

Comcast Website Privacy Policy

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1. When the Privacy Policy applies

This Privacy Policy applies to personal information processed by Comcast Corporation (“**Comcast**”, “**we**”, “**our**”, or “**us**” to manage the Comcast Family of Companies and offer certain services directly to consumers, such as Universal Sphere and Comcast RISE program (collectively, the “**Services**”). The Services covered by this Privacy Policy will include a link to and/or copy of this Privacy Policy. This policy also applies to the information we collect from individuals who interact with us directly, including through social media.

Our company includes subsidiary and affiliated entities, which offer their products and services under various brand names (the “**Comcast Family of Companies**”). The Comcast Family of Companies includes, among others, [Comcast Spectacor](#), [NBCUniversal](#), [Sky Group](#), and [Xfinity](#). When you visit or interact with one of these brands, your information is controlled by the brand and the brand’s Privacy Policy applies.

Learn more about when this Privacy Policy applies

This Privacy Policy does not apply to non-Comcast websites or services that state that they are offered under a different Privacy Policy. Please review the privacy policy on those websites and applications directly to understand their privacy practices.

This privacy policy does not apply to personal information we collect about Comcast employees or contractors. If you apply for employment with Comcast, please see our [Candidate Policy](#).

If you are a Comcast Corporation’s shareholder, please see [Shareowner Services Online and Mobile Privacy Policy](#).

2. The personal information we collect and how we collect it

To provide you with our Services, we collect your personal information. Depending on the nature of your interaction with Comcast, this information may include your name, postal address, email address, and image captured by our security cameras if you visit a Comcast property. We may also collect information about you from third parties, as well as automatically on our online Services through cookies and other

tracking technologies when you interact with our online Services.

Learn more about the information we collect and see examples

DIRECTLY FROM YOU WHEN YOU INTERACT WITH US, PROVIDE US WITH INFORMATION, OR PROVIDE YOUR INFORMATION TO US THROUGH SOCIAL MEDIA OUTREACH

- *Applicant information*, including your military or veteran status, ethnicity, and gender if you apply for a Comcast grant or program, such as Comcast RISE.
- *Contact information*, including your telephone number, email address, mailing address, and any other information you provide to us when you communicate with us via email, mail, phone or other channels.
- *Innovation account information*, including your name, email address, login credentials, usage and preferences, which may include signing up for communications from us.
- *Personal details*, including your name, image, and signature.
- *Traveler information*, including your photo ID, security clearance, passport and trip details if you travel on Comcast-owned transportation.
- *Your image*, including video of you captured by security cameras at our properties.
- *Any additional personal information you provide to us*, including in questions and feedback.

AUTOMATICALLY FROM YOU WHEN YOU INTERACT WITH OUR ONLINE SERVICES

- *Device information and online user activity* when you utilize our online Services, as described in [Cookies and information collected by automated means](#).

FROM THIRD PARTIES

- *Information about the marketing and advertisements you have seen or clicked on* from online advertising companies.
- *Information about your interests, contact information, demographic information, and marketing inferences* from social networks and other sources of publicly available data.
- *Information about you* from the Comcast Family of Companies as necessary to comply with our legal obligations and for general business management, such as to process payments for services offered by the Comcast Family of Companies, for regulatory compliance and for audits of our operations.
- *Information about you* from entities that provide identity verification, security and fraud prevention, and other similar services.

Some of this information may be collected by external parties on our behalf. For example, we use a payment processor when you engage in a transaction with us; Comcast does not itself collect or store payment card information.

3. Cookies and information collected by automated means

When you use or interact with our online Services, certain information about your use of our online Services is automatically collected via cookies and other tracking technologies. These cookies and tracking technologies may be operated by our partners or vendors who assist us in collecting information about usage of the online Services, serving ads, and security and fraud prevention.

Learn more about our use of cookies and other tracking technologies

When you use our online Services, certain information is automatically collected from you. This information includes:

- IP address, device identifiers, device type, and network equipment address when devices connect to our online Services.
- User activity information on our online Services, such as the date, time, and length of visits, specific pages or content accessed during the visits, search terms, frequency of the visits, and referring website address.
- Information about your visits to our online Services and information generated in the course of using our online Services, such as mouse movements, clicks, page visits, text entered, how long you spent on a page, and other details of your actions on our online Services.

To manage your cookie preferences, please visit Your Cookie Preferences at <https://corporate.comcast.com/notices/privacy> to access our cookie management tool. Please note that you will need to set preferences on each device you use to visit our online Services.

