

# aibo Privacy Policy

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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 and are not intended for use in the State of Illinois.**

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 and confirming his or her agreement to this Privacy Policy (or, if the person is a minor, the agreement of his/her parent or guardian).

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## **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 30 photographs per day using its internal cameras. After taking the photographs, the aibo Product will analyze them, 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 online in order to continue to provide this feature to you.

This facial recognition data may constitute "biometric information" under the laws of some states 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. 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. 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 Corporation , (b) any other company with respect to which Sony 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, 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](http://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](http://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](http://youradchoices.com/appchoices) to opt out of the delivery of interest-based advertisements in participating mobile apps.

How we respond to Do Not Track Signals. 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. How browsers communicate "Do Not Track" signals is not uniform at this time, and there is no standard application of "Do Not Track". Accordingly, the Properties may not respond to "Do Not Track" signals. To find out more about "Do Not Track," please visit [www.allaboutdnt.com](http://www.allaboutdnt.com)

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.

## **CALIFORNIA PRIVACY NOTICE**

This California Privacy Notice is effective as of February 3 2020.

### **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 information, and you may have additional rights with regard to how we use your information. We have included this California-specific information below.

**CA Personal Information.** Consistent with the "Collection of Information" section above, we may collect certain categories of information about California residents ("CA Personal Information"), specifically:

- o Personal Identifiers: such as name, mailing address, phone number, email address, username and password for the Services;
- o Other Identifiers: such as Device IDs, IP address, or other unique identifiers;
- o Commercial Information: such as products or services purchased, obtained or considered, other purchasing or consuming histories, payment information, or transaction history;
- o Internet or Other Electronic Network Activity: such as Usage Information, computer and connection information, browser type, 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;

- o Geolocation Data: physical location information through the use of our Services on your mobile phone or aibo Product by, for example, using satellite, cell phone tower, WiFi signal, beacons, Bluetooth and near field communication protocols;
- o Audio, Visual and Similar Electronic Information: such as pictures or videos which may include metadata, and voice commands;
- o Biometric Information: such as facial recognition, voice authentication or fingerprint; and
- o Other Consumer Characteristics: such as demographics (e.g., gender, age, profession or job title, etc.), and inferences drawn from collected information, purchase or browsing history.

**Sources of CA Personal Information.** Consistent with the "Collection of Information" section above, we may collect CA Personal Information from the following sources:

- o Directly from you: such as when you voluntarily provide CA Personal Information to us or our service providers when purchasing products or services or registering an account, or when it is collected automatically from the Services or your aibo Product;
- o Third-Party Business Partners: such as retail stores or mobile network operators;
- o Third-Party Applications: such as blogs or chat rooms, or social networks.

**Use of CA Personal Information.** Consistent with the "Uses of the Information Sony Collects" section above, we may use CA Personal Information for the following business or commercial purposes:

Categories of CA Personal Information	Purposes of Use of CA Personal Information	Sources of CA Personal Information	Categories of Third Parties to whom we may disclose CA Personal Information
Personal Identifiers	Create and manage your account registration; provide requested services; respond to your	You; Affiliates; Third-Party	Affiliates; Data Analytics Providers; Service Providers;

	<p>inquiries; send you information on products, services, promotions and other offerings; personalize your experience on the Services and online; provide you updates on your account, your aibo Product and our Services; maintain and improve our products and services; maintain security of our systems and prevent fraud; internal business, legal and compliance purposes</p>	<p>Business Partners</p>	<p>Legal Authorities (as required by law)</p>
<p>Other Identifiers</p>	<p>Create and manage your account; provide requested services; respond to your inquiries; send you information on products, services, promotions and other offerings, and to personalize your experience on the Services; perform quality assurance; provide you updates on your account, your aibo Product, and use of the Services; maintain and improve our products and services and those of our Affiliates; monitor and help maintain security of our systems and prevent fraud; internal business, legal and compliance purposes</p>	<p>You; Affiliates; Third-Party Applications</p>	<p>Affiliates; Data Analytics Providers; Service Providers and other Business Partners; Legal Authorities (as required by law)</p>
<p>Commercial Information</p>	<p>Create and manage your account; provide requested services; process transactions;</p>	<p>You; Affiliates; Third-Party</p>	<p>Affiliates; Data Analytics Providers; Service Providers</p>

	respond to your inquiries; provide information on products, services or features; internal business, legal and compliance purposes; prevention of fraud	Business Partners	and other Business Partners; Legal Authorities (as required by law)
Internet or Other Electronic Network Activity	To personalize your experience on the Services; maintain and improve our products, services and features; perform quality assurance; monitor and help maintain security of our systems and prevent fraud; internal business, legal and compliance purposes	You; Affiliates; Third Party Applications	Affiliates; Data Analytics Providers; Legal Authorities (as required by law)
Geolocation Data	Create and manage your account; send you information on products, services and promotions and other offerings, and to personalize your experience on the Services and online; maintain and improve our products and services; monitor and help maintain security of our systems and prevent fraud; internal business, legal and compliance purposes	You	Affiliates; Data Analytics Providers; Legal Authorities (as required by law)
Audio, Visual and Similar Electronic Information	Provide services, including the Services and customer service; perform quality assurance; manage participation and use of forums and similar online offerings	You; Affiliates	Affiliates; Data Analytics Providers; Legal Authorities (as required by law)
Biometric Information	Authentication of your account or identity and providing services,	You	None



	features or functions, including the Services		
Other Consumer Characteristics	To personalize your experience on the Services and online; maintain and improve the products, services and features offered by us and Affiliates	You; Affiliates; Third-Party Business Partners; Third Party Applications	Affiliates; Data Analytics Providers

**CA Personal Information Sold or Disclosed For Business Purposes.**

- Sharing of your CA Personal Information for Business Purposes: In the preceding twelve months, we may have shared the following categories of CA Personal Information for business purposes: Personal Identifiers, Other Identifiers, Commercial Information, Internet or Other Electronic Activity, Geolocation Data; Other Consumer Characteristics.
- “Sale” of CA Personal Information: We do not “sell” (as defined under the California Consumer Privacy Act) CA Personal Information.

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

- Access. Request access to your CA Personal Information that we have collected, used, or disclosed within the preceding 12 months;
- Deletion. Request deletion of your CA Personal Information; and
- CA Personal Information Disclosed For Business Purposes. Request information about the CA Personal Information we have disclosed for business purposes within the preceding 12 months.

Please note, if you request deletion of your CA Personal Information, to the extent permitted by applicable law, we may be required to retain some of your CA Personal Information, and certain CA Personal Information is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.

If you wish to exercise a right listed in this section, you may submit a request here: [Data Requests](#)

**Exercising Your Rights.** If you are a California resident and wish to exercise any of these rights, please: (a) submit a request form as described above, (b) email us at [privacy@am.sony.com](mailto:privacy@am.sony.com) or write to us at the address in the “Contact Us” section below with the specific nature of your request, referencing “California Privacy Request - AIBO”; or (c) call the following toll-free number 1-833-681-9900. 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. Please note that you are limited by law in the number of requests you may submit per year.

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.

Authorized Agents: To the extent that you elect to designate an authorized agent to make a request on your behalf, they must provide appropriate documentation including written, signed permission from you, proof of your identity, and verification of their identity; or a valid, designated power of attorney as defined in the California Probate Code. We may require additional proof of authority or may need to contact you directly to validate the request.

Access Notice in Alternative Formats. California residents who need assistance accessing the notice in an alternative format can contact us at [privacy@am.sony.com](mailto:privacy@am.sony.com) or by calling 1-833-681-9900.

### **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.

### **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.

### **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.