

Comcast Xfinity Privacy Policy

Effective April 23, 2026

We know you care about your privacy and the protection of your [personal information](#)①. We also know it is our responsibility to be clear about how we protect your information. We designed this Privacy Policy to do just that. It explains the types of personal information we collect, and how we collect, use, maintain, protect, and share this information. This Privacy Policy also tells you about the rights and choices you may have when it comes to your personal information.

Some of what we say in our Privacy Policy is required by law, and may at times seem long and complicated, but we've worked hard to try to make our Privacy Policy easy to understand and provide examples where possible. The Xfinity Privacy Center (xfinity.com/privacy) includes more information about:

- How to review and manage your personal information and account activity
- How to manage your preferences, including setting your marketing and advertising preferences, and restricting certain uses and sharing
- How you can better protect yourself online

You can review this Privacy Policy and the information in the Xfinity Privacy Center anytime. If you still have questions, you can [contact us](#)① for more information.

We are part of the Comcast family of companies, which includes NBCU, Sky, and others ("Our Related Businesses") (corporate.comcast.com/privacy-related-businesses).

WHEN THE PRIVACY POLICY APPLIES

This Privacy Policy applies to the information we collect when you use or interact with the business entities, [products, services, networks, and platforms](#)①, including our websites, mobile apps, and other services and devices where this policy is referenced. These may include Xfinity-branded services, Comcast-branded Services, Xumo-branded Services, and other products and services we deliver. This Privacy Policy also applies when you otherwise interact with us. We'll refer to all of these as our "Services" in this Privacy Policy. It also applies to the information we collect about you from third parties.

This Privacy Policy does not apply to the [other products, services, websites, and applications](#)① (mobile or television) that you may use or interact with through Xfinity platforms. It also does not apply where we process your personal information at the direction of business clients for whom we provide services where you have a relationship with those business clients. Instead, the privacy policies of those other parties will apply.

Learn more about when the Privacy Policy applies

Because this Privacy Policy describes the privacy practices for all of our Services, some parts may not apply to you. For example, if you do not subscribe to Xfinity Voice (home phone service) or Xfinity Mobile, we will not collect call detail information. If you do not subscribe to Xfinity Home, we will not collect home security event information.

Some Services may have additional privacy practices that may be described to you in different ways, such as in a separate contract for Comcast Business Services. To the extent there is an overlap between this Privacy Policy and a Service-specific privacy policy, the Service-specific policy or agreement will control with respect to that Service.

This Policy does not apply to the non-Xfinity products, services, websites, and applications that you may use through the Xfinity platforms, and we are not responsible for the practices of the companies providing those offerings. For example, if you subscribe to Xfinity Internet and visit a news or shopping website, the privacy policy for that website will apply. If you use one of our platforms to use another company's streaming service, the privacy policy for that streaming service will apply to information it collects about your activity within the app. Likewise, if you connect your smart thermostat to your Xfinity Home security and automation service, the privacy policy of the smart thermostat company will apply to the information it collects. For more information about how these non-Xfinity products, services, websites, and applications use your information, please review their privacy policies.

THE PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

To provide you with our Services, we collect your personal information. This can include information that does not directly identify you – such as device numbers, IP addresses, and account numbers. It may also include information that does personally identify you, such as your name, address, and telephone number.

If you allow others to use your Services, we will also collect personal information about those individuals. If you use our Services through someone else's account, we will collect information about you, but it may not identify who you are to us. We may also collect information about you from [third parties](#)①.

We collect this information to provide our Services, communicate with you, [respond to your requests](#)①, and to [tailor our Services](#)① to best meet your needs and interests.

Learn more about the information we collect and see examples

What We Collect

- **Contact Information** – Information such as your full name and telephone number that we use to stay in contact with you
- **Account Information** – Information we use to identify who you are and/or to provide or maintain your account and Services, which may include biometric information, such as audio recordings and facial scans when used as a means of identification
- **Analytics and Inferences** – Information related to your household, account, or your use of our Services, and our predictions about what you might like or not like
- **Billing Information** – Information including your financial transactions that are available on your billing statements and other payment receipts
- **Demographic and Interest Information** – Information we obtain from other companies to better tailor our programming, marketing, and advertising services to you
- **Service Activity Information** – Information associated with your use of our Services

In some cases, California requires that we use different names to describe the categories of information that we collect. For more information about these categories, please see the "Additional information regarding other laws and individual rights" section of this Privacy Policy.

