

Viewing Information Agreement

Along with the Privacy Policy, this Viewing Information Agreement (“Agreement”) describes the Viewing Information and Device Information that LG Electronics Inc. (“LGE” or “we” or “our”) and its service partner, Alphonso Inc. (“Alphonso”), collect from your Smart Media Product and how LGE uses such information. Depending on the country where you are based and the model of Smart Media Product that you own, some of these services may not be available.

What is Viewing Information?

Viewing Information is information about your interactions with program content, including live TV content, cable, satellite or set-top box content, streaming content, movies, video on demand, and music of such content. Viewing Information may include the name of the channel or program watched, requests to view content, details of actions taken while viewing (e.g., play, stop, pause, click, etc.), the duration that content was watched, and input method (e.g., RF, Component or HDMI, Network). The Viewing Information collected and used is limited, to the extent practicable, to non-sensitive information (avoiding sensitive information such as medical or health information).

What is Device Information?

Device Information is information about your Smart Media Product and any external devices that you might connect to it, such as your set-top box, remote control, and DVD or Blu-ray player. Examples of Device Information include but are not limited to the following: information to authenticate your Smart Media Product with LGE’s servers, the country code and zip code or postcode of the region where your Smart Media Product is being set up, your IP address, device type (e.g., set-top box, DVD player, etc.), device ID, input method (e.g., RF, Component, HDMI, Network), MAC address (or in some circumstances, a truncated MAC address), model, software version, chipset, language, and screen resolution.

What is Automatic Content Recognition?

Viewing information may be collected using Automatic Content Recognition (“ACR”) software to identify the content you watch or listen to on your device, regardless of the source of the information (e.g., from any set-top-boxes, gaming consoles, media players, over the air broadcast, or other audiovisual sources connected to your device). The ACR software identifies content by continuously analyzing audio signals it receives directly from the soundboard integrated with your television’s speakers; it does not receive any information directly from the microphone on your television or your remote(s). You can disable ACR software by turning off Live Plus in the Settings menu of your Smart Media Product. ACR software is only applied if your Smart Media Product provides Live Plus.

What is Live Plus?

The Live Plus feature on your Smart Media Product uses ACR technology to recognize the content on the screen and to enable interactive services based on that content, including interactive overlays, polls, reminders, and ad overlays. Depending on your location and Smart Media Product model, Live Plus and additional Live Plus enabled services may not be available

to you.

When the Live Plus feature on your Smart Media Product is enabled, you are able to use our overlay service that present dynamic tailored shoppable content to you based on your Viewing Information. Currently, LG supports shoppable platform service such as ShopTime. ShopTime allows you to interact with such shoppable content to find out more information about a product, get help with purchase, or receive text messages with links to purchase the product.

What is the purpose of this Viewing Information Agreement?

By consenting to this Agreement, you allow LGE and Alphonso to access and use your Viewing Information. LGE requires access to your Viewing Information in order to provide you with certain Smart Media Product services, such as content recommendations and Live Plus.

However, regardless of your consent to this Agreement, anytime you request to view content through a video on-demand service provided by LGE, we will collect some Viewing Information regardless of whether you consent to this Agreement. The Viewing Information we collect in this scenario is necessary to provide this service, and will be used only to enable video playback and provide the content you requested. In this scenario, your Viewing Information will not be used in any other way, unless you have already agreed to this Agreement.

How do we share Viewing Information?

Your consent to this Agreement allows our service partner Alphonso as well as our other service providers to access your Viewing Information and Device Information to power our ACR and Live Plus services described above.

To understand how we may otherwise share Viewing Information with outside entities, and to manage your options for sharing information with outside entities, please review the (i) Privacy Policy; (ii) LG Channels User Agreement (if applicable), (iii) Who.Where.What? User Agreement (if applicable), and (iv) Interest-Based & Cross-Device Advertising Agreement. Please note that the use of some services or features, such as Live Plus ACR services, may require you to share certain information with outside entities. Depending on the country where you are based and your model of Smart Media Product, some of these services may not be available. All of these agreements may be found in the Settings menu of your Smart Media Product.

