

DATA PROTECTION AND PRIVACY POLICY

(Last updated: March 2020)

We are committed to protecting the privacy of all users of the Device. This DPP Policy is to inform you about the types of information we gather about you when you access or submit information through the Device, how we collect, hold and use that information, and how we keep it secure and share it with third parties.

This DPP Policy applies in relation to information that is collected by us or comes into the possession of Hisense International Co., Ltd., its affiliates, subsidiaries and/or parent companies (“we”, “us”, “our” or “ours”) as a result of your use of this Smart TV (“Device”), the Applications and any Smart Services accessible through the Device in Australia.

This DPP Policy must be read in conjunction with any other privacy notice that we may provide to you when we collect your information or provide a particular product or service (“Privacy Notice”). To the extent of any inconsistency between this DPP Policy and a Privacy Notice, the terms of the Privacy Notice will prevail.

You should read, acknowledge and accept this DPP Policy before using the Device or installing, using or accessing any of the Smart Services through the Device. You can do this by doing any one or both of the following:

- a. accepting or consenting to this DPP Policy electronically through the Device (e.g. by ticking the “Data Protection and Privacy Policy” tick box or the “Accept All” tick box when you first set it up or via the “Home” > “Settings” menu);
- b. by accepting or consenting to any other document provided by us that incorporates this DPP Policy by reference.

By using the Device, Applications and/or the Smart Services, you agree to accept the terms and conditions of this DPP Policy, and you consent to our collection, holding, use and disclosure of your information that is collected by us or submitted to us as described in this DPP Policy and any Privacy Notice we may give to you.

In addition, if the Device is using the Android™ operating system or you otherwise intend to use the Device with the Google Home service, by using the Device and/or any Smart Services supplied by Google through the Device, you agree to accept the terms and conditions of the Google Privacy Policy and you consent to Google’s collection, use and disclosure of information that is collected, or submitted, as described in the Google Privacy Policy. If you intend to use the Device with the Amazon Alexa service, by using the Device and/or any Smart Services supplied by Amazon through the Device, you agree to accept the terms and conditions of the Amazon Privacy Policy and you consent to Amazon’s collection, use and disclosure of information that is collected, or submitted, as described in the Amazon Privacy Policy.

This DPP Policy does not apply to information that you provide directly to, or is collected by, third party Applications or Smart Services you access via the Device, each of which are controlled by the relevant third party and which may have a separate privacy policy and/or terms of use. You

should read the applicable privacy policy and/or terms of use issued by any third party service providers whose services you access via the Device, and you may be required to acknowledge, accept and consent to (whether expressly or by implication) those third party privacy policies and/or terms of use before using the relevant Applications or Smart Services.

1. IMPORTANT DEFINITIONS

“Amazon” means Amazon Services LLC, located at 440 Terry Ave N, Seattle, Washington 98109, USA, together with its subsidiaries.

“Applications” means an embedded, downloadable and/or executable software application owned by us or a third party service provider, and made available on the Device.

“Content” means all current or future audio and visual elements and ideas, including but not limited to data, movies, videos, photographs, software, games, designs, likenesses, artwork, images, music, sound, information and other materials, tangible and intangible, including derivative works, on all media and formats.

“Device” means this Smart TV.

“Google” means Google LLC, located at 1600 Amphitheatre Parkway, Mountain View, California 94043, USA, together with its subsidiaries.

“Materials” means any Content, messages, blogs, chats, information, advertising and/or internet links, accessible or delivered through the Device.

“Non-Personal Information” means any information that is not Personal Information.

“Personal Information” means any information or opinion (recorded in any form) about an identified individual or an individual who is reasonably identifiable, whether true or not.

“Smart Services” means the services or functions available via the Internet, offered by us or by third parties, through the operating system or Applications on the Device.

“Submitted Content” means any Content submitted, uploaded or posted or otherwise transmitted by you (or on your behalf), or by other users, on or through your Device or the Smart Services.

2. INFORMATION WE COLLECT AND HOW WE COLLECT IT

The table below summarises the type of information we collect, how we collect it and why we collect it.