You can also use a browser that offers you the ability to use the Global Privacy Control to communicate your privacy preferences when you visit our online Services; please note this will not affect how we process your information when you interact with our Services. Because definitions and rules for “Do Not Track” have not yet been established, including whether such signals must be user-enabled, Comcast does not yet respond to “Do Not Track” signals.

You may be able to opt out of tracking by cookies or control how information collected by cookies is used via a number of additional means, as described in [The choices you have to control our use of personal information](#).

4. How and when we use information

We use the personal information we collect to provide our Services and communicate with you. We also use it to improve our Services, develop new products and services, send marketing offers, comply with our legal obligations, and monitor the performance of the online Services.

Learn more about our uses of your information and see examples

PROVIDE OUR SERVICES

- Provide you with the experience or services you request
- Create and maintain your account
- Facilitate participation in programs and events
- Evaluate applicants and administer grants

COMMUNICATE WITH YOU

- Respond to inquiries, requests, and questions
- Send you Services-related announcements, surveys, and important notices
- Personalize communications and your experience

UNDERSTAND YOUR USE OF AND MAKE IMPROVEMENTS TO THE SERVICES

- Improve and grow our business
- Understand our consumer base and use of our Services
- Identify and develop new products and services
- Conduct internal research and reporting, data analytics, and other business analyses

PROVIDE RECOMMENDATIONS AND DELIVER RELEVANT ADVERTISING

- Market the Services
- Design and administer marketing campaigns
- Tailor the content we display to you on the online Services

MANAGE, MAINTAIN, AND ADMINISTER THE SERVICES

- Diagnose or fix technology problems
- Monitor the performance of the online Services

COMPLY WITH LAW AND OTHER OBLIGATIONS

- Investigate, detect, and prevent illegal activities or unauthorized use of the Services
- Protect the health and safety of our employees and the general public
- Protect our rights, our personnel, and our property
- Comply with law enforcement or other legal requests
- Defend against legal claims or other demands
- Engage in risk management activities

We may use and share information in an aggregated or de-identified manner data at our discretion, including for research, analysis, modeling, marketing, and improvement of our Services.

5. When and with whom we share information

We use and share personal information with service providers to assist us in delivering our Services to you, such as hosting, technical integration, and fraud protection providers. We may also share personal

information when required by law or to respond to legal process, or in the event of a merger, acquisition, or sale of our business.

We may also share information with cookie partners, which you can opt out of. This occurs when you interact with our online Services that contain third-party cookies and other tracking technologies. To learn more about this, see [Cookies and information collected by automated means](#).

Learn more about when and with whom we share information

COMCAST FAMILY OF COMPANIES

- We may share personal information within the Comcast Family of Companies to provide the Services, to facilitate joint service offerings, and to facilitate consumer relations with the appropriate subsidiary and affiliated entities, and to otherwise carry out general business management activities.

SERVICE PROVIDERS

- To provide and support the Services, we share personal information with service providers. These service providers include IT services, payment processors, marketing and analytics, customer service, security providers, accounting, auditing, and tax providers, and other professional services. Service providers act on our behalf and are required, by contract with Comcast, to keep this information confidential and are only authorized to use it for our purposes – not their own.

ADVERTISING PARTNERS

- We share information with online advertising partners who may use cookies or other tracking technologies to deliver personalized advertising to you when you visit the online Services and to others who may be interested in the Services, including advertising based on the products or services you have viewed. These partners may use tracking technologies to collect or receive information from the online Services and elsewhere on the internet and use that information to provide measurement services and target ads. Partners may allow other companies to access information about you so that they may market other products you may be interested in.

ANALYTICS COMPANIES

- We work with analytics partners to help us measure and analyze how you use the online Services via cookies so we can measure and improve the performance of the online Services.

POTENTIAL CORPORATE TRANSACTIONS

- If we enter into any potential or actual reorganization, merger, acquisition, or sale of all or a portion of our assets, your information will be shared or transferred as part of the transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Privacy Policy.

GOVERNMENT OR OTHER ENTITIES

- We will share your information when required by law, to protect Comcast and others, in response to court orders, law enforcement or legal process, including for national security purposes, to establish, protect, or exercise our legal rights, as required to enforce our terms of use or other contracts, to defend against legal claims or demands, or to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.