How We Collect Personal Information

We collect personal information about you in several ways.

1. Directly from you when you create an account, interact with our customer service, or interact with us on behalf of your business, such as:

- Contact information, which may include your name, mailing address, email address, or telephone number
- Login credentials for our Services, such as your username and password
- Information regarding your preferences for your experience on the Services, such as your settings and other information you provide us to enable personalization of content
- Biometric information, such as audio recordings for voiceprints and facial scans that we create in the identity verification process
- Customer communications records, including records of calls and chats with our customer service representatives
- Information that you provide when interacting with us on our social media pages, message boards, and other forums, including your username, profile pictures, and comments, as well as information you publicly share about us
- [Photographs](#)① or images of your property
- Payment information, such as your credit/debit card or other financial account information
- Your Social Security number
- Your driver's license, state identification cards, or other forms of identification
- Legal documents, such as documentation of the authority to act on behalf of another person

2. When you use or interact with our Services, such as:

- Household and device [video selection and viewing activity](#)①
- Voice commands and audio recordings made through voice activated devices that are part of the Services, such as the Voice Remote or our app-based remote
- Geolocation information on where you are at a specific point in time based on your service address to [help us authenticate you](#)① for certain services on our platform
- IP addresses, device identifiers, and network equipment addresses when devices connect to our Services, and other device information, including information about Devices provided by other companies from which you use our Services
- User activity information on our websites and applications using cookies and other technologies (Cookie Notice: xfinity.com/privacy/policy/cookie notice) and information provided by other companies [when you integrate their services with our Services](#)①
- Domain Name Server or "DNS"① searches and [network traffic activity](#)① when you use our Services, such as Xfinity Internet, Xfinity Mobile, or Xfinity WiFi
- Geolocation information that indicates where your device is at a specific point in time when you use [Xfinity Mobile](#)① or enable that function in our [mobile apps](#)①
- General location information, such as the city or ZIP Code that correlates with the location of a WiFi service access point or with the lease of your device IP address when you use Xfinity Internet or Xfinity WiFi

- The quantity, technical configuration, type, features, call history, and amount of your use of Voice Services (known as Customer Proprietary Network Information or “CPNI”)
- Video and audio recordings, live video and audio streams, motion activity, images, and other events that are captured or recorded when using our Services. For example, this may include capturing video, audio, or motion information (if you have turned these features on) when you use Services such as Xfinity Home security and automation

3. From third parties, such as:

- Credit reporting agencies and other entities that provide credit scoring, identity verification, fraud prevention, and similar services
- Landlords and property owners that provide contact and other information
- Government entities that offer public records
- Consumer data providers that offer [demographic](#)^①, [interest](#)^①, [purchase](#)^①, and other data that we use to tailor our marketing and communications to your interest
- Providers of third-party apps that you use on devices governed by this privacy policy
- Third parties that you use to sign into our Services
- Resellers or third parties that sell you a Xumo device
- Social networks and other publicly available data, like [Facebook](#)^①
- Online advertising companies who may share information about the marketing and advertisements you have seen or clicked on

To manage your preferences, please visit the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices). You can also use a browser that offers you the ability to use the Global Privacy Control to communicate your privacy preferences to us when you visit our websites; please note that this will not affect how we process your information when you interact with our products and services. In some of our Services, such as Xumo TV, we may also use technologies to attempt to recognize when different devices are used by the same individual.

Because definitions and rules for a “Do Not Track” standard have not yet been established, including whether such signals must be user-enabled, Comcast does not yet respond to “Do Not Track” signals sent from browsers.

HOW AND WHEN WE USE INFORMATION, INCLUDING FOR MARKETING AND ADVERTISING

We use the information we collect to provide our Services and communicate with you. We also use it to improve our Services, develop new products and services, give recommendations, deliver personalized consumer experiences (including marketing and advertising for our own and others’ products and services), investigate fraud and other illegal activities, and to ensure a secure online environment.

