

**Privacy Policy**  
**Effective: November 16, 2020**

This website <https://5g.samsungtmobile.com> (the "Website") is maintained and operated by McKinney Ventures, LLC ("McKinney") on behalf of Samsung Electronics America, Inc. ("Samsung"). This Privacy Policy describes the information that we may obtain through the Website and how we may use and disclose that information. We also explain the choices available to you regarding our use of the information, the steps we take to safeguard the information and who you may contact if you have any questions about our privacy practices in relation to this Website. If you do not agree with the policies and practices described herein, you should not use the Website. By accessing or using the Website, you agree to this Privacy Policy.

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**I. Information We Obtain**

*Information you provide to us*

We may collect information, including Personally Identifiable Information, when you provide such information to us directly, such as when you send us inquiries or interact with us on the Website. Your provision of your Personally Identifiable Information to us is completely voluntary. "Personally Identifiable Information" is information that specifically identifies you. We do not collect Personally Identifiable Information unless you submit that information to us. Categories of information we collect directly from you include contact data, such as your name, mailing address or email address if you send us an email or a letter at our address listed in "Contact Us" below and general location data, such as your city, state or zip code, when you use our store locator feature.

*Information we collect automatically*

McKinney, our service providers or our third party partners may also automatically collect information from you when you visit our Website through browser cookies, pixels, web server logs, web beacons, and other technologies. Among other purposes, these technologies help us (1) remember your information so you will not have to re-enter it, (2) track and understand how you use and interact with the Website, (3) tailor the Website around your preferences, (4) manage and measure the usability of the Website, (5) understand the effectiveness of our communications, and (6) otherwise enhance the Website and our other service.

Such information does not directly identify you as an individual ("Non-Personally Identifiable Information") and may include:

• **Data Collected Through Cookies and Similar Technology:** We may store some information on your device or device hard drive as a cookie or similar type of file (such as clear gifs, web beacons, tags, and similar technologies that work on mobile devices) to collect data related to usage of the Website. "Cookies" are pieces of information that may be placed on your computer by a website for the purpose of collecting data to facilitate and enhance your communication and interaction with that website. Such data may include, without limitation, the address of the websites you visited before and after you visited the Website, the type of browser you are using, your Internet Protocol (IP) address, what pages in the Website you visit and what links you clicked on, the region where your device is located, geo-IP data, MAC address, IP address, device model, hardware model, IMEI number, serial number, device settings, connections to other devices, mobile network operator, web browser characteristics, app usage information, current software version, and randomized, non-persistent and resettable device identifiers, such as Personalized Service ID (or PSID), and advertising IDs, including Google Ad ID. We may use cookies to customize your visit to the Website, to enable us to enhance our Website, to understand how you are interacting with our Website and other services, and to market our products and services to you.

• **Clickstream:** As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a website's server. Clickstream data can tell us the type of computer and browsing software you use, the address of the website from which you linked to the Website, and your use of third-party websites, apps and features that are connected to the Website. We may collect and use clickstream data as a form of aggregate information to anonymously determine which web pages are visited, how much time visitors spend on each page of our Website, dates and times of use of the Website, how visitors navigate throughout the Website and how we may tailor our web pages to better meet the needs of visitors. This information will be used to improve our Website and our other services.

Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. You can find out how to do this for your particular browser by clicking "help" on your browser's menu or visiting [www.allaboutcookies.org](http://www.allaboutcookies.org). For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your device. By deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our Website or some of its functionality may be affected.

### ***Third-Party Web Analytics Services***

We may work with third-party service providers who use the technologies described in "Information we collect automatically" to conduct website analytics to help us track and understand how visitors use our Website. One such provider is Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help analyze how users use the Website. The information generated by the cookie about your use (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on activity for its staff and providing other services relating to web page activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. You may refuse the use of cookies by selecting the appropriate settings in your browser. By using the Website and accepting cookies, you consent to the processing of data about you by Google in the manner and for the purposes set out above. Please refer to the Google Analytics' currently available opt-outs for the web, found at <https://tools.google.com/dlpage/gaoptout/>.