Terms of Agreement

1. I understand that I must also consent to LGE's Privacy Policy and Terms of Use, which can be found in my Settings menu, as a prerequisite to accepting this Agreement.
2. I agree that my Smart Media Product will send certain personal information, including Viewing Information that is provided through and/or created from my use of Live Plus services, to LGE and/or Alphonso.
3. I understand that components of the ACR software are maintained by Alphonso and that any use of Alphonso's ACR software is governed by Alphonso's Terms of Service (<http://alphonso.tv/terms>).

4. I agree that LGE may collect and use my Viewing Information in the manner set out in the Privacy Policy and in this Agreement. For example, I understand and agree that LGE may use Viewing Information for the following purposes: (i) to provide Smart Media Product services; (ii) to perform analytics (e.g., popularity of certain content); (iii) to recommend certain content, apps or services that may be of interest to me; (iv) to serve advertisements; (v) to create aggregate reports and analysis about Smart Media Product viewing, audience trends, and ad effectiveness; (vi) to analyze and improve Smart Media Product Services; (vii) to improve Smart Media Products and my experience as a viewer; and (viii) as otherwise described in the Privacy Policy.

5. I understand that certain Live Plus features allow me to input my mobile number so that I can receive links on my mobile phone to desired content and that my mobile number may be stored for future use. I understand and agree that by providing my mobile number, I certify that I am over 18 years of age, I understand that my carrier's data rates may apply to the receipt of text messages, I am either the account holder or have the account holder's permission to receive the requested text messages, I would like to receive text messages, and that I can opt out of text messages anytime by replying STOP. I also understand that I am providing this information directly to LGE's service partners who provide these services.

6. I agree that LGE may share my Viewing Information with Alphonso. Alphonso's processing and use of this information is governed by the Alphonso Privacy Policy (<https://alphonso.tv/privacy/smart-tvs/smart-tv-privacy/>).

7. I agree that Alphonso may collect, use, and share Viewing Information and Device Information in the manner set out in this Agreement. I further understand that Alphonso's may otherwise use such information for other purposes, such as analytics and selling advertisements, and that such uses are governed by Alphonso's Privacy Policy (<https://alphonso.tv/privacy/smart-tvs/smart-tv-privacy/>).

8. I agree that Alphonso may share my Viewing Information with LGE. LGE's processing of this information is governed by the LGE Privacy Policy and Viewing Information Agreement.

9. I further understand that my Viewing Information may be passed by Alphonso to other third parties. I understand that Alphonso and the entities with whom they share information may enrich, aggregate, and commercialize the information they receive through my LG devices.

10. I understand that I can opt out of LGE's and Alphonso's collection and use of my Viewing Information at any time by withdrawing my consent to this Agreement on the Settings menu. Withdrawing consent to this Agreement may result in my lack of access to certain LGE Smart Media Product Services.

11. I understand that I can opt out of the sale of my personal information with third parties, as described in the above paragraph, by submitting such request at <https://www.lg.com/us/caprivacy>. I understand that I can find more information regarding Do Not Sell in LGE's Privacy Policy, which can also be found in my Settings menu. I further understand that even if I opt out by submitting Do Not Sell request, Live Plus ACR services will still be active unless I also turn off the Live Plus toggle found in my Settings menu.

12. I understand and agree that Viewing Information may, for the purposes set out above, be transferred to and processed in other countries (including Korea), some of which may not offer the same level of data protection. The reasons for such international transfers are set out in the Privacy Policy, which is accessible in the Settings menu.

13. I understand that this Smart Media Product is a household device. If this Smart Media Product will be used by more than one person, I represent that, in addition to agreeing to this Agreement, that I have obtained consent from all other members of my household whose information may be collected through this Smart Media Product and am providing consent on their behalf.

