

Privacy Policy

This Privacy Policy clarifies our working methods and your choices regarding collecting, using, and disclosing certain information, including your personal data concerning the SWEET.TV service.

Means of communication

If general issues related to your account or how to contact customer service occur, e-mail us info@sweet.tv. If any questions about the Privacy Policy or how we use your personal information, cookies and similar technologies arise, please contact our Chief Data Protection Officer or the Privacy Department privacy@sweet.tv.

The controller of the processing of your personal data is VAN Group s.r.o. Please note that if you contact us for assistance, we may need to identify you before making a query in order to keep you and us safe.

Information Collection

We get and store the following information concerning you:

- Information you provide us with. We collect the information you provide to us, including:
 - name, e-mail, residential address and zip code, payment method(s) and telephone number. We collect this information in several ways, including when you enter it on our service, contact us in the customer service or participate in surveys and promotions;
 - information provided by you when making ratings, specifying preferences, account parameters (including parameters on the site in the “Account” section) or when providing us with any other information through our service or anywhere else.

- Information we collect automatically. We collect information concerning you and how you use our service, about your interactions with us and our advertising, information about your network, network devices, computer, and other SWEET.TV-enabled devices you may use to access our service (e.g., game systems, Smart TV, mobile devices, set-top boxes, and other streaming devices). This information includes:
 - user actions history on the SWEET.TV service, e.g., selection of videos, watched movies and TV series, search queries;
 - your interaction with our e-mails, messages, push notifications, and online messages;
 - details of your interaction with our customer service, including date, time, and reason for contact, recording of conversations in the chat, and if you contact us by phone, your phone number and recording of the conversation;

- device identification numbers or other unique identifiers, including those associated with your network devices and devices supporting SWEET.TV and connected to your Wi-Fi network;
 - resettable device identifiers (also known as advertisement identifiers) on mobile devices, tablets, and streaming devices that have such Identifiers (See “Cookies and Internet Advertising” for details);
 - device and software features (e.g., type and configuration), connection information, including type (Wi-Fi, mobile internet), pageview statistics, login source (e.g., URL you came from), IP address (which can provide us with general information about your location), browser and standard server web log information;
 - information collected using cookies, web beacons and other technologies, including advertising information (e.g., information about the availability and display of advertising, URL, and date and time). (See “Cookies and Internet Advertising” for details);
- Information from partners. We collect information from other companies you have a contractual business relationship with (“Partners”). Depending on the services you use, the Partners may include your TV and Internet provider and other providers of streaming devices that make our service available on your device; mobile operators or other companies that provide you with services, receive payment for the SWEET.TV service and transfer it to us or offer special prepaid offers for the SWEET.TV service; and voice assistant platform providers that interact with our service through voice commands. Information provided to us by the Partners varies depending on the nature of the Partner's services and may include:
 - search queries and commands related to SWEET.TV that you make on Partner devices or through voice assistant platforms;
 - information for activating the service, e.g., your e-mail address or other contact information;
 - IP addresses, device identification numbers or other unique identifiers, service-specific prepaid special offers, payment information and user interface that supports authentication user registration, registration on the SWEET.TV service, processing of the Partner's payments and providing you with SWEET.TV content through the elements of the Partner's user interface.

- Information from other sources. We also get information from other sources. We protect this information under the measures described in this Privacy Policy and under possible additional restrictions imposed by the source of information. These sources change over time but may include:
 - service providers that help us to determine your location based on your IP address to personalise our service, and for other purposes provided for in this Privacy Policy;
 - security service providers that provide us with information to secure our systems, prevent fraud and help us secure SWEET.TV accounts;
 - payment service providers that provide us with information about payments and balances or about updating this information based on their business relationship with you;
 - providers of online and offline data from which we receive aggregated demographic data, and data related to personalised and online advertising;
 - Public sources, e.g., public social media posts and information available in public databases linking IP addresses to internet providers.

