

Privacy policy for Telia TV and streaming services

We are Telia Sverige AB (org. nr 556430-0142), (hereafter 'Telia'). In this Privacy policy we describe how we, as the controller, process and protect your personal data when you are using our Telia TV and streaming services.

Telia recognizes that the protection of your personal data is extremely important. Therefore, we protect the privacy of every data subject with the utmost responsibility and care.

When processing personal data, we comply with the General Data Protection Regulation (GDPR), the Data Protection Act (2018:218), The Electronic Communications Act (2022:482) and other directly applicable legal acts regulating the processing of personal data.

1. When is this Privacy Policy applicable?

This Privacy Policy is applicable when we provide you with Telia TV and streaming services. The services are offered via the Internet, using a set-top-box or an app on different devices or an Internet browser. Features in the service may vary according to the platform used.

You can read more about how we safeguard your data, with whom we share your data, which rights you have and how you can utilize them in our common Privacy Notice. You can find our common Privacy Notice at telia.se/integritet.

This Privacy Policy does not apply to the processing of personal data by other companies, for example Netflix or YouTube, when you are using their services or websites, even if they were accessed through our networks or services.

2. How and what personal data do we collect?

Telia collects and further processes your personal data from the following sources when we are offering you our TV and streaming services:

Directly from you

This data is derived from you, when you do business with us, buy or subscribe to our services, or when you register with or log in to our services, or contact us requesting information. Some data is provided as a part of the Telia TV and streaming service settings, such as contact details or password.

Generated data

This data is generated when you watch content in the Telia TV service, by renting movies or when you browse through the TV user interface. Data generated by usage of Telia TV services consist e.g., of TV viewing data and of information about your interaction with the service user interface e.g., by choosing between functionalities in the interface, clicking visible banners or choosing your settings for the services.

You are not obliged to disclose any personal data to Telia, but please note that if you choose not to disclose your personal data, we will not necessarily be able to provide you with all our services or offer our solutions to you.



Telia TV and streaming services are not offered to or targeted at children. Therefore, it is the responsibility of the child's parent or guardian to ensure that if a child has access to any Telia TV services it is guided and supervised appropriately.

3. Structure and main features of Telia TV and streaming service subscription

We process usage data of the Telia TV set-top-box so that individual users of the household cannot be identified.

Specifically, we process usage data generated via usage of Telia TV Application used through the internet browser, mobile device, or other smart device. It is possible to have several Telia TV accounts for different devices. In case of multiple users for example of a computer and internet browser application, the usage data of possible several users of that computer cannot be separated. In case of multiple users, the usage data of a user of the service cannot be linked back to an individual user. Please note that this means that in case of several users using the same device, for example computer in the household, all users of the service may access to the information visible from the user interface of the Telia TV Application, such as the viewing details for example.

If you have subscribed services on both the set-top-box and app, the usage data are combined to allow the seamless viewing experience when you switch between devices. In this case the usage data of possible several users in a household or of the different devices cannot be separated. In case of multiple users of combined service covering services on both set-top-box and app, the usage data of users cannot be linked back to an individual user. Please note that this means that in case of several users or several application devices using the same combined service in the household, all users of the service may access to the information visible from the user interface of the service, such as the viewing details in the set-top-box user interface for example.

Your Telia TV and streaming Services may include different functionalities, depending on the platform you use and the age of the set-top-box or the version of your application. Your Telia TV and streaming services may have some or all the following functionalities, for which we process your personal data:

- “Watched programs”, where watched programs are visible on the TV interface.
- “Continue watching list” to continue watching a program from the spot where you stopped earlier also including rental movies as long as they are available for you.
- “Local news”, which is provided to you based on your local area to provide local news.
- “My list”, your saved favorite movies, or series.
- “Electronic sales”, movies you have purchased and have the right to view as long as you are a customer.

The following features also enrich and personalize your user experience and we process your personal data for:

- Most popular recommendations, which are general recommendations based on statistics.
- Personalized recommendations ‘Recommended for you’ and ‘Because you watched’, which are based on the viewing history created by you via the set-top-box or via an app through an internet browser, mobile device or other smart device.

4. How do we use your personal data and for how long do we process it?

When providing you the Telia TV and streaming Services, Telia primarily relies on performance of contract and legitimate interest as legal grounds for its processing activities. We will retain your personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by applicable law. The guiding maximum periods for data processing are listed in our general Privacy Notice, which can be found on telia.se/integritet.

Telia processes your personal data with the legal ground **performance of contract** e.g. for:

- Customer administration: e.g., to administrate your contractual customer relationship with us and across Telia for a maximum of three years.
- Product and service delivery: e.g., to provide and deliver you the services based on your contract with Telia.
- Problem solving and fault detection: e.g., to solve any problems or faults and to ensure the quality of your service in your Telia TV and streaming Service delivery.
- Pre-contractual relationship management: e.g., to fulfil pre-contractual activities, when you e.g., make purchases via the TV interface.
- Service delivery: e.g., to provide and deliver you the services based on your contract with Telia and to provide you the online content service also if you take your service with you, while temporarily travelling within the EU Member States during the duration of your Telia TV and streaming service contract.

Telia also processes your personal data with the legal ground **legitimate interest**. Telia has a legitimate interest to process your personal data e.g. for:

- Customer care; e.g. to provide you customer care operations related to Telia TV services and products and to develop better services and products or to perform other processing activities to support your customer relationship and to comply with Telia's contractual obligations to our stakeholders.
- Basic Profiling; e.g. to offer you better customized services to provide you personalized TV content recommendations based on the programs you have watched recently.
- Marketing purposes; e.g. to update, inform you about and to offer you Telia TV products and services.
- Service improvement; e.g. to analyze the TV service usage to better understand our customers' needs and to improve Telia TV and streaming services and products.
- Statistical purposes; e.g. to create TV and streaming services related statistics.

In addition, Telia may also transform your personal data into aggregated and anonymized data, where your individual personal data no longer can be distinguished from other's data.

In all the above cases, we process any personal information only to the extent necessary for the purpose, always taking into account the protection of your privacy. Your personal data will be used by Telia only in a manner consistent with the purpose for which we obtained it.

5. How to find out about changes to this Privacy Policy?

We may need to update this Privacy Policy as our operations, services and products develop, and therefore we encourage you to check for the latest version of this Privacy Policy regularly on our website. If we make any material changes to this Policy, we will notify you in Telia TV and streaming Service's interface and by providing an up-dated Privacy Policy on our website.

6. How to contact us?

We encourage you to contact us using the contact information provided below for any questions about this Privacy Policy or processing of your personal data.

Address:	Stjärntorget 1, 169 94 Solna.
Phone number:	+46 8 504 550 00
Customer service:	+46 20 222 222
Email:	kundservice@teliacompany.com
Website:	www.telia.se
DPO contact information:	dpo-se@teliacompany.com

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