## ***Online Tracking and Interest-Based Advertising***

We may ourselves, or with third party vendors, (on our behalf or on behalf of our clients, including Samsung) use information we collect or vendor information to deliver targeted advertising to you when you visit other websites or use our Website. Cookies, clickstream data, and other similar technologies described above may be used in this process. For example, if you are searching for information on a particular product, we or our vendor may cause an advertisement to appear on other websites you view with information on that product. This form of advertising, sometimes called “behavioral advertising,” which enables us and our vendors to know your interests in connection with the delivery of that specific ad.

If you would like to opt out of these interest-based advertisements, please follow the opt-out process described below under “Your Choices.”

### **II. How We Use the Information We Obtain**

We may use the information we obtain to:

- provide and enhance our Website,
- identify and authenticate you so you may use and interact with third-party services, and improve and customize your experience within the Website;
- provide you with advertisements for products and services that may be of interest to you;
- communicate with you;
- provide customer support;
- operate, evaluate and improve our business, including developing new products and services, managing our communications, analyzing our services and customer base, conducting market research, aggregating and anonymizing data, performing data analytics, and undertaking accounting, auditing and other internal functions;
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Policy and the applicable Terms and Conditions.

We may combine information we obtain about you for the purposes described above. We also may use the information we obtain in other ways for which we provide specific notice at the time of collection or otherwise with your consent.

### **III. Information Sharing**

We may share your information with our clients, including Samsung, Samsung’s subsidiaries and affiliates, and with service providers who perform services for us and Samsung such as website hosting, data analysis, infrastructure provision, information technology services, customer service, e-mail delivery services, auditing, and anti-fraud monitoring. We do not authorize our service providers to use or disclose the information except as necessary to perform services on our behalf or to comply with legal requirements. In addition, we may share your personal information with our business partners, such as wireless carriers, as well as third parties who operate apps and services that connect with the Website.

We may share personal information we collect through the Website if you ask us to do so or otherwise with your consent. We also may disclose information about you in other circumstances, including (1) if we are required to do so by law or legal process, (2) to law enforcement authorities or other government officials, (3) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity, and (4) in the event McKinney may or do sell or transfer all or a portion of its business or assets (including in the event of a merger, acquisition, joint venture, reorganization, divestiture, dissolution or liquidation). We may also share aggregated information or Non-Personally Identifiable Information with unaffiliated third parties, such as business partners, manufacturers, distributors and retailers, in a form in which means the shared information will not contain nor be linked to any Personally Identifiable Information, to improve and enhance your experience using the Website and for our market research activities.

#### **IV. Links to Other Websites, Devices, Apps and Features**

The Website may provide the ability to connect to other websites, devices, apps and other features, which may operate independently from us and may have their own privacy notices or policies. We strongly suggest you review them. To the extent any linked website, device, app or other feature is not owned or controlled by us, we are not responsible for its content, use or privacy practices.

#### **V. Your Choices**

We offer you certain choices in connection with the personal information we obtain about you. To update your preferences, limit the communications you receive from us, or submit a request, please contact us as specified in the “How to Contact Us” section below.

The online advertising industry provides a service through which you may opt-out of receiving targeted ads from certain data partners and other advertising partners that participate in self-regulatory programs. You can opt-out of targeted advertising from certain providers that participate in the Digital Advertising Alliance (DAA) program at [www.aboutads.info/consumers](http://www.aboutads.info/consumers). Other providers are members of the Network Advertising Initiative, and you can opt-out of interest-based advertising by those members by visiting <http://optout.networkadvertising.org/>. Please note that by opting out, you will continue to see generic advertising that is not tailored to your specific interests and activities. To be clear, cookie-based opt-outs must be performed on each device and browser that you wish to have opted-out. For example, if you have opted out on your device browser, that opt-out will not be effective on your mobile device. You must separately opt out on each device.

For targeted advertisements delivered through mobile apps, you can install the DAA’s AppChoices app on your device to opt-out of targeted advertising by certain providers and can also select a system level advertising preference feature on your device (such as “Limit Ad Tracking” on Apple devices or “Opt-out of Interest-based ads” on Android devices).