Type of information collected	Source of the information and how we collect it	Purpose of collection
<p>Identifiers, which are pieces of information about you, which can be used, either by themselves or in combination with other information, to identify or contact you. This includes things like your:</p> <ul style="list-style-type: none"> • name; • e-mail address; • mailing address; or • home or work telephone number. <p>This information is Personal Information.</p>	<p>From you when you submit information through account creation or registration forms, surveys or polls, and communications with our customer service department.</p>	<p>To register and administer the Device and deliver the Applications, Smart Services and related services.</p> <p>To analyse programming and application usage.</p> <p>To facilitate internal record keeping and operations.</p> <p>To facilitate marketing (including direct marketing) of similar products and services.</p> <p>To provide customer support.</p>
<p>Demographic information. This includes information like your:</p> <ul style="list-style-type: none"> • age; • gender; • education level; • profession; and • post code. <p>On its own, this information would be Non-Personal Information. However, it could become Personal Information if used in combination with other information to identify you.</p>	<p>From you when you submit information through account creation and registration forms, surveys or polls, and communications with our customer service department.</p> <p>The Device and Smart Services also collect this information automatically.</p>	<p>To register and administer the Device and deliver the Applications, Smart Services and related services.</p> <p>To facilitate internal record keeping.</p> <p>To provide customer support.</p>
<p>Consumer Preferences</p> <p>On its own, this information would be Non-Personal Information. However, it could become Personal Information if used in combination with other information to identify you.</p>	<p>From you when you submit information such as account creation and registration forms, surveys or polls, and communications with our customer service department.</p> <p>The Device and Smart</p>	<p>To deliver the Applications, Smart Services and related services.</p> <p>To analyse programming and application usage.</p> <p>To facilitate internal record keeping.</p>

Type of information collected	Source of the information and how we collect it	Purpose of collection
	Services also collect this information automatically.	<p>To facilitate marketing (including direct marketing) similar products and services.</p> <p>To provide customer support.</p>
<p>TV Viewing History</p> <p>On its own, this information would be Non-Personal Information. However, it could become Personal Information if used in combination with other information, to identify you.</p>	The Device and Smart Services collect this information automatically.	<p>To analyse programming and application usage.</p> <p>To facilitate internal record keeping.</p> <p>To facilitate marketing (including direct marketing) of similar products and services.</p> <p>To provide customer support.</p> <p>To make your experience with the Device, Applications or Smart Services more convenient and customised.</p> <p>To improve the Device (and similar products), and the Applications and/or Smart Services accessible through the Device.</p>
<p>Technical information relating to your use of the Device or its Operating System. For example, this includes:</p> <ul style="list-style-type: none"> • Device performance information; • your IP address; • your Device Machine Address Code; • Device usage information; • Application usage information; • query terms you enter into 	The Device and Smart Services collect this information automatically.	<p>To analyse programming and application usage.</p> <p>To facilitate internal record keeping.</p> <p>To facilitate marketing (including direct marketing) of similar products and services.</p> <p>To provide customer support.</p> <p>To make your experience with the Device, Applications or</p>

Type of information collected	Source of the information and how we collect it	Purpose of collection
<p>the search functions of the Device;</p> <ul style="list-style-type: none"> • page requests; • data about specific services or Applications accessed by you; • the date and time of your requests and/or access; and • other technical data involving your use of the Device which do not specifically identify you. <p>On its own, this information would be Non-Personal Information. However, it could become Personal Information if used in combination with other information, to identify you.</p>		<p>Smart Services more convenient and customised.</p> <p>To improve the Device (and similar products), and the Applications and/or Smart Services accessible through the Device.</p>
<p>Website Browsing Activity</p> <p>On its own, this information would be Non-Personal Information. However, it could become Personal Information if used in combination with other information, to identify you.</p>	<p>This information is gathered through web tracking technology such as browser cookies, flash cookies and web beacons. Please refer to section 4 for further information on this technology.</p>	<p>To maintain and improve website functionality and security.</p> <p>To facilitate advertising and marketing (including direct marketing and interest-based advertising).</p>

3. MINORS

We are committed to protecting the Personal Information of children, and recognise that parents, guardians, or other adults may purchase the Device for family use, including by minors. Smart Services accessed through the Device are not intended for use by individuals under the age of 13. If you are under the age of 13, you must not use the Smart Services. We will not knowingly collect Personal Information from individuals under that age for any purpose, nor will we accept registration from such individuals. However, in some cases, particularly where information is collected electronically, we may not be able to know whether information was collected from children under the age of 13, and we treat such information as though it were provided by an adult. If we learn that a child under the age of 13 has provided any Personal Information, we will use commercially reasonable efforts to delete that information.