Last updated: January 2024

Voice Information Agreement

Along with Privacy Policy, this Voice Information Agreement (“Agreement”) describes how LG Electronics Inc. (“LGE” or “we” or “our”) and our service partner, Nuance Communications, Inc. (“Nuance Communications”), collect and use Voice Information from your Smart Media Product.

What is Voice Information?

Voice Information refers to voice commands and associated data (such as information about the input device that records your voice) used to recognize and act upon the command (e.g., Magic Remote or built-in microphone), OS information, Smart Media Product model information, content provider, channel information and service results.

What is the purpose of this Voice Information Agreement?

Your consent to this Agreement allows LGE and its service partner, Nuance Communications (e.g., Nuance Communications converts voice commands into text), to access, use, and analyze your Voice Information so that you are able to access and control specific functions of your Smart Media Product using your voice commands. Depending on the country where you are based and the model of Smart Media Product that you own, voice command function may be partially or entirely not available.

You may choose to opt into voice functionalities provided by outside third-party entities through your Smart Media Product, without consenting to this Agreement and, in doing so, you may be required to enter into and agree to terms directly with those outside entities covering their use of your voice information.

Terms of Agreement

1. I understand and agree that LGE will collect Voice Information when I activate the voice command function. If voice function is activated while your Smart Media Product is on, it will notify you on the screen. If voice function is activated while your Smart Media Product is off, it

will notify you by blinking the light on Smart Media Product. If your Smart Media Product provides hands free voice recognition feature, such feature might misinterpret a word or sound as the wake signal. When this happens, your Smart Media Product may not notify you of such collection, but will promptly delete the voice information from the server.

2. I understand and agree that by consenting to this Agreement, LGE, with assistance from its service partner Nuance Communications, will use Voice Information that has been collected in accordance with this Agreement for the following purposes: (i) to respond to my commands or to return my search results (e.g. where I have asked for a recommendation for an action movie); and (ii) to generate reports and analyses about voice function usage in order to improve and develop new Smart Media Product functions.

3. I understand that to activate any voice functionality, I must also consent to LGE's Privacy Policy and Terms of Use, which can be found in my Settings menu. I further understand that to activate certain voice functionalities, I must also consent to the Viewing Information: Agreement for LGE's Use.

4. I understand and agree that, where my voice command relates to an app owned and operated by a third party ("Third Party Apps") on my Smart Media Product, LGE will necessarily need to share my Voice Information with the relevant App provider to the extent necessary to provide me with voice recognition functions. If I wish to utilize the voice recognition functionality of any App or service, I understand that I must separately agree to the terms of that third-party App service. I further understand that this Agreement only covers how my Voice Information will be used by LGE and its service partner, Nuance Communications.

5. I understand and agree that Voice Information may, for the purposes set out above, be transferred to and processed in other countries (including Korea), some of which may not offer the same level of data protection. The reasons for such international transfers are set out in the Privacy Policy, which is accessible in the Settings menu of my Smart Media Product.

6. I understand that I can opt out of LGE's collection and use of my Voice Information at any time by withdrawing my consent to this Agreement on the Settings menu. I understand that if I opt out of this Agreement, I will not be able to access any voice command functions.

7. I understand that LGE will retain the collected Voice Information for 6 months to fulfil the purposes for which we collected it, and after this period, it will be deleted or anonymized, depending on the case.

8. I understand that this Smart Media Product is a household device. If this Smart Media Product will be used by more than one person, I represent that, in addition to agreeing to this Agreement, that I have obtained consent from all other members of my household whose information may be collected through this Smart Media Product and am providing consent on their behalf.

