy (or such other action as Sony may specify) will constitute acceptance of, and agreement to be bound by, those changes.

## **Questions**

If you have any questions or comments about our practices regarding Personal Information or about this Privacy Policy, please write to us at Sony Electronics Inc., Personal Information Management Office, 115 West Century Road – Suite 250, Paramus, NJ 07652 or [privacy@am.sony.com](mailto:privacy@am.sony.com), or call us at 1-833-681-9900

## **State Notices**

## Notice to Colorado, Connecticut, Utah, and Virginia Residents

We set forth in our Privacy Policy, including [Table 1](#), the categories of personal information we process, the purpose for processing personal information, the categories of personal information shared, and the categories of third parties with whom personal information is shared.

Under certain state laws including Colorado, Connecticut, Utah, and Virginia, you may have the following rights:

1. **Right to Know:** the right to confirm whether we are processing your Personal Information and request to access such data.
2. **Right to Correct:** the right to request that we correct inaccurate Personal Information we hold about you.
3. **Right to Delete:** the right to request that we delete the Personal Information provided by you or obtained about you.
4. **Right to Data Portability:** the right to obtain a copy of the Personal Information previously provided by you to us and, to the extent feasible, in a readily usable format to allow data portability.
5. **Right to Appeal.** You may have the right to appeal a decision by us relating to a data request you have submitted to us. If you are a resident of Colorado, Connecticut, Utah, or Virginia and would like to exercise any of these rights, please complete the form here: [Data Requests](#)
6. **Right to Opt-Out of Targeted Advertising.** Sony engages in online advertising and analytics practices that may be considered “targeted advertising” under applicable state law. To exercise your rights to opt-out of targeted advertising, you may submit a request here: [Opt-out of Targeted Advertising](#).

In addition, you may need to disable sharing through cookies set by 3rd parties on



our websites which may be considered targeted advertising under state laws. To manage your cookie preferences, please refer to the “Manage Cookies” link on the cookie banner or in the footer for the applicable website and ensure that “Targeting Cookies” are disabled.

7. **Right to Opt-Out of Profiling or Sale of Personal Information.** While state laws may permit you to opt-out of the sale of your Personal Information and out of profiling in furtherance of decisions that produce legal or similarly significant effects, we do not engage in either of these activities at this time.

### **Notice to Nevada Residents**

If you are a Nevada resident, you have the right to opt-out of the sale of certain Personal Information we have collected about you to third parties. SEL does not currently sell your personally identifiable information as those terms are defined under Nevada law. However, if you wish to submit a request to opt-out of the sale of such information if SEL were to engage in such a sale in the future, you may submit your request in writing to: [privacy@am.sony.com](mailto:privacy@am.sony.com). Your request must reference your Nevada rights and include your name, mailing address, zip code, and email address. We are not responsible for requests that do not come through the designated request mechanism or do not contain sufficient information to allow us to process your request. SEL will respond to valid requests within 60 days.

### **CALIFORNIA PRIVACY NOTICE**

This aibo California Privacy Notice is effective as of July 1, 2023.

Please note that this aibo California Privacy Notice applies to information collected under and controlled by this Privacy Policy and does not apply to other information

that may be collected by or submitted to other Sony websites or online services, including any other Sony Electronics pages, such as for newsletter sign-ups or general product registration.

### **Our Practices Regarding Collection and Use of your CA Personal Information**

If you reside in California, we are required to provide additional information to you about how we collect, use and disclose your personal information as defined under applicable law (“CA Personal Information”), and you may have additional rights with regard to how we use your CA Personal Information. We have included this California-specific information in Table 1.

**CA Personal Information.** Consistent with the "Uses of the Information Sony Collects" section above, we may use CA Personal Information for business or commercial purposes as described in Table 1:

**TABLE 1**

<b>Categories of Personal Information Collected</b>	<b>Business or Commercial Purposes for Collection of Personal Information</b>	<b>Categories of Sources from Which Personal Information Was Collected</b>	<b>Categories of Third Parties to Whom We May Disclose Personal Information for a Business Purpose</b>	<b>Categories of Third Parties to Whom Personal Information May Be Sold or Shared for Targeted Advertising</b>
Identifiers <i>Such as: name, phone number, mailing address, email, DOB, and online or device identifiers such as Device IDs, IP</i>	Create and manage your account(s); provide requested services; process transactions; respond to your inquiries; send you information on products, services, promotions and other	Consumers; Sony Group companies; Third-Party Business Partners; Cookies and Tracking Technologies;	Sony Group companies; Data Analytics and Advertising Providers; Business Partners; Legal Authorities (as required by law);	Sony Group companies; Advertising Networks; Social Media Networks.