6. How we protect your information

We follow industry-standard practices to secure the information we collect to prevent the unauthorized access, use, and disclosure of personal information we collect and maintain. These security practices include technical, administrative, and physical safeguards, which may vary, depending on the type and sensitivity of the information. Although we take the responsibility of safeguarding your personal information seriously, no security measures are 100% effective and we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your information.

If you use our Services outside of the United States, you understand that we may collect, process, and store your personal information in the United States and other countries.

7. The choices you have to control our use of personal information

You have choices about how we communicate with you and how we collect and share your information.

Learn more about your privacy choices

ACCOUNT INFORMATION

- If you have an online Services account, you may correct or update certain information in your account, such as your contact information, by logging in to your account.

COOKIE PREFERENCES

You have several options to either prevent our collection of information regarding your online activity, or prevent third parties from using such information from being used for interest-based advertisements:

- You can modify your browser setting to disable or reject cookies across the internet; but if you do so, some features of our online Services may not function properly or be available. If you are visiting the online Services from a mobile device, the operating system of the device may offer you options regarding how the device collects and uses your information for interest-based advertising. You can disable email cookies by rejecting the download of images in the email. Please visit <https://thenai.org/opt-out/mobile-opt-out/> for more information.
- You may be able to prevent third parties from using your information for interest-based advertisements across the internet by visiting <http://www.networkadvertising.org> or <http://www.aboutads.info>. Please note this does not opt you out of being served ads, nor will it prevent the receipt of interest-based advertising from other companies that do not participate in these programs.

- You may also opt-out of some of third-party cookies by visiting their opt-out pages. These are examples of our cookie providers, but the list is not exhaustive. In addition, we are not responsible for the effectiveness of any of these opt-out mechanisms:
 - We use Google Analytics to collect usage details. You can learn more about privacy and Google Analytics by visiting <https://support.google.com/analytics/answer/6004245>, and opt out of collection of your data by using the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.
 - We use Facebook Pixel to customize our advertising and to serve you ads based on your browsing behavior. You can learn more Facebook Pixel here <https://www.facebook.com/privacy/policy>. You can opt out of personalized advertising through Facebook’s Ad Settings here <https://www.facebook.com/settings>.

EMAIL MARKETING

- If at any time you no longer wish to receive marketing communications from us, you can click the unsubscribe link at the bottom of any email. If you have submitted personal information on Comcast’s investor information page at www.cmcsa.com/alerts.cfm to receive alerts and information, you may visit that page to update or edit your personal information.

8. Updates to this Privacy Policy

We may change this Privacy Policy over time as our business needs change. If we make material changes to this Privacy Policy that increase our rights to use personal information that we have previously collected about you, we will notify you through written, electronic, or other means so that you can make any necessary decisions about your ongoing use of our Services. The “Effective Date” at the top of this page indicates when this Privacy Policy was last revised.

9. How to contact us with questions

For questions about our privacy practices, please contact us by email at **ComcastCorporate__privacy@comcast.com**.

10. Additional notice: California residents

California Notice at Collection

California law provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of personal information, rights to access, delete, and correct certain personal information we collect about them, restrict us from “selling” or “sharing” certain personal information, and limit our use of sensitive personal information. California residents have the right not to receive discriminatory treatment for the exercise of these privacy rights.

You or your authorized agent may submit a request to exercise these rights by emailing **ComcastCorporate__privacy@comcast.com**. To opt out of the sale or sharing of personal information, please visit our Do Not Sell or Share My Personal Information page at <https://corporate.comcast.com/notices/privacy/#california>.

Learn more about your rights if you are a California resident and how to exercise them

Collection, use, and retention of personal information

The following chart describes our practices with regard to the collection, use, and retention of your information if you a California consumer, including a website visitor or business contact. The categories we use to describe the information are those listed in California law. Some of the categories include very different types of information within the same category and certain personal information may fall into multiple categories. How we use and how long we keep the information within each category will vary, and not all types of information within the same category will be used for all the purposes listed.

California law also requires us to provide information regarding the criteria we use to determine the length of time for which we retain personal information. We utilize the following criteria to determine the length of time for which we retain personal information:

- The business purposes for which the information is used, and the length of time for which the information is required to achieve those purposes;
- Whether we are required to retain the information type in order to comply with legal obligations or contractual commitments, to defend against potential legal claims, or as otherwise necessary to investigate theft or other activities potentially in violation of our policies and procedures applicable to you or against the law, to ensure a secure online environment, or to protect health and safety;
- The privacy impact of ongoing retention on you; and
- The manner in which information is maintained and flows through our systems, and how best to manage the lifecycle of information in light of the volume and complexity of the systems in our infrastructure.