Last updated: March 2024

Interest-Based & Cross-Device Advertising Agreement

This Interest-Based & Cross-Device Advertising Agreement (“Agreement”) describes the ways in which LG Electronics, Inc. (“LGE” or “we” or “our”), through our service partner, Alphonso Inc. (“Alphonso”), allows you to receive Interest-Based and Cross-Device advertisements and describes your choices with respect to such advertisements. Along with our Privacy Policy (which covers our use of your personal information and cookies generally), this Agreement describes Interest-Based and Cross-Device Advertisement content and/or services that you may choose to receive as set out below.

What are Interest-Based and Cross-Device Advertisements?

Interest-Based Advertisements are advertisements that are tailored to your interests based on information we have about you from your Smart Media Product, including Viewing Information, keywords you may have searched for, or other information you may have shared with us through your Smart Media Product (e.g., LG Account information, preferences, etc.). This information is used to display advertisements across devices - on your Smart Media Product or on other digital devices that share the same IP address as your Smart Media Product, such as your laptop, mobile phone or tablet (“Other Devices”) - in what is known as “Cross-Device Advertising.”

What is Viewing Information?

Viewing Information is information about your interactions with program content, including live TV content, cable, satellite or set-top box content, streaming content, movies, and video on demand. Viewing Information may include the name of the channel or program watched, requests to view content, details of actions taken while viewing (e.g., play, stop, pause, click, etc.), the duration that content was watched, and input method (e.g., RF, Component or HDMI, Network).

What is Device Information?

This is information about your Smart Media Product and any external devices that you might connect to it, such as your set-top box, remote control, and DVD or Blu-ray player. Examples of Device Information include but are not limited to the following: information to authenticate your Smart Media Product with LGE’s servers, the country code and zip code or postcode of the region where your Smart Media Product is being set up, your IP Address, device type (e.g., set-top box, DVD player, etc.), device ID, input method (e.g., RF, Component, HDMI, Network), MAC address (or in some circumstances, a truncated MAC address), model, software version, chipset, language, and screen resolution.

What is the purpose of this Interest-Based & Cross-Device Advertising Agreement?

Your consent to this Agreement allows LGE to use or share with third parties, such as Alphonso, information collected from your Smart Media Product to provide Interest-Based Advertisement and Cross-Device Advertising on your Smart Media Product or your Other Devices.

This Agreement does not affect advertisements that are contextual or not driven by individual device or user data, and as such, you still may be shown advertisements through your Smart Media Product that are not interest-based and that rely on cookies and/or beacons, including interactive displays or overlays provided through our various services, where you have turned

the service on. Depending on where you live and what model of Smart Media Product you own, Interest-Based Advertisement and Cross-Device Advertising may not be available to you.

Terms of Agreement

1. I agree that LGE, as well as its third parties and partners, may display Interest-Based Advertisement on this Smart Media Product and my Other Devices.
2. I understand and agree that in order to provide Interest-Based and Cross-Device Advertising, LGE shares certain information, including Viewing Information and Device Information, with various third-party advertising partners (“Third Parties”), including Alphonso. I further understand that Third Parties’ use of this information is governed by their respective privacy policies. Alphonso’s privacy policy can be reviewed at <https://alphonso.tv/privacy/smart-tvs/>.
3. I understand and agree that Interest-Based and Cross-Device Advertisement may be based upon my Viewing Information, Device Information, Basic Usage Information, and other information I may have shared with LGE collected from my Smart Media Product as well as information that third parties collect about my interactions with websites, applications, and advertisements.
4. I understand and agree that my information, including my Viewing Information, Device Information, Basic Usage Information, and other information I may have shared with LGE through my Smart Media Product, may be used to display Interest-Based Advertising on my Smart Media Product and Other Devices, and on different platforms including websites and social media.
5. I understand and agree that the provision of Interest-Based and Cross-Device Advertisement may involve sharing my information with third parties, who may share with LGE information relating to the advertisements that have been displayed on my Smart Media Product or my Other Devices including, for example, the dates and times of advertisements displayed, details of the displayed advertisements shown, and my interactions with the advertisements.
6. I understand that I can revoke my consent to LGE's sale of the information described above to third parties to facilitate Interest-Based & Cross-Device Advertisement at any time by taking any of the following actions: (i) turning on the Do Not Sell My Personal Information (“Do Not Sell”) toggle (if Applicable) or directing LGE, at <https://www.lg.com/us/caprivacy> or 833-660-0245, to stop selling or otherwise sharing your personal information with third parties or (ii) turning on the “Limit Ad Tracking” option on the “Advertisement” page of the Settings menu on my Smart Media Product. I understand that I will be asked to reaffirm my consent at least every two years and that I may still continue to receive Interest-Based & Cross-Device Advertisement directly from LGE unless I revoke my consent to this Agreement.
7. I further understand that I can reset the information collected about my interests by clicking the “Reset AD ID” button on the “Advertisement” page of Settings menu on my Smart Media Product.
8. I understand that this Smart Media Product is a household device. If this Smart Media Product will be used by more than one person, I represent that, in addition to agreeing to this Agreement,