We may combine information across our systems, platforms, and databases. This includes combining information we receive from third parties and information about your use of our Services. We may also combine information about your use of one Service with information we get from your use of another Service.

Learn more about our uses of your information and see examples

To Provide the Services

- Set up your account and account management
- Measure credit and payment risk
- Service delivery
- Bill and invoice
- Authenticate access to your account, including identity verification
- Management of the network and devices supporting our service and our systems, and other maintenance and operations
- Provide technical support
- Help with hardware and software upgrades for devices and systems
- Provide a seamless experience across platforms and devices

To Communicate with You, Including for Marketing Purposes

- Respond to your questions
- Personalize communications and your experience
- Send you service-related announcements and surveys
- Send event invitations, advertise our Services, and track the effectiveness of such communications

To Understand Your Use of and Make Improvements to Our Services

- Understand the use of our existing Services
- Identify and develop new products and services
- Create [measurement and analytics reports for us and others](#)^①

To Personalize Your Experience and Deliver Relevant Advertising

- Market the Services
- Recommend movies or television shows to you
- Let you know which products and services we think may be of interest to you
- Help third-party advertisers and programmers deliver more relevant advertising on our Services and other services and platforms

To Build and Manage Business-to-Business Relationships

- Send communications for business purposes and pursue potential business opportunities
- Manage customer, supplier, and other business relationships

To Comply with Law, Prevent and Investigate Fraud and Other Illegal Activities, and for Other Safety and Security Purposes

- Detect the unauthorized use, or abuse of the Services
- Protect our customers from fraudulent, abusive, or unlawful use of the Services
- Protect our rights, our personnel, and our property
- Comply with applicable law
- To protect the health and safety of our customers, employees, contractors, or the general public

We may aggregate or deidentify your information and may use, share, license, or sell aggregated or deidentified information for any purpose. Our use of information that is no longer personal information is not subject to this Privacy Policy.

WHEN AND TO WHOM WE DISCLOSE INFORMATION

We disclose personal information with others when it’s needed to provide you with our Services, including with credit reporting agencies. We also disclose personal information to others:

- When you direct us to do so, including to authorize other users on your account
- When required by law or to respond to legal process
- To protect our property or rights or the safety of our employees, our customers, or other individuals
- With third party partners or service providers as detailed below

We may disclose personal information to third parties, including for marketing and advertising purposes, which you can control through opt-in or opt-out settings, depending on the type of personal information disclosed. Where the personal information we may disclose does not directly identify you (such as IP address or device identifier), it is possible that our third party partners may be able to identify you based on information they collect from other sources, including any interactions you have with them.

Learn more about when and to whom we disclose information

The Comcast Family of Companies

We may disclose your personal information, including information that personally identifies you, to Our Related Businesses (corporate.comcast.com/privacy-related-businesses) for purposes consistent with those described in our Privacy Policy, including to provide you better services, to personalize your experience, and marketing and advertising. Visit xfinity.com/privacy/your-privacy-choices and navigate to customer account choices to see the choices you have about how your information is used and disclosed.

Account Owners and Other Authorized Users

We may disclose information about a customer's account and use of a Service to the primary account owner following appropriate authentication. The primary account owner may also allow others to see information on the account.

Service Providers

To provide and support the Services, sometimes we use other companies as service providers to transmit, collect, process, or store information for us. We require these service providers to treat the information we disclose to them as confidential and to use it only for providing their services to us. These include:

- **Billing and collection providers**, such as payment processors and organizations that assist us in assessing your credit and payment status
- **Accounting, auditing, and tax providers**
- **Insurance providers**
- **Professional services providers**, such as firms that provide consultative services, assist with improving our programming, provide legal services, or supply project-based resources and assistance
- **Analytics services**, including entities that analyze traffic to and on our websites, analyze how our Services are used, and assist with identifying and communicating with potential customers
- **Marketing, advertising, and sales entities** that assist us in creating and executing marketing, advertising, and sales programs, including order application processing, and printing, mailing, and electronic communications services
- **Security providers**, such as entities that assist with security incident verification and response, service notifications, fraud prevention, identity verification and management, and authentication
- **Information technology providers**, such as entities that assist with website design, hosting, and maintenance, data and software storage, and network operations
- **Customer service support**, including services related to our call centers, installation, maintenance, and repair services