Individual pieces of personal information may exist in different systems that are used for different business or legal purposes. A different maximum retention period may apply to each use case of the information. Certain individual pieces of information may also be stored in combination with other individual pieces of information, and the maximum retention period may be determined by the purpose for which that information set is used.

Category	Required Information
Personal Identifiers	<p><u>Examples of what we collect:</u> Name, email address, social media handle, unique identifiers (such as those assigned in cookies).</p> <p><u>Sources:</u> Directly from you; third parties.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How and when we use information.</p>
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	<p><u>Examples of what we collect:</u> Telephone number, signature, passport number.</p> <p><u>Sources:</u> Directly from you.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How and when we use information.</p>
Protected Classifications	<p><u>Examples of what we collect:</u> Race, gender, military or veteran status.</p> <p><u>Sources:</u> Directly from you.</p>

	<u>Purpose of collection and use:</u> All purposes listed in How and when we use information.
Commercial information	<u>Examples of what we collect:</u> Transaction information, services purchased or obtained. <u>Sources:</u> Directly from you; third parties. <u>Purpose of collection and use:</u> All purposes listed in How and when we use information.
Internet or other similar network activity	<u>Examples of what we collect:</u> Unique numerical identifier, cookie or tracking pixel information, device ID, browsing history, search history, IP address, interaction with a website, interaction with advertisement. <u>Sources:</u> Automatically from you; third parties. <u>Purpose of collection and use:</u> All purposes listed in How and when we use information.
Audio, electronic, visual, thermal, olfactory, or similar information	<u>Examples of what we collect:</u> Video taken by security cameras if you visit a Comcast property. <u>Sources:</u> Directly from you. <u>Purpose of collection and use:</u> All purposes listed in How and when we use information.
Sensitive information	<u>Examples of what we collect:</u> Password or credentials allowing access to an account. <u>Sources:</u> Directly from you. <u>Purpose of collection and use:</u> All purposes listed in How and when we use information.
Inferences drawn from other personal information	<u>Examples of what we collect:</u> Interests, preferences, consuming tendencies. <u>Sources:</u> Created about you based on information you provide; third parties. <u>Purpose of collection and use:</u> All purposes listed in How and when we use information.

We do not collect the following categories from our California consumers: biometric information, education information, geolocation data, or professional or employment related information.

Disclosures to third parties for a business purpose

All enumerated categories listed above may be disclosed for a business purpose to service providers and contractors, which are companies or individuals that we engage to conduct activities on our behalf.

Sharing and sale of personal information and right to opt out

California law requires us to provide you with information regarding the parties to whom we sell (disclosing personal information for monetary or other benefit) or share (disclosing personal information for purposes of cross-context behavioral advertising) your information. We sell or share your information as follows:

- *Identifiers:* Analytics partners and advertising partners.
- *Internet or other similar network activity:* Analytics partners and advertising partners.

We may disclose your information in other ways that are not considered sales under the law. Please see [When and with whom we share information](#) for more information about how we share your information.

As a California resident, you have the right to **opt out** of personalized advertising and opt out of the sale of your personal information to third parties. To opt out, please visit our Do Not Sell or Share My Personal Information page at <https://corporate.comcast.com/notices/privacy#california>. Please note that your right to opt out does not apply to our sharing of personal information with service providers.

Right to know, right to request correction, and right to request deletion of information

As a California resident, you have the right to request that we provide **access** to information we collect, use, and sell, as well as the right to request that we **delete** certain personal information we have collected from you. If we hold personal information that is inaccurate, you have the right to request that we **correct** this information. You or your authorized agent may submit a request to exercise by emailing **ComcastCorporate__privacy@comcast.com**.

For your security and to ensure unauthorized third parties do not access your personal information, we will require you to verify your identity before we can act on your request. We do this by asking you to provide personal identifiers we can match against information we may have collected from you previously and confirm your request using the email account stated in the request.

There may be information we will not return in response to your access request, such as information that would affect the privacy of others or interfere with legal requirements. Similarly, there may be reasons why we cannot comply with your deletion request, such as the need to keep your personal information to provide you service or to fulfill a legal obligation.

Right to restrict use of sensitive personal information

As a California resident, you have the right to request that we **restrict our use of your sensitive personal information**. Since we only process your sensitive personal information for purposes allowed by law, we do not offer an option to limit further processing.