that I have obtained consent from all other members of my household whose information may be collected through this Smart Media Product and am providing consent on their behalf.

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Who.Where.What? User Agreement

Along with the Privacy Policy, this Who.Where.What? User Agreement (“Agreement”) describes how LG Electronics Inc. (“LGE” or “we” or “our”), through our partner, The Painted Dog, Inc. (aka TheTake) (“TheTake”), provides the Who.Where.What? content discovery services accessed on your Smart Media Product. This Agreement describes the way in which certain personal information, including Viewing Information, Basic Usage Information, and Device Information, is used to power Who.Where.What? content discovery services.

What is Viewing Information?

Viewing Information is information about your interactions with program content, including live TV content, cable, satellite or set-top box content, streaming content, movies, and video on demand. Viewing Information may include the name of the channel or program watched, details about the contents, including the products, in which you are interested, requests to view content, details of actions taken while viewing (e.g., play, stop, pause, click, mark certain products that you are interested as favorite, etc.), captured image of the content watched, and input method (e.g., RF, Component or HDMI, Network). To learn more about how LGE collects and uses Viewing Information, please review LGE’s Privacy Policy and the Viewing Information Agreement, both of which can be found in the Settings menu.

What is Device Information?

Device Information is information about your Smart Media Product and any external devices that you might connect to it, such as your set-top box, remote control, and DVD or Blu-ray player. Examples of Device Information include but are not limited to the following: information to authenticate your Smart Media Product with LGE’s servers, the country code and zip code or postcode of the region where your Smart Media Product is being set up, device type (e.g., set-top box, DVD player, etc.), device ID, AD ID, input method (e.g., RF, Component, HDMI, Network), MAC address (or in some circumstances, a truncated MAC address), model, software version, chipset, language, and screen resolution.

What is Basic Usage Information?

For purposes of this Agreement, Basic Usage Information is information about your interactions within the Smart Media Product while using the Who.Where.What? service, such as access to overlays or clicks on shopping items.

What is Who.Where.What??

The Who.Where.What? content discovery feature on your Smart Media Product allows you to

identify and “shop” the products on featured programming content. Depending on your location and model of Smart Media Product, Who.Where.What? may not be available to you.

What is the purpose of this Who.Where.What? User Agreement?

This Agreement explains how LGE and TheTake collect, use, and share certain personal information, including Viewing Information, obtained from your usage of the Smart Media Product to enable Who.Where.What? services. The terms in this Agreement supplement and are in addition to the information provided in LGE’s and TheTake’s respective privacy policies.

Your consent to this Who.Where.What? User Agreement allows our partner, TheTake, to access your Viewing Information, Basic Usage Information, and Device Information. TheTake requires this information to power our Who.Where.What? content discovery services. Depending upon your choices and settings on your Smart Media Product, TheTake may also share certain identifying information or information linked to your device with third-party advertisers.