Please note that, unless required by law, we do not respond to or honor “do not track” (a/k/a/ DNT) signals or similar mechanisms transmitted by web browsers.

#### **VI. Notice to California Residents**

If you are a California consumer, for more information about your privacy rights, please see the section of this Privacy Policy called “California Consumer Privacy Statement” section below.

#### **VII. How We Protect Personal Information**

We attempt to provide for the secure transmission of your information from your computer to our servers by utilizing encryption software. However, due to the inherent open nature of the Internet, we cannot guarantee that communications between you and McKinney, or information stored on the Website or our servers, will be free from unauthorized access by third parties such as hackers and your use of the Website demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect. Only those employees who need access to your information in order to perform their duties are authorized to have access to your Personally Identifiable Information. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the “How to Contact Us” section below.

#### **VIII. Children’s Personal Information**

Unless otherwise specified, the Website is designed for a general audience and is not directed to children. In connection with the Website, we do not knowingly solicit or collect personal information from children under the age of 13 without parental consent. If we learn that we have collected personal information from a child under age 13 without parental consent, we will either seek parental consent or promptly delete that information. If you believe that a child under age 13 may have provided us with personal information without parental consent, please contact us as specified in the “How to Contact Us” section of this Privacy Policy.

#### **IX. Updates to This Privacy Policy**

We may update this Privacy Policy from time to time and without prior notice to you to reflect changes in our personal information practices with respect to the Website. We will indicate at the top of the policy when it was most recently updated.

#### **X. How to Contact Us**

You can contact us to update your preferences, update or correct your information, submit a request or ask us questions at:

### **CALIFORNIA CONSUMER PRIVACY STATEMENT – SUPPLEMENT Effective: November 16, 2020**

This California Consumer Privacy Statement (“Statement”) supplements the Privacy Policy. It applies solely to California consumers and addresses personal information we collect online through the Website. This Statement uses certain terms that have the meaning given to them in the California Consumer Privacy Act of 2018 and its implementing regulations (the “CCPA”).

#### **Notice to California Residents**

## **Notice of Collection and Use of Personal Information**

We may collect the following categories of personal information about you:

**Identifiers:** identifiers such as a real name, alias, postal address, unique personal identifier (such as a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; customer number, unique pseudonym, or user alias; telephone number and other forms of persistent or probabilistic identifiers), online identifier, internet protocol address, email address, account name, and other similar identifiers

**Commercial Information:** commercial information, including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies

**Online Activity:** Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements

**Geolocation Data:** city, state and zip code.

**Inferences:** inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities and aptitudes.

We may use the categories of personal information listed above for certain business or commercial purposes, as described in the Privacy Policy and as follows:

- performing services for our clients, including providing customer service, providing advertising or marketing services, or providing analytics services;
- auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance; and
- short-term, transient use, including, but not limited to, the contextual customization of ads shown as part of the same interaction.

## **Prior Collection, Use and Disclosure of Personal Information**

We may have collected and used your personal information, as described above, during the 12-month period prior to the effective date of this Statement. For the personal information collected during that timeframe, we describe below: (a) the categories of sources from which we may have obtained the personal information, (b) the categories of third parties with whom we may have shared the information, (c) the categories of personal information we may have sold, and (d) the categories of personal information we may have disclosed for a business purpose.

### ***Sources of Personal Information***

We may have obtained personal information about you from various sources, including:

- from you or your devices, for example, through your use of the Website;
- from our clients, including Samsung, Samsung's affiliates and subsidiaries;
- vendors who provide services on our behalf;
- social media networks; and
- online advertising companies.

### ***Sale of Personal Information***

We may sell your personal information to certain third parties (such as advertising partners) subject to your right to opt out of such sales, as detailed below.

