

## PLEASE REVIEW:

This unit is equipped with Automated Content Recognition ("ACR") Technology also known as Smart Interactivity.



### WHAT DATA DO WE COLLECT?

VIZIO collects Viewing Data, which includes information about what is playing on this internet-connected TV/display. Viewing Data includes broadcast television, advertisements and other content. We also collect unique identifiers about this TV/display, including the IP address. Declining Viewing Data collection will not change the functionality of your device.



### HOW DO WE ENHANCE THE DATA?

VIZIO Viewing Data is sometimes enhanced with household demographic data and data about digital actions (e.g. digital purchases and other consumer behavior taken by devices associated with the IP Address we collect). VIZIO and its authorized data partners use the information to generate summary analysis and reports of how users engage with content on their TVs and other devices.



### WHO DO WE SHARE DATA WITH?

Unless you turn off ACR collection in the Settings menu, we may share Viewing Data with authorized data partners, including analytics companies, media companies and advertisers.



### WHAT DOES DATA SHARING MEAN FOR YOU?

Viewing Data will be used to help improve the design of our products, software and services. It also enables our authorized data partners to deliver advertising relevant to your profile that you might find useful, both on the VIZIO TV/display and other devices sharing your IP Address. Viewing Data is also used to help content publishers, broadcasters or content distribution services create or recommend more relevant entertainment based on summary insights.

By clicking "ACCEPT" you are agreeing to the data practices summarized above.

DECLINE

ACCEPT

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