ORBIT Privacy Policy

English

Privacy Policy

Like any internet-connected device, we and our service and content providers collect certain information from you, and your [Orbit] Device when you use your [Orbit] Device and access the [Orbit] Service (as defined in the Terms of Use).

Most of the information we and our service and content providers collect is purely technical in nature and relates only to your use of the [Orbit] Service and does not enable us or our service and content providers to identify you as an individual (except as described at section 1 of this Privacy Policy and unless you voluntarily provide your personal contact details to us when, for example, contacting us for technical support reasons), but does enable us to maintain, personalize and improve the [Orbit] Service (in each case as described below).

The information that our content providers collect will be governed by their own privacy practices. This Privacy Policy explains what information we collect from your use of the [Orbit] Service, and the Orbit Device when applicable, and what we do with this information.

 It also explains how you can contact us if you have any questions or concerns, and your rights in respect of the information we collect. This Privacy Policy relates only to information collected from your [Orbit] Device.

1.WHAT INFORMATION DO WE COLLECT AND WHY?

1.1.We and our service and content providers may collect the following information related to your [Orbit] Device and your use of the [Orbit] Service:

1.1.1.device settings and preferences (including, but without limitation, audio settings, subtitle preferences, power saving preferences, quality preferences, parental control preferences)

1.1.2.location data

1.1.3.mobile phone number

1.1.4.house name or number (where optionally provided)

1.1.5.usage data (including, but without limitation, the type of content you watch, the journey you took to reach specific content, what content was played, how you use the [Orbit] Service such as whether you watch live content, on demand or save content to watch later)

1.1.6.operational and error data (generated when errors occur during your use of the [Orbit] Service)

1.1.7.device ID data

1.1.8.device make and model

1.1.9.digital rights management unique device ID data

1.1.10.data regarding the internet service to which your device is connected

1.1.11.IP address and

1.1.12.any personal data which you optionally provide through the [Orbit] Service (which may include your mobile number, email address and encrypted password).

1.2.We (or third-party data processors acting on our behalf) and our service and content providers may use the information listed above for the following purposes:

1.2.1.maintaining, developing, and improving your experience of the [Orbit] Service

1.2.2.improving and developing the content services offered on the [Orbit] Service

1.2.3.personalizing the content displayed on your [Orbit] Service based on your usage

1.2.4.providing regionalized content (for example, regional news programs or radio stations)

1.2.5.providing regionalized advertising specific to your location

1.2.6.providing relevant updates and upgrades to your [Orbit] Device

1.2.7.identifying, monitoring, and improving technical issues with the [Orbit] Service

1.2.8.identifying any attempted circumvention of device security and taking action to stop such circumvention

1.2.9.protecting intellectual property rights

1.2.10.providing technical support

1.2.11.aggregated reporting and analysis

1.2.12.providing device data to our affiliate internet service providers for inventory management, content optimization, connection checking, remote customer support and account management purposes

1.2.13.providing third parties with aggregated information (which does not contain any personal data) for the development and/or promotion of their products or services and

1.2.14.responding to your requests via the [Orbit] Service website.

1.2.15.If you opt for online payments on our website, credit/debit card details and related personally identifiable information will not be stored, sold, shared, rented, or leased to any third parties.

2.HOW LONG WILL WE STORE YOUR DATA

2.1.We will use and store information about you as set out in this Privacy Policy for so long as you use the [Orbit] Service and for as long as is necessary for the purposes set out here after you cease using the [Orbit] Service.

3.WHO ELSE MAY ACCESS YOUR DATA

3.1.In addition to content and service providers, we may also share personal data and information about your use of the [Orbit] Service, and the Orbit Device when applicable, with other third-party service providers. We will only share your personal data to the extent this is necessary to enable those service providers to provide their services to us and under a strict duty of confidence. These third parties will be required to comply strictly with our instructions to keep your information safe in accordance with industry standards and we will also require that they do not use your personal data for their own business purposes unless you have explicitly consented to the use of your personal data in this way. We will not otherwise share your personal data without first seeking your consent.

3.2.In addition, we and our service and content providers may disclose information collected about you or your use of the [Orbit] Service or [Orbit] Device where this is necessary to comply with applicable law or regulation, in response to a lawful request from a law enforcement agency or court of competent jurisdiction, or where we believe disclosure is necessary to establish, exercise or defend our legal rights or those of our content or other service providers.

3.3.In the event that a third party acquires some or all of our assets or business, the information we hold about you and your [Orbit] Device will be transferred to that third party so that they can continue to provide the [Orbit] Service to you.

3.4.If you provide us with information (including your personal data) when you contact our support center, we may share this information about you with third parties if you have agreed to this.

3.5.We may disclose and use anonymous, aggregated reporting and statistics about usage of the [Orbit] Service for the purpose of internal reporting or reporting to our content and service providers or other third parties, and for our marketing and promotion purposes. None of these anonymous, aggregated reports or statistics will enable our users to be

personally identified. Finally, in certain circumstances, we may transfer some of your non-personal data to our service providers who may be able to combine that non-personal data with other data that they already hold.

4.SECURITY.

4.1.We use appropriate technical and organizational measures to protect both the security of information that you provide in relation to the [Orbit] Service and information that we collect from you (including your personal data) and your [Orbit] Device. However, as with any internet-connected device, no internet transmission can ever be guaranteed 100% secure, so you should always take care whenever disclosing personal information about yourself online.

5. YOUR RIGHTS.

5.1.If you want to access, correct, or update any of the personal data held about you by any third parties, including our content and service providers, you will need to contact them directly.

6. COOKIES.

6.1.We use cookies to distinguish you from other users of the [Orbit] Service and related services. This helps us to provide you with a good experience when you use services and also allows us to improve the [Orbit] Service.

6.2.A cookie is a small file of letters and numbers that we store on your browser or the hard drive of the [Orbit] Device or the device you use to access the [Orbit] Service.

Cookies contain information that is transferred to such devices' hard drive

6.3.We use the following cookies:

6.3.1.Strictly necessary cookies. These are cookies that are required for the operation of the [Orbit] Service and the [Orbit] Device. They include, for example, cookies that enable you to log into secure areas of the [Orbit] Service.

6.3.2.Analytical/performance cookies. They allow us to recognize and count the number of users and to see how users move around our service when they are using it. This helps us to improve the way the [Orbit] Service works, for example, by ensuring that users are finding what they are looking for easily.

6.3.3.Functionality cookies. These are used to recognize you when you return to our service. This enables us to personalize content for you, greet you by name and remember your preferences (for example, your choice of language or region).

6.3.4.Targeting cookies. These cookies record your visit to the [Orbit] Service and the Content you have seen. We will use this information to make our service and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

6.3.5.Please note that third parties (including, for example, advertising networks, content providers and providers of external services like app traffic analysis services) may also use cookies, over which we have no control.

6.3.6.These cookies are likely to be analytical/performance cookies or targeting cookies.

6.3.7.You block cookies by activating the setting that allows you to refuse the setting of all or some cookies. However, if you use block all cookies (including essential cookies) you may not be able to subscribe to the Orbit Service.