Information Use

We use the information to provide, analyse, keep, improve, and personalise our services and advertising activities, manage affiliate programs, process your registration, your orders, and payments, and interact with you on these and other matters. For example, we use this information to:

- determine your general location, provide localised content, provide you with personalised recommendations for movies and series that we think you may be interested in, identify your internet provider to support network diagnostics (we also use aggregated information of internet providers in operating and commercial purposes), and quickly and efficiently answer your questions and queries;

based on your specific business relationship with the Partner, coordinate our business activities with Partners to ensure that the SWEET.TV service is available to users and provide information about the SWEET.TV service to people that do not yet use it;

- protect our systems, prevent fraud, and secure SWEET.TV accounts;
- prevent, find, and investigate potentially prohibited and illegal activities, including fraud, and enforce our rules (e.g., determine if you are eligible for SWEET.TV special offers when subscribing and, which ones, and whether a specific device can access a specific under our Terms of Use);

- analyse and understand our audience, improve our service (including experience with the user interface and the service) and optimise the selection of content, algorithms for recommendations and access to content;
- work with you on our service to share SWEET.TV news, details about new features and available content on SWEET.TV, special offers, promotions, user surveys, and work on your technical issues, e.g., password changes. This interaction can occur in various ways, e.g., e-mails, push notifications, text messages, online messages, and messages based on the same ID (see below). To learn how to set or change communication preferences, see the "Your Selection" section of this Privacy Policy.

Information Disclosure

We disclose your information to third parties for the purposes described below:

- **SWEET.TV Group of Companies.** We share your personal information within the SWEET.TV group of companies if necessary in order to provide you with access to our services; provide user support; make decisions to improve services; content production; other purposes described in the "Information Use" section of this Privacy Policy.
- **Service providers.** We cooperate with other companies, professionals, and contractors ("Service Providers") that provide services on our behalf or help us provide services to you. For example, we engage Service Providers that provide marketing, advertising, information, and infrastructure services, information technology and security services in order to personalise and optimise our service, provide bank account and balance sheet information, conduct credit card or other payment transactions methods, provide customer service, analyse, and improve data (including data on user interaction with our service), process and conduct consumer surveys. When providing such services, these Service Providers may have access to your personal and other data. We do not allow them to use or disclose your personal information unless it is related to the services they provide (which includes maintaining and improving their services).
- **Partners.** As described above, you may have a business relationship with one or more of our Partners. In this case, we may share certain information with them to coordinate the provision of the SWEET.TV service to users and to inform users about the availability of the SWEET.TV service. For example, depending on what Partner services you use, we may share information:
 - in order to ensure the validity of special prepaid offers of the Partner or to receive a fee for the SWEET.TV service for subsequent transmission to us;
 - with Partners managing voice assistant platforms that allow you to interact with our service through voice commands;

- in order to offer you content and functions available on the SWEET.TV service through the user interface of the Partner. For users, such offers are part of the SWEET.TV service and may include personalised recommendations for viewing.
- Advertising offers. We may invite you to participate in joint promotions and programs, which will require us to share your data with third parties. To implement such promotional offers, we may share your name and other information to provide you with a reward. Please note that these third parties are solely responsible for their privacy practices.
- Protection of SWEET.TV and other parties. SWEET.TV and its Service Providers may disclose and otherwise use your personal and other information if they or we reasonably believe that such disclosure is necessary to (a) comply with any applicable laws, regulations, court decisions or queries, (b) ensure compliance with the applicable Terms of Use, including the investigation of their potential violations, (c) detect, prevent or otherwise respond to illegal or suspected illegal activities (including payment fraud), technical and security issues, or (d) provide protection against damage to the rights, property or security of SWEET.TV, its users or society under the requirements of the law.
- Business transfer. In case of any reorganisation, change of structure, merger and sale or other transfer of property occur, we will transfer information, including your personal data, provided that the assignee agrees to treat your personal data under our Privacy Policy. If, in the process of exchanging information, we transfer personal data to other countries, we will ensure that the information is transferred under this Privacy Policy and applicable data protection legislation.