To understand how TheTake collects and uses the information it receives from you, as well as what rights may be available to you with respect to such information, please review TheTake’s privacy policy at <https://www.thetake.ai/privacy.html>. To understand how LGE collects and uses Viewing Information, including for purposes like improving LGE products and enhancing your viewing experience, please review the Viewing Information: Agreement for LGE’s Use and Privacy Policy, available in the Settings menu of your Smart Media Product.

Terms of Agreement

1. I agree that TheTake may collect, use, and share Viewing Information, Basic Usage Information, and Device Information, to provide Who.Where.What? services. I further understand that TheTake’s use of this information is governed by its Privacy Policy: <https://www.thetake.ai/privacy.html>.
2. I understand that Viewing Information is described in LGE’s Privacy Policy, which can be found in my Settings menu.
3. I understand that Basic Usage Information is described in LGE’s Privacy Policy, which can be found in my Settings menu.
4. I understand that Device Information is described in LGE’s Privacy Policy, which can be found in my Settings menu.
5. I understand that certain Who.Where.What? features allow me to input my mobile number so that I can receive links on my mobile phone that will allow me to purchase certain products seen on programming content. I understand that by providing my mobile number, I am providing this information directly to TheTake. I understand and agree that in order to use these features, I am required to agree to receive product links from TheTake via text messages to my mobile phone. I further understand that when providing my mobile phone number, I can also agree to LGE and TheTake storing my mobile number for use with Who.Where.What? features.
6. I understand that to the extent that I have consented to the Interest-Based & Cross-Device

Advertising Agreement found in my Settings menu, TheTake and other third-party advertising partners may also use my Viewing Information, Basic Usage Information, and Device Information, in conjunction with other information, to display interest-based advertisements on my Smart Media Product when I use Who.Where.What? services, or on other digital devices that share the IP address of my Smart Media Product (“cross-device ads”). I understand I can find more information on interest-based and cross-device ads in the Interest-Based & Cross-Device Advertising Agreement, found in my Settings menu.

7. I understand and agree that my Smart Media Product will send certain personal information, including Basic Usage Information, Viewing Information and Device Information that is provided through and/or created from my use of Who.Where.What? services, to TheTake. I further understand that, to the extent I have consented to the Interest-Based & Cross Device Advertising Agreement, this information may be passed by TheTake to other third parties. I understand that TheTake and the entities with whom it shares information may enrich, aggregate, and commercialize the information they receive through my LG devices. I further understand and agree that TheTake shares certain information, including analytics data (which may be tied to my IP address) and information about products I purchase or browse through the Who.Where.What? service, with LGE. LGE’s processing of this information is governed by the LGE Privacy Policy.

8. I understand that the products and services that I may view or purchase through links provided by the Who.Where.What? service are offered and sold by LGE’s and TheTake’s retail partners, or the manufacturer of the products or provider of the services. Neither LGE nor TheTake reviews, approves, or endorses the information, products or services. I understand that I use all the information and purchase the products and services at my own risk, and that I should review applicable terms and policies, including privacy and data processing practices, of any retail partner before proceeding with any transaction. LGE disclaims any liability associated with the information, products or services made available by our and/or TheTake’s retail partners.

9. I understand that the technology underlying the Who.Where.What? services is owned or licensed by LGE or TheTake. I agree not to, directly or indirectly, modify the features or functionality of, frame, copy or create derivative works using all or any portion of the Who.Where.What? services or to otherwise reverse engineer or attempt to reverse engineer of the Who.Where.What? services. I will not remove, alter or obscure any copyright, trademark, service mark or other proprietary rights notices incorporated in or accompanying the Who.Where.What? services.

10. I understand that this Smart Media Product is a household device. If this Smart Media Product will be used by more than one person, I represent that, in addition to agreeing to this Who.Where.What? User Agreement, that I have obtained consent from all other members of my household whose information may be collected through this Smart Media Product and am providing consent on their behalf.

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