4. COOKIES AND OTHER TRACKING TECHNOLOGY

At times, the Device, the Applications or Smart Services may use “cookies” or other technologies (such as browser cookies, flash cookies and web beacons). A “cookie” is a small data file that is placed on the Device and stored locally on the Device. These technologies help us better understand user behavior, tell us about Smart Services that you have viewed or accessed and help us make your experience with the Device, the Applications or Smart Services more convenient and customised. Additionally, cookies and other technologies may be used to collect information about your online activities over time and across third-party websites or other services. We treat information collected by cookies and other technologies as Non-Personal Information. However, to the extent that IP addresses or similar identifiers are considered Personal Information by applicable law or any changes to applicable law, we will treat such identifiers as Personal Information as described in this DPP Policy. See Section 8 of this DPP Policy: “YOUR RIGHTS AND CHOICES” for information on how you can disable these tracking technologies.

5. HOW WE USE THE INFORMATION WE COLLECT

We will only use, access, hold, store, or process your Personal Information for the purposes for which it was provided to us and for related purposes that would reasonably be expected by you. If we wish to use your Personal Information for any other purpose, we will obtain your express consent to do so. To the extent that we collect your Personal Information, we use it for the following purposes:

- a. registering your account on the Device;
- b. providing and maintaining services in connection with the Device;
- c. administering the Device, the Applications and the Smart Services;
- d. administering any enabled and compatible devices and/or software applications which are connected to your account (including processing any searches or requests for certain Materials, recommending Materials, providing blogs, open forums, discussion pages or personalised features);
- e. for our internal record keeping;
- f. for communicating with you (for example, if you send us an e-mail with questions or comments, we may use your Personal Information to respond to your questions or comments, and we may save your questions or comments for future reference); and
- g. to provide you with information, marketing (including direct marketing), promotional messages or advertising about products or services which we believe may be of interest to you (including information on third parties and/or their products or services).

We may use Non-Personal Information for our internal purposes (e.g. to understand aggregate usage patterns, to administer the Device, or to provide you with improved features). We may use or disclose aggregate and/or Device-specific Non-Personal Information in any way we see fit, including for our, our partners' or other third parties' marketing (including direct marketing) and advertising purposes. By using the Device and any Applications and/or Smart Services accessible through the Device, you acknowledge and agree that we may collect and share aggregate and/or Device-specific Non-Personal Information with third parties without obtaining any further

approvals or consent from you.

We may combine Personal Information and Non-Personal Information collected with other data in order to provide and improve services provided in connection with the Device, the Applications and the Smart Services. We may also transfer or merge Personal Information collected off-line with our online databases or store off-line information in an electronic format. We may also combine Non-Personal Information we collect with information available from other sources, including information received from our affiliates, marketing companies, or advertisers. If we combine any Non-Personal Information with Personal Information or with information from other sources, the combined information will be treated as Personal Information under this DPP Policy for as long as it remains combined.

6. HOW WE SHARE AND DISCLOSE INFORMATION

There are times where we may share the information described in this DPP Policy, and this section describes how we may share that information. We will only share or disclose your Personal Information for the purpose to which you have agreed or for related purposes that would reasonably be expected by you.

By using the Device or using/accessing the Applications, Materials or the Smart Services accessible through the Device, and/or by indicating your consent via a Privacy Notice, you consent to us sharing with or disclosing, your Personal Information and Non-Personal Information as follows:

- a. with our and our affiliates' staff, employees, contractors and agents, to help us provide or improve the services in connection with the Device, the Applications, the Materials and/or the Smart Services;
- b. with our professional advisors;
- c. with third parties and their advisors in connection with a merger, acquisition, bankruptcy, dissolution, reorganisation, financing, the sale of some or all of our assets, the sale of all or a portion of our business, a similar transaction or proceeding, or steps in contemplation of such activities (e.g. due diligence);
- d. when required to (or are permitted to) do so by any applicable law or valid legal process;
- e. with carefully selected third parties, including our suppliers, service providers or commercial partners to enable them to provide a service to us or to perform a function on our behalf in connection with the Device, the Applications, the Materials and/or the Smart Services; and
- f. with other specific third parties with your express consent, and only for the purposes that you consent to.

For any disclosure of your Personal Information by us to our carefully selected suppliers, service providers or commercial partners referred to in this DPP Policy, we will comply with applicable privacy laws by ensuring that there are arrangements in place to ensure that the supplier, service provider or commercial partner keeps your data secure, does not use your Personal Information for any purposes other than the purposes outlined in this DPP Policy or any specified purpose(s) set out in a Privacy Notice.