Third Parties

Other disclosures to third parties can include:

Social Media Platforms

You may interact with parts of our Services that cause information to be published to your social networks. For example, you may click on a Facebook "like" button, which publishes to your Facebook account that you "like" one of our Services. On those parts of our websites with social network functionality, a social network may be able to collect information about you. For example, if a page contains a Facebook "like" button, Facebook may be able to collect data about your visit to that page, even if you don't click on the "like" button. To control this disclosure of information, please review the privacy policy of the relevant social network and/or sign out of it before you use our Services.

Advertising Partners

We may disclose information to better tailor marketing and advertising on our Services and on third-party platforms. We may use cookies or other technology – including tracking technologies offered by third parties – to deliver [personalized advertising](#) to you when you visit other services, including advertising based on your activities on our Services. We also allow our partners, including advertisers and service providers, to use cookies and similar tracking technologies when you use our Services. For more information about the use of cookies and other technologies on our online Services, please see the [Cookie Notice](#) (xfinity.com/privacy/policy/cookie notice).

Audience Measurement Companies

We work with business partners to help us measure and analyze how our customers are using our Services. For video, this includes assessing which programs are most popular, how many people watch a program to its conclusion, whether people are watching advertisements, and what programming and video content we will carry on the Services. It also includes determining how our customers prefer to view certain kinds of programming when they use our Services, such as whether they like to watch certain programs live, or if they prefer to view them on demand, on mobile devices, or online. Our business partners may compile this information into reports with aggregated and anonymous statistics that are then made commercially available (for example, a ratings report that indicates what percentage of viewers watched a particular program live vs. on-demand). Xfinity Stream includes Nielsen's proprietary measurement software, which will allow users to contribute to market research, like Nielsen's television ratings. By visiting nielsen.com/digitalprivacy, users can access more information about the measurement software and learn about their choices with regard to Nielsen's measurement.

Non-Xfinity Apps and Partners

Certain Services enable you to interact directly with technology provided by other companies, such as using a [non-Xfinity video app](#) available through our Services or accessing our Services through [another company's platform or device](#). When you use our Services in connection with any technology provided by another company, you are directing us to interact with that company and that company may collect information from you and our Services. We may also disclose personal information to third party partners to the extent you elect to participate in programs such as Xfinity Rewards. This Privacy Policy does not cover the privacy practices of other companies. For more information about how those companies use your information, please review their privacy policies. For more information about non-Xfinity apps supported on our video Services, please visit my.xfinity.com/privacy/providers.

Consumer Reporting Agencies

We disclose information that personally identifies you to consumer reporting agencies that may be subject to other laws, including the Fair Credit Reporting Act. These disclosures may include information that helps validate your identity, such as your name, current and former addresses, contact information, Social Security number, government-issued identifiers, your payment history and account status, and other identifying information.

Public Safety Authorities

If you have our Xfinity Voice Service, Comcast will disclose your name and contact information to public safety authorities such as 911/E911 and related emergency services.

Directory Services, Assistance, and Caller ID

Your name, address, and telephone number may be sent to publishers to be printed in directories and posted in online directories. Once that information is printed or posted online, it is outside of our control and may be sorted or repackaged and made available again in different formats by anyone, including data aggregators, for a variety of purposes, including marketing. For a fee, you can choose to have a nonpublished number, which means that Comcast will not provide your name, address, and telephone number for publishing in the phone book and online directories. You can also choose to have a published number, but choose the "omit address feature," which means we will not provide your street address for publishing in the phone book and online directories. If initiating service online, select "non-published" option, otherwise call 1-800-XFINITY to sign up.

We may also make your number, name, and address available to directory assistance (411) providers. If you have a nonpublished number, Comcast will not make your number available through directory assistance. Comcast may still share your name and address with the 411 provider when specified by law (but the provider is not authorized to share your non-published number).