You can also decide to disclose your data in the following ways:

- some elements of our service allow you to share information in e-mails, text messages, social networks, and other applications for data exchange, using clients and applications on your device;
- social network plug-ins and similar technologies allow you to share information.

Social network plug-ins and applications are controlled by the social networks themselves and are governed by their usage rules and privacy policies.

Access to Account and Profiles

- “Keep Me Signed in” function. To make it easier to access your account, you can use the “Keep Me Signed in on This Device” feature when you visit the website. This feature uses technology that allows us to provide direct access to the account and

helps to manage the SWEET.TV service without requiring re-entering a password or other user ID when you re-visit the service through your browser.

- Give other people access to your account. If you share or otherwise give others access to your account, they will be able to see the movies and series you have watched, your ratings and account details (including your e-mail address and other information in the “Account” section of our website). Note that this fact must also be borne in mind when you use the profile function. You can use the opportunity of “seamless” access to the account through the mobile application SWEET.TV, which allows you to access the application SWEET.TV on Smart TV, set-top boxes and other streaming devices connected to the same Wi-Fi network as you. If you use this feature, these devices will have access to your account until you sign out of it on these devices.
- Profiles. With the help of profiles, users can have unique and personalised content on SWEET.TV built based on movies and TV series that users are interested in and separate viewing history. Please note that profiles are available to anyone that uses your SWEET.TV account, so anyone with access to your SWEET.TV account can access, use, edit and delete profiles. You should explain this to those that have access to your account, and if you do not want them to use or change your profile, check their knowledge regarding this matter. Profile users may be asked to add an e-mail address, phone number, or other information to their profile. They will be notified that such information will be collected and used at the time the information is requested (the Profile Data Privacy Notice applies).
- Terminate device access to your SWEET.TV account. To terminate access to your SWEET.TV account from your devices, (a) go to the “Account” section of our website, select “Log Out of All Devices”, and follow the instructions to deactivate your devices (note that deactivation may take some time); or (b) reset your SWEET.TV settings on your device (the procedure depends on the device; the function may not be available on some devices). Whenever possible, users of public or shared devices should sign out after each visit. If you sell or transfer a computer or device that is compatible with the SWEET.TV service, you must first log out of your account and deactivate the device. If you do not secure your password or device or log out of your account and do not deactivate your device, subsequent users may have access to your account, including access to your personal data.

Your Selection

Electronic and text messages. If you no longer want to receive certain e-mails or text messages from us, select “Communication Settings” in the “Account” section of our website

and uncheck the box next to the newsletters you want to opt-out of. Alternatively, you can click “Subscribe” in the e-mail or reply STOP (unless otherwise instructed) to a text message. Please note that you cannot opt out of messages related to our service, e.g., account transactions.

Push notifications. You can choose whether you want to receive mobile push notifications from SWEET.TV. On devices with some operating systems, notifications are selected automatically. If you later decide that you do no longer want to receive these notifications, you can disable them in the mobile device settings. We also offer push notifications in certain browsers. If you first agree to receive these notifications and then change your mind, you can disable them in your browser settings.

WhatsApp. If you activated WhatsApp messages with your SWEET.TV account or profile and no longer want to receive them, you can block them in your WhatsApp application.

Personalised advertising. Personalised advertising is online advertising that considers your possible interests based on how you use various applications and websites on the Internet. If you use a browser, cookies and web beacons can be used to collect data to help determine your potential interests. If you use a mobile device, tablet, or another streaming device that has a resettable device ID installed, this ID can be used to determine your likely interests. To find out about the available options for your choice of personalised advertising from SWEET.TV, refer to the section “Cookies and Online Advertising” below.