During the 12-month period prior to the effective date of this California Consumer Privacy Statement, we may have sold the following categories of personal information (as further described above):

- Identifiers with our clients, including Samsung, Samsung's affiliates and subsidiaries; our joint marketing partners; our business partners; advertising networks and consumer data resellers
- Commercial information with our clients including Samsung, Samsung's affiliates and subsidiaries; our joint marketing partners; our business partners; advertising networks and consumer data resellers
- Internet and other electronic network activity information, with our clients including Samsung, Samsung's affiliates and subsidiaries; our joint marketing partners; our business partners; advertising networks and consumer data resellers
- Inferences with our clients Samsung, Samsung's affiliates and subsidiaries; our joint marketing partners; our business partners; advertising networks and consumer data resellers

### ***Disclosure of Personal Information for a Business Purpose***

During the 12-month period prior to the effective date of this California Consumer Privacy Statement, We may have disclosed the following categories of personal information for a business purpose (as further described above):

- Identifiers with vendors who provide services on our behalf; professional services organizations, such as auditors and law firms; our business partners; internet service providers; data analytics providers; government entities; operating systems and platforms; and social networks
- Commercial information with vendors who provide services on our behalf; professional services organizations, such as auditors and law firms; our business partners; internet service providers; data analytics providers; government entities; operating systems and platforms; and social networks
- Internet and other electronic network activity information with vendors who provide services on our behalf; professional services organizations, such as auditors and law firms; our business partners; internet service providers; data analytics providers; government entities; operating systems and platforms; and social networks
- Geolocation Data with vendors who provide services on our behalf; professional services organizations, such as auditors and law firms; our business partners; internet service providers; data analytics providers; government entities; operating systems and platforms; and social networks
- Inferences with vendors who provide services on our behalf; professional services organizations, such as auditors and law firms; our business partners; internet service providers; data analytics providers; government entities; operating systems and platforms; and social networks

### **California Consumer Privacy Rights**

You have certain choices regarding our use and disclosure of your personal information, as described below.

**Access:** You may have the right to request, twice in a 12-month period, that we disclose to you the personal information we have collected, used, disclosed and sold about you during the past 12 months. Once we receive and confirm your verifiable consumer request (see *How to Submit a Request*), and subject to certain limitations that we describe below, we will disclose such information to you. You have the right to request any or all of the following:

- The categories of personal information we collected about you.
- The categories of sources from which the personal information is collected.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you

**Deletion:** You have the right to request that we delete certain personal information we have collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *How to Submit a Request*), we will delete (and direct our service providers to delete) your personal information from our records. However, we may retain personal information that has been de-identified or aggregated.

Furthermore, we may deny your deletion request if retaining the information is necessary for us or our service provider(s) in order to perform certain actions set forth under CCPA, such as detecting security incidents and protecting as illegal activity.

**Opt-Out of Sale:** You have the right to opt-out of the sale of your personal information. We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is at least 13 and less than 16 years of age, or the parent or guardian of a consumer less than 13 years of age.

**Shine the Light Request:** You also may have the right to request that we provide you with (1) a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (2) the identity of those third parties.

#### **How to Submit a Request:**

##### *Access or Deletion Request*

To submit an access or deletion request, click [here](#) to submit a request or call 1 (844) 901-0498.

Only you, or a person or business entity registered with the California Secretary of State that you authorize to act on your behalf (an "authorized agent"), may make the requests set forth above. If you use an authorized agent to make request, you must provide the authorized agent written permission to do so, and we may require that you verify your identity directly with us. You may also make a request on behalf of your minor child.

If we require extra time to respond, we will inform you of the reason and extension period in writing. In order to protect the security of your personal information, we will not honor a request if we cannot verify your identity or authority to make the request and confirm the personal information relates to



you. The method used to verify your identity will vary depending on the nature of the request. Generally speaking, verification will be performed by matching the identifying information provided by you to the personal information that we already have. We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

*Shine the Light Request*

To submit a Shine the Light request, email [contact@samsungtmobile.com](mailto:contact@samsungtmobile.com)

*Opt-Out of Sale Request*

To opt-out of the sale of your personal information, click [Do Not Sell My Personal Information] to submit a request or contact us at [contact@samsungtmobile.com](mailto:contact@samsungtmobile.com)

You may change your mind and opt back in to personal information sales at any time by clicking [here](#).

**Additional Information:** If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by us. This Statement is available in alternative formats upon request by contacting us in accordance with the “How to Contact Us” section above.