Please note: While the non-published feature will keep your name, address, and telephone number out of printed and online directories over which Comcast exercises control, even a non-published phone number may exist in databases not controlled by Comcast – if, for example, your present telephone number or address was previously published under your name, or if you provided this information to businesses or government agencies. One way to help protect your privacy may be to request assignment of a new telephone number (with which your name has not previously been associated). You may also want to activate Caller ID Blocking or select the do-not-call option.

Caller ID provides your name and telephone number to the person you are calling – even if you have a nonpublished number. Per Line Caller ID Blocking will automatically block Caller ID for all calls you make from your registered telephone number and can be activated by calling 1-800-XFINITY. Per Call Caller ID Blocking will block name and number on a per-call basis and can be activated by dialing *86 before each call you want to block.

Potential Purchasers of our Business

If we enter into a potential or actual merger, acquisition, or sale of all or a portion of our assets, information about you and your subscription will, in most cases, be shared or transferred as part of the transaction.

Government and Other Entities When Required by Law or To Protect Comcast and Others

There are times when we may be required by law to disclose information about you to third parties. This may happen with or without your consent, and with or without notice, in compliance with the terms of valid legal process such as a subpoena, court order, or search warrant.

If you subscribe to our Xfinity Video service, Comcast may be required to disclose information that personally identifies you to a governmental entity in response to a court order. In this case, the Cable Act requires that you be given the opportunity to appear in a court proceeding to contest any claims made in support of the court order, and the governmental entity must offer clear and convincing evidence that you are reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case. For more information, see "Your Rights and Our Limitations Under Federal Laws." A non-governmental entity, such as a civil litigant, can seek information that personally identifies you or your use of the Xfinity Video, Internet, or Voice Services only pursuant to a court order, and we are required by the Cable Act to notify you of such court order.

We may also disclose information that personally identifies you as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce our rights under our terms of service and policies.

HOW WE PROTECT YOUR INFORMATION

We follow industry-standard practices to secure the information we collect to prevent the unauthorized access, use, or disclosure of any personal information we collect and maintain. These security practices include technical, administrative, and physical safeguards, which may vary, depending on the type and sensitivity of the information. Although we take the responsibility of safeguarding your personal information seriously, no security measures are 100% effective and we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your information. Comcast also takes additional steps to increase the security and reliability of customer communications. We do not read your outgoing or incoming email, file attachments, video mail, private chat, or instant messages. However, we (along with our service providers) use software and hardware tools to help prevent and block "spam" emails, viruses, spyware, and other harmful or unwanted communications and programs from being sent and received over Comcast.net email and the Comcast Services. To help protect you and the Services against these harmful or unwanted communications and programs, these tools may automatically scan your emails, video mails, instant messages, file attachments, and other files and communications. We do not use these tools for marketing or advertising.

HOW LONG WE KEEP YOUR INFORMATION

We keep your personal information for different lengths of time depending on the type of information and the business and legal requirements. For example, if you are a customer, we keep information that personally identifies you as long as you subscribe to one or more of our Services. If you no longer subscribe to a Service, we still may need that information for business and legal requirements, such as to protect against fraud, calculate taxes, or respond to legal requests. Other information is deleted automatically after a set period of time, often set by law, unless we are legally required to hold it longer, such as for pending litigation. We destroy, de-identify, or anonymize the information when it is no longer needed in identifiable form.

CHILDREN'S DATA

Most of our online services are intended for general audiences and are not directed to children. In areas of our Services that may be directed to children, we may collect personal information as described in this Privacy Policy, to the extent and as permitted by applicable law. We limit our processing of such information to providing the Services; communicating with you; understanding your use of and improving the Services; providing recommendations and personalizing the experience; providing contextual advertising and capping and measuring ads; and complying with law, preventing and investigating fraud and other illegal activities, and for other safety and security purposes. We share information with the categories of parties described in "When and To Whom We Disclose Information" above. To request more information about our processing of personal information collected in areas directed to children, or to request to access, delete, or correct personal information related to a child, please contact us at Comcast_Privacy@comcast.com.