Messages based on a matching ID. Some third-party websites and applications allow us to advertise our videos and services online to our users by sending a privacy identifier to a third party. A privacy identifier means that we convert the source data (e.g., an e-mail address or phone number) to a value to keep the source data confidential. The third-party compares the privacy identifier with the identifiers in its database. They will only match if you used the same identifier (e.g., an e-mail address) for SWEET.TV and for a third party. If they match, SWEET.TV can choose whether to send you this advertising message through a website or third-party application, as well as optimise and more accurately measure the effectiveness of online advertising. You can opt-out of this in the “Advertising Messages” section of the “Account” section of our website.

Information and Rights

You may request access to your personal data, correct or update outdated or incorrect personal data stored by us. You can also request the removal of the personal data that we store.

In the “Account” section of our website, you can access and update a wide range of information about your account, including your contact information, payment information

for SWEET.TV, and other information related to your account (e.g., viewed content, which you gave grades). You must be logged in to access the “Account” section.

If you are an account holder, you can download a copy of your personal information by going to www.sweet.tv/cabinet (you must log in to access the “Account” section) and following the instructions.

If you have other questions about our privacy practices, please contact our Chief Data Protection Officer or Privacy Department privacy@sweet.tv. We respond to all inquiries from users that want to exercise their data protection rights under applicable data protection laws. To learn about additional decisions that you may make regarding your information, please refer to the “Your Selection” section of this Privacy Policy.

We may reject a query if it is unreasonable or not a legitimate requirement, including if it is grossly impractical, requires excessive technical action, or may expose us to operational risks, e.g., fraud using a free trial. We may store the data under the law, considering your selection, for the purpose of invoicing, reporting and performing the tasks described in this Privacy Policy. We take reasonable steps to safely destroy or identify personal data when it is no longer required.

Security

We take reasonable administrative, logical, physical, and managerial measures to protect your personal data from loss, theft, and unauthorised access, use and alteration. These measures are designed to provide a level of security that meets the risks of processing your personal data.

Other Websites, Platforms, and Applications

The SWEET.TV service may be available on third-party platforms and/or use functions (e.g., voice control) of third-party platforms or contain links to sites operated by third parties; these data handling regulations may differ from ours. For example, you can access the SWEET.TV service through the platforms of gaming systems, Smart TV, mobile devices, set-top boxes, and other streaming devices. These websites and platforms have separate and independent privacy and data policies, privacy policies, warnings, and usage policies, which we encourage you to read carefully. Also, you may encounter third-party applications that interact with the SWEET.TV service.

Children

A person that is at least 18 years old can subscribe to SWEET.TV. Minors may use the service only with the participation, consent, and under the supervision of a parent or legal representative.

Changes to this Privacy Policy

We will update this Privacy Policy from time to time in response to changes in legal, regulatory, and operational requirements. We will notify you of such changes (and when they take effect) under the law. Your use of the SWEET.TV service after these changes take effect will be considered as what you know about them, and you agree with them (if applicable). If you do not want to recognise or accept changes to this Privacy Policy, you may discontinue using the SWEET.TV service. To see when this Privacy Policy was last updated, see the “Last Update” section below.

Cookies and Online Advertising

Our Service Providers and we use cookies and other technologies (e.g., web beacons) and reset device identifiers for several reasons. We want you to be aware of the use of these technologies, so this section explains the types of technologies we use, how they work, and what choices you have regarding their use.

Cookies and Other Technologies, Web Beacons and Reset Device Identifiers

Cookies are small data files that are usually stored on your device when you browse and use websites and online services. We also use other technologies, e.g., browser storage and plug-ins (e.g., HTML5, IndexedDB, and WebSQL). Like cookies, these technologies can store small amounts of data on your device. Web beacons (also known as invisible GIFs or pixel tags) often work with cookies. In many cases, opting out of cookies will reduce the effectiveness of the web beacons associated with those cookies.

If you use the SWEET.TV application on a mobile device, tablet, or another streaming device, we may receive reset identifiers of this device. Resettable device identifiers (also known as advertisement identifiers) are similar to cookies and are found on many mobile devices and tablets (e.g., the IDFA ID on Apple iOS devices and the Google Advertising ID on Android devices) and certain devices with streaming media. Like cookies, reset device identifiers are used to show more relevant ads, as well as for analytics and optimisation.