7. THIRD PARTY MATERIALS, APPLICATIONS AND ADVERTISEMENTS

Third parties who offer the Applications, Materials or Smart Services through the Device may collect Personal Information or Non-Personal Information when you access their Applications, Materials or Smart Services on the Device. We are not responsible for the data collection and privacy practices employed by those third parties or their services, and they may be collecting data about you and may be sharing it with us and/or others. These third parties and their services may also track you across websites and time, serve you their own advertisements (including interest-based advertisements and/or direct marketing), and they may or may not have their own published privacy policies.

In addition, when you are on the Device you may be directed to other services that are operated and controlled by third parties that we do not control. For example, if you browse the Internet and “click” on a link on a website, the link may take you to a different website. We encourage you to note when you access a new website or application and to review the privacy policies of all third parties and to exercise caution in connection with them. We are not responsible for the availability, completeness or accuracy of such third parties’ policies or notices.

8. YOUR RIGHTS AND CHOICES

Personal Information

We will only retain and use your Personal Information for the purposes for which it was provided to us, and only for as long as required to provide the Applications, Materials and Smart Services through the Device (or as required under contract or applicable laws and regulations, if that period is longer).

You have the right to access the Personal Information we possess in relation to you, to ask us to correct any inaccuracies, and to ask us to remove it when no longer needed for the purposes described in this DPP Policy (or if you identify that it is being used for purposes you have not consented to, to oppose such usage by us). You must clearly express any such requests to us. If you would like to access your Personal Information to correct, or remove your Personal Information from our databases, please email us at gjyinfo@hisense.com.

If we receive a request to access, correct or remove your Personal Information, we will make reasonable efforts to do so as soon as reasonably practicable. If you request the removal of your Personal Information, you acknowledge that your Personal Information may continue to exist in a non-erasable form that will be difficult or impossible for us to locate, and for archival file purposes, we reserve the right to retain any information removed from, or changed in our active databases for non-commercial purposes including for dispute resolution, improving the Smart Services, troubleshooting problems, and enforcing the End User Licence Agreement and this DPP Policy. This paragraph does not apply to our collection of Non-Personal Information. We reserve the right to refuse to process information removal requests that are impractical or jeopardise the privacy of others.

All users of the Device are required to provide true, current, complete and accurate Personal Information when prompted, and we will reject and delete any entry that we believe in good faith

to be incorrect, false, falsified, or fraudulent, or inconsistent with or in violation of this DPP Policy.

Cookies

Almost all browsers allow the blocking of cookies in their entirety, the removal of existing cookies or the warning against cookies to prevent them from being placed on your Device. Further information on this can be found in the “documentation” or “help” file of your browser or at www.aboutcookies.org. Please note that blocking cookies can significantly affect the use of some websites (for example, some features of a website cannot be offered without the use of cookies).

If you want to clear cookie data stored on the Device, please go to “Home”, “Settings”, “System” and follow the instructions on clearing cookies.

Direct marketing and interest-based advertising

We and/or our carefully selected business partners may send you direct marketing communications and information about our products and services. This may take the form of emails, SMS, mail or other forms of communication, in accordance with applicable privacy and spam laws. You may opt-out of receiving marketing materials from us by contacting us using the details set out in the “Contact us” section below, or by using the opt-out facilities provided (e.g. an unsubscribe link).

Certain companies that provide Applications, Materials and/or Smart Services through the Device may participate in the Digital Advertising Alliance (“DAA”) AdChoices Program and may display an Advertising Option Icon for interest-based advertisements that links to an opt-out tool which allows you to exercise certain choices regarding targeting. You can learn more about the DAA AdChoices Program at <http://www.youradchoices.com/> and its opt-out program for mobile applications at <http://www.aboutads.info/appchoices>. In addition, certain advertising networks and exchanges may participate in the Network Advertising Initiative (“NAI”). NAI has developed a tool that allows consumers to opt out of certain interest-based advertisements delivered by NAI members' ad networks. To learn more about opting out of such targeted advertising or to use the NAI tool, see <http://www.networkadvertising.org/choices/>. Please note that, even if you are able to opt out of certain kinds of interest-based advertisements, you may continue to receive non-targeted ads. Further, opting out of receiving targeted advertising from one or more NAI or DAA members only means that, under the DAA / NAI rules, those members should no longer deliver certain targeted ads to you. This will affect the services accessible through the Device but it does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different Device or web browser(s), or use a non-browser-based method of access (e.g., mobile app), your NAI / DAA browser-based opt-out may not, or may no longer, be effective. Mobile device opt-outs will not affect browser-based interest-based advertisements even on the same device, and you must opt-out separately for each device. We are not responsible for the effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs. However, we support the ad industry’s “Self-regulatory Principles for Online Behavioral Advertising” (<https://www.iab.com/news/self-regulatory-principles-for-online-behavioral-advertising/>) and expect (but cannot guarantee) that ad networks we directly engage to serve you interest-based

advertisements will support those principles as well.