THE CHOICES YOU HAVE TO CONTROL OUR USE OF PERSONAL INFORMATION

You have many choices about how we communicate with you and how we use or disclose your information. You can manage these settings in the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices). If you change your mind, you can update your preferences any time.

Learn more about your privacy choices

For your convenience, we have created the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices), where you can manage:

- how we process personal information linked to your account for certain uses associated with audience measurement, analytics, and personalized advertising for third-party products and services based on your interests
- whether we use your sensitive personal information for personalized recommendations, advertising, and marketing
- your preferences regarding which cookies are stored by our website in your browser when you visit
- your preferences regarding communications, offers, and notifications from us

You can find out more about the choices you have and set your preferences. If you change your mind, you can return any time to update it. Some of the choices are limited to our use of certain customer information and may require you to sign into your account.

We understand that sometimes you may want to speak to a Comcast representative who can assist you with your choices. You can contact Comcast at 1-800-XFINITY and ask us to put your name on our internal company "do not call," "do not mail," or "do not knock" list.

If you subscribe to Xfinity Voice Service, when you are interacting with one of our customer service representatives, such as on a call, in our offices, or during an online chat session, we may ask you for your oral consent to the use of your customer proprietary network information or "CPNI" for the purpose of reviewing your account and providing you with an offer for other products and services. If you provide consent, Comcast may use your CPNI only for the duration of that telephone call or discussion in order to offer you additional services. If you deny or restrict your approval for us to use your CPNI, you will suffer no effect, now or in the future, on how we provide any services to which you subscribe.

Additional privacy preferences may be available to you on the devices you use to access the Services.

HOW TO ACCESS AND CORRECT THE INFORMATION IN OUR RECORDS

Part of our commitment to transparency includes giving our customers access to the personal information we have about them. If you subscribe to our Services, you have the ability to see and correct your personally identifiable information through your online account services.

Certain states may give you additional rights, as described in the "Additional information regarding other laws and individual rights" section of this Privacy Policy.

All individuals may also make requests to access and correct certain personal information, and to have us delete certain personal information through our Privacy Center by visiting xfinity.com/privacy/requests.

Learn more about how to access personally identifiable customer information

If you subscribe to an Xfinity Service, you may correct or update information in your account by visiting xfinity.com or by contacting us as described below. If you are an Xfinity Home customer, you can also correct or update your contact and emergency information in the Xfinity Home app. We will correct our records once we have verified that the changes you request are proper.

If you subscribe to Xfinity TV, Internet, or Voice Services and would like to see your own personally identifiable information, other than your customer proprietary network information ("CPNI"), you may do so at your local Comcast office. To do so, please contact us by email at Comcast_Privacy@comcast.com or by phone at 1-800-XFINITY, giving us a reasonable period of time to locate and, if necessary, prepare the information for review, and to arrange an appointment during regular business hours. You will need to have proper identification and will only be able to see the personally identifiable information in your account and no other account.

If you make a written request for a copy of your Xfinity Voice or Mobile CPNI, we will provide you with the relevant information we have by mailing it to your account address, or to any person authorized by you, if we reasonably believe the request is valid. However, subscribers to our Xfinity Voice and Mobile Services should be aware that we generally do not provide them with records of any inbound or outbound calls or other records that we do not furnish in the ordinary course of business (for example, as part of a bill) or which are available only from our archives, without valid legal process such as a court order. In addition, we cannot correct any errors in customer names, addresses, or telephone numbers appearing in, or omitted from, our or our vendors' directory lists until the next available publication of those directory lists. Further, we may have no control over information appearing in the directory lists or directory assistance services of directory publishers or directory assistance providers that are not owned by us.

Comcast reserves the right to charge you for the reasonable cost of retrieving and photocopying any information or documents that you request, where permitted by law.

YOUR RIGHTS AND OUR LIMITATIONS UNDER FEDERAL LAWS

The federal Cable Act imposes limitations on our collection and sharing of information that personally identifies you when you subscribe to Services that use the facilities of the Comcast cable system. The Communications Act imposes restrictions on our use and sharing of CPNI when you use Services that are deemed telecommunications services.