Why does SWEET.TV use these technologies?

We use these technologies for several reasons, including to facilitate access to our services by storing your information; to provide, analyse, understand, and improve the use of our services; to enforce our rules and prevent fraud; to improve the website, track the flow of visitors and activity on the site; to place and personalise our advertising, analyse the interaction with our e-mails, marketing campaigns and advertising on third party sites.

To better understand how we use cookies and reset device identifiers, please read the information below.

- Required cookies. These cookies are necessary for the operation of our website or online services. For example, our Service Providers and we may use these cookies to authenticate and identify visitors when they use our websites and applications to provide services to them. They also help us ensure compliance with the Terms of Use, prevent fraud, and ensure the security of our services.
- Cookies for efficiency and functionality. These cookies help us to improve and personalise your experience of using SWEET.TV on the Internet. For example, they allow us to remember your settings and eliminate the need to re-enter previously provided information (e.g., during user registration). We also use these cookies to collect information (in particular, popular pages, conversion rates, browsing habits, link navigation and other information) about the use of the SWEET.TV service by our visitors. By so doing, we get the opportunity to improve and personalise our website and service and conduct market research. Removal of these types of cookies may limit the functionality of our service.
- Advertising cookies and reset device identifiers. These cookies and reset device identifiers use information about your interactions with this and other websites and applications, your response to advertisements and e-mails to show you more relevant advertising, as well as for analysis and optimisation purposes. These types of advertising are “Personalized Advertising”. The advertising cookies associated with our service belong to our Service Providers.

In connection with the use of these technologies, some of the websites and applications on which we advertise, as well as advertising technology companies with which we work to purchase, place, optimise and/or measure the effectiveness of our advertising (together “Advertising Partners”) may receive limited information from us for the purpose of targeting, measuring the effectiveness and optimisation of advertising (e.g., the steps taken when registering and visiting the site or opening/downloading the application).

Examples of the use of such information are evaluating the effectiveness and optimisation of advertising campaigns by allowing Advertising Partners to track when and that saw the advertisement and subsequently registered with our service. Another example is that we do not offer to subscribe to those that are already users of SWEET.TV.

SWEET.TV takes contractual and technical measures designed specifically to restrict the access of Advertising Partners to your selection of videos, URLs to which you go, and the content that you watch on our service. We do not share information about your selection of videos or content that you watch on our service.

How can I make a choice regarding these technologies?

Selection of cookies

For more information on the cookies used on our websites and about other types of online tracking (including the collection of information about your online activity for a certain

period by third-party sites or online services for online behavioural advertising), click here. Currently, our service does not support the browser function “Do Not Track”.

Opportunity to select reset device identifiers

To opt-out of personalised advertising from SWEET.TV-related to reset Identifiers on mobile devices, tablets, or streaming devices, configure the appropriate settings on your device (usually located in the “Privacy” or “Advertising” sections in your device's settings). You will still see the SWEET.TV advertisement on your device, but it will not consider your possible interests.

Opportunity of making a choice thanks to using of self-regulating programs

SWEET.TV supports the following self-regulating programs, which provide additional decisions regarding privacy and personalised advertising:

- In Europe: European Interactive Digital Advertising Alliance (EDAA)

Opportunity of choice concerning other technologies

There are several options for selecting technologies similar to cookies, e.g., browser storage and plug-ins (e.g., HTML5, IndexedDB and WebSQL). For example, many well-known browsers allow you to clear your browser storage, usually in the “Settings” or “Options” sections. You can find out more about this in your browser's help or support. Other technologies, e.g., Silverlight storage can be cleaned inside the application.

Last updated: May 1, 2021

Corporate information of SWEET.TV

SWEET.TV provides services to users from many different countries. The legal entity that provides you with access to the SWEET.TV service and acts as the operator of your data depend on the country in which the subscription is issued and will be specified in the e-mail confirming the subscription or payment.

In the EU:

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