<p><i>address, Advertising ID.</i></p>	<p>offerings; personalize your experience on our Services and online; provide you updates on your account, your Products and our Services; maintain and improve our products and services; monitor and maintain security of our systems and prevent fraud; internal business, legal and compliance purposes</p>	<p>Consumer Data Providers (such as market research firms/data aggregators)</p>	<p>Business Transfer Recipients.</p>	
<p>Commercial Information <i>Such as: products or services purchased or obtained credit card or payment information, or transaction history.</i></p>	<p>Create and manage your account(s); provide requested services; process transactions; respond to your inquiries; provide information and updates on your products, services or features; internal business, legal and compliance purposes; prevention of fraud</p>	<p>Consumers; Sony Group companies; Business Partners</p>	<p>Sony Group companies; Data Analytics and Advertising Providers; Business Partners; Legal Authorities (as required by law); Business Transfer Recipients.</p>	<p>None.</p>
<p>Internet or Other Electronic Network Activity <i>Such as: computer and connection information, browser type,</i></p>	<p>To personalize your experience on our Services and online; maintain and improve our products, services and features; serve advertising; monitor and help maintain</p>	<p>Consumers; Sony Group companies; Third Party Applications; Cookies and Tracking Technologies;</p>	<p>Sony Group companies; Data Analytics and Advertising Providers; Advertising Networks; Legal Authorities (as</p>	<p>Sony Group companies; Advertising Networks; Social Media Networks</p>

<p><i>operating system, page views, traffic to and from the websites, advertising data and other standard weblog information collected via cookies, web beacons, and related tracking technologies.</i></p>	<p>security of our systems and prevent fraud; internal business, legal and compliance purposes</p>		<p>required by law); Business Transfer Recipients.</p>	
<p>Geolocation Data <i>This is the physical location captured through the use of the Services on your mobile phone or Product by using satellite, cell phone tower, WiFi signal, beacons, Bluetooth or near field communication protocols.</i></p>	<p>Provide you with requested services; to connect your device to the internet; maintain and improve our products and services; monitor and help maintain security of our systems and prevent fraud; internal business, legal and compliance purposes</p>	<p>Consumers</p>	<p>Sony Group companies; Data Analytics Providers; Legal Authorities (as required by law); Business Transfer Recipients.</p>	<p>None.</p>
<p>Audio, Visual and Similar Electronic Information <i>Such as: pictures or videos.</i></p>	<p>Provide features and services, including customer service; manage participation and use of forums and similar online offerings</p>	<p>Consumers; Sony Group companies</p>	<p>Sony Group companies; Data Analytics Providers; Legal Authorities (as required by law);</p>	<p>None.</p>

			Business Transfer Recipients.	
<p>Sensitive Personal Information</p> <p><i>Such as biometric or facial recognition data, ethnicity, voice authentication or fingerprint, account log-in information.</i></p>	<p>Authentication of your account or identity and providing services, features or functions</p>	<p>Consumers</p>	<p>None</p>	<p>None.</p>
<p>Inferences Drawn from Other Information and Consumer Characteristics</p> <p><i>These inferences may relate to demographics (e.g., gender, age, region, profession or job title), interests or hobbies, and inferences drawn from collected information, purchase or browsing history.</i></p>	<p>To develop and deliver marketing communications; to personalize your experience on our Services and online; develop, maintain and improve the products, services and features offered by us and the Sony Group companies</p>	<p>Consumers; Sony Group companies; Third-Party Business Partners; Third Party Applications; Consumer Data Providers</p>	<p>Sony Group companies; Data Analytics Providers; Advertising Networks; Legal Authorities (as required by law); Business Transfer Recipients.</p>	<p>Sony Group companies; Advertising Networks; Social Media Networks</p>

**California Consumer Rights.** Subject to certain exceptions, as a California consumer, you may have the following rights regarding your CA Personal Information:

- Right to Know. Request information regarding what Personal Information we collect, use, disclose, and sell, including the right to request that we provide you with the categories and/or specific pieces of Personal Information we have collected about you;
- Right to Delete. Request deletion of the CA Personal Information we collect about you;
- Right to Correct. Request correction of inaccurate CA Personal Information that we maintain about you;
- “Do Not Sell or Share My Personal Information.” Request to opt-out of the “sale” of your CA Personal Information or the “sharing” of your CA Personal Information to a third party for cross-contextual behavioral advertising (i.e., targeted advertising). We do not knowingly sell or share for cross-contextual behavioral advertising the CA Personal Information of consumers younger than the age of 16.
- You may request us to limit the use or disclosure of your Sensitive Personal Information if we use or disclose such information for purposes other than certain excepted purposes set forth in the statute. Sony’s use and disclosure of Sensitive Personal Information falls within this list of exceptions, and we therefore do not offer such opt-out right at this time.

**Exercising Your Rights.**

If you are a California consumer and would like to exercise your **Right to Know**, **Right to Delete**, or **Right to Correct**, please submit your request at: [Data Requests](#); or you may call us toll-free at 1-833-681-9900.

Please note that before we can provide specific pieces of information, we may require a signed declaration that you are the consumer whose Personal Information is the subject of the request. We may also request confirmation of requests to delete information.

**Do Not Sell or Share and Exercising your Rights**

### *Right to Opt-Out of Sale or Sharing*

California Consumers have the right to opt-out of the “sale” or “sharing” of Personal Information to a third party for cross-context behavioral advertising (i.e., targeted advertising). If you are a California Consumer and would like exercise your Right to Opt-Out of Sale of Sharing, please submit your request at:

[Do Not Sell or Share My Personal Information](#)

### *Other Important Information for Do Not Sell or Share*

Sony engages in online advertising and analytics practices which may be considered a “sale” or “share” for cross-context behavioral advertising as defined in the CPRA. In addition to submitting the form above, you may need to disable sharing through cookies set by 3rd parties on the aibo websites. To manage your cookie preferences, please refer to the “Manage Cookies” link for the aibo website and ensure that “Targeting Cookies” are disabled.

**Verifying Requests.** When submitting your request, you must include your first and last name, email address, and zip code or mailing address. You may be asked to provide additional proof of identification so that we can verify your identity, and we may require that you validate your request. In response to a Request to Know, we may also require a signed declaration under penalty of perjury that you are the consumer whose CA Personal Information is the subject of the request before providing specific pieces of CA Personal Information. If we are unable to verify that the individual submitting the request is the same individual about whom we have collected information (or someone authorized by that individual to act on their behalf), we will not be able to process the request.

We will not discriminate against you by offering you different pricing or products, or by providing you with a different level or quality of products, or in connection with promotions and other offerings, based upon you exercising your rights with respect to your CA Personal Information. Please note that you are limited by law in the number of requests you may submit per year.

Authorized Agents. If you are an agent making a request on a consumer's behalf, you must provide appropriate documentation that includes your name, the name of the individual who is the subject of the request, and a clear description of the permission granted; alternatively, you may submit a valid, designated power of attorney as defined in the California Probate Code sections 4000-4465. The consumer's identity, in addition to your own, will need to be verified in order for us to be able to fulfill your request. We may also ask the consumer to directly confirm with us that you were granted permission to submit the request. If we do not receive adequate proof that you are authorized to act on the consumer's behalf, we may deny the request.

## **Data Retention**

We retain all categories of Personal Information described in this California Privacy Notice for as long as it is reasonably necessary for the purposes outlined in this California Privacy Notice, considering the time period reasonably necessary to: provide the goods or services you request; exercise the choices and rights you have requested; comply with our contractual obligations; comply with applicable legal, regulatory, or other obligations; including litigation holds and agency regulations. Except as noted differently specific pages or apps, we retain your personal information while you have an account with us, or while you are using our Services or continuing to interact with us.

**CCPA Annual Metrics Reporting** - Click [here](#) to access our CCPA metrics for the previous calendar year.

## Additional Notice to California Residents:

If you are a California resident, under the California "Shine the Light" law, you have the right to receive: a) information identifying any third party company(ies) to which we may have disclosed, within the past year, personal information pertaining to you and your family for that company's direct marketing purposes; and b) a description of the categories of personal information disclosed. To obtain such information, please email your request to [privacy@am.sony.com](mailto:privacy@am.sony.com), and include your name, email



address, and a reference to “Your California Privacy Rights.” We are not responsible for requests that are not labeled or sent properly, or do not have complete information.