9. SECURITY OF THE INFORMATION WE COLLECT

We take the security of your information seriously. We maintain physical, administrative, and technical safeguards designed to maintain the confidentiality and security of your information and, in particular, your Personal Information. Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted through use of the Device, the Applications and the Smart Services. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures for the Device, the Applications or the Smart Services.

The Personal Information we collect is stored within databases that we control, and we use reasonable security measures intended to mitigate the risk of unauthorised access or disclosure of Personal Information, such as firewalls and encryption technology. We restrict access to Personal Information to our employees, contractors and agents who have a need to know that information in order to operate, develop or improve the Device, the Applications or the Smart Services. These individuals are contractually bound by confidentiality obligations and may be subject to discipline for failure to meet these obligations, including termination and/or criminal prosecution.

10. BULLETIN BOARDS AND OTHER PUBLIC AREAS

We may offer bulletin boards or other public functions on the Device and/or as part of the Smart Services, and any posting by you in these areas is considered public information that is available to other users. We do not control, and are not responsible for, the actions of other users of the Device and/or Smart Services with respect to any information you post in public areas. In addition, information that you submit to public areas may be collected and used by others to send you unsolicited messages and for other purposes. Any posting in bulletin boards and public areas on the Device is governed by the End User Licence Agreement for the Device or the terms and conditions of the applicable third party websites. Portions of your user profile may also be available to other users, and you should take care to not use Personal Information in your user name or other information that might be publicly available to other users.

11. INTERNATIONAL TRANSFER OF INFORMATION

We may transfer and store Personal Information you provide to us in connection with your use of the Device on servers located in countries outside of Australia. We may also transfer or disclose Personal Information we collect from you to the People's Republic of China, the USA or to other countries outside of your jurisdiction. We will only consciously transfer your Personal Information overseas if:

- a. we reasonably believe that the recipient of the information is subject to a law or a contract which effectively upholds privacy laws that are substantially similar to the privacy laws in force in Australia from time to time;
- b. you have consented to the transfer; or
- c. we are otherwise required or authorised by law.

By providing your Personal Information to us, you consent to us transferring your information outside of Australia in accordance with this DPP Policy or any Privacy Notice.

12. DO NOT TRACK SETTINGS

“Do Not Track” is a standard that is currently under development. At present, there is no industry standard for recognising “Do Not Track” browser signals. Consequently, we adhere to the standards set out in this DPP Policy and do not monitor or follow any Do Not Track browser requests.

13. PRIVACY POLICY VERSIONS AND CHANGES

We reserve the right to change this DPP Policy at any time or for any reason and will post any changes to this DPP Policy within a reasonable period after they go into effect. If we make any material changes that have a significant effect on the way we collect, use, hold or disclose your information, we also will announce the changes in a more prominent way, such as on our website, the Device or through the Smart Services. This DPP Policy will remain in full force and effect as long as you are a user of the Device, even if your use of or participation in any particular service, feature, function or promotional activity terminates, expires, ceases, is suspended or deactivated for any reason.

The latest version of the DPP Policy will always be available on your Device in the menu at “Home” > “Settings”.

14. DATA BREACHES OR COMPLAINTS

If you wish to report a data breach or make a complaint about the way we have collected, used, held or disclosed your Personal Information, please contact us on gjyxinfo@hisense.com. To assist us in helping you, please gather all supporting documents about the matter of complaint, think about the questions you want answered and decide on what you want us to do. We will use the information you provide to investigate and respond to your privacy complaint. We aim to resolve all complaints as quickly as possible. Some complaints are resolved within weeks, but more complex complaints may take longer. You may withdraw your complaint at any time. If you think that we have failed to resolve the complaint satisfactorily, we will provide you with information about the further steps you can take.

15. CONTACT US

You may exercise any of the rights described above by emailing us at the email provided below. If you do, we may need to collect information such as your name, email address, post code, Device purchase location, phone number (which you may choose not to provide), Device model, and Device serial number registration in order to verify your identity. You may also authorise an agent to make a request on your behalf, who will need to provide similar information for verification.

Please direct any additional questions you may have regarding this DPP Policy to

gjyinfo@hisense.com.