Learn more about your rights and our limitations under federal laws

The Cable Act and Personally Identifiable Information

This Privacy Policy is designed to comply with Section 631 of the Cable Communications Policy Act of 1984, as amended, (the "Cable Act"). The Cable Act permits Comcast to use the cable system to collect personally identifiable information about you. Personally identifiable information is information that identifies you specifically; it does not include de-identified, anonymous, aggregate, or other data that does not identify you. We may collect personally identifiable information when it is necessary to render cable services or other services to you and to detect unauthorized reception or use of the services. We may use the cable system to collect personally identifiable information about you for additional purposes with your prior written or electronic consent. The Cable Act also permits Comcast to disclose personally identifiable information if the disclosure is necessary to render, or conduct a legitimate business activity related to, the cable service or other services provided to you; required by law or legal process; or limited to your name and address, subject to your opt-out consent. The frequency of any disclosure of personally identifiable information varies in accordance with our business needs and activities as described in this Policy.

If you believe that you have been aggrieved by any act of ours in violation of the Cable Act or other applicable laws, we encourage you to contact us directly at Comcast Privacy@comcast.com in order to resolve your question or concern. You may also enforce the limitations imposed on us by the Cable Act as applicable with respect to your personally identifiable information through a civil lawsuit seeking damages, attorneys' fees, and litigation costs. Other rights and remedies may be available to you under federal or other applicable laws as well.

This Privacy Policy neither supersedes, enhances, nor modifies any arbitration agreement to which you may be bound as a subscriber to one or more of the Services.

The Communications Act and CPNI

Section 222 of the Communications Act of 1934, as amended (the "Communications Act"), provides additional privacy protections for information about the quantity, technical configuration, type, destination, location, and amount of your use of telecommunications services, including Xfinity Voice and Mobile Services, and the information about those services contained on your bills for those Services. This information is known as customer proprietary network information or "CPNI." CPNI does not include your name, address, or telephone number, which is defined by the Communications Act as "subscriber list information." However, that information is otherwise considered personally identifiable information.

If you are a customer of Xfinity Voice or Mobile Service, or another Service that is subject to these requirements, you have the right, and Comcast has a duty, under the Communications Act and other applicable laws, to protect the confidentiality of your CPNI. In addition, the FCC's rules provide additional privacy protections and choices regarding use and sharing that are specific to our Voice and Mobile service that we describe in this Policy.

ADDITIONAL INFORMATION REGARDING OTHER LAWS AND INDIVIDUAL RIGHTS

CALIFORNIA NOTICE AT COLLECTION

California law provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of "Personal Information," rights to access, delete, and correct certain Personal Information we collect about them, restrict us from "selling" or "sharing" certain Personal Information, and limit our use of Sensitive Personal Information, as defined by the law and described in the categories below. These rights apply to all residents of California, regardless of whether you are a customer, business contact, or member of the workforce. As a California resident, you have a right not to receive discriminatory treatment for the exercise of your privacy rights.

The California Consumer Privacy Act ("CCPA") defines "Personal Information" to mean "information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household."

You or your authorized agent may submit a request to exercise your access, deletion, and correction rights by visiting xfinity.com/privacy/requests or calling us at 1-844-963-0138. To opt out of personalized advertising and the sale or sharing of Personal Information, or to set preferences regarding our use of Sensitive Personal Information, please visit the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices) and make the appropriate selections in the Settings menu of your relevant devices including X1, Flex, and Xumo TV. Your authorized agent may also contact us at 1-844-963-0138; however, opt-out of the sale or sharing of Personal Information via cookies and similar technologies must be implemented at the browser level on each device you use to access our websites.

Residents of the State of California also have the right to request information regarding third parties to whom the company has disclosed certain categories of Personal Information during the preceding year for the third parties' direct marketing purposes under California's "Shine the Light" law (Cal. Civ. Code §1798.83). Personal Information under this California law means "any information that when it was disclosed identified, described, or was able to be associated with an individual." We do not disclose this type of Personal Information to third parties for their own purposes and we permit you to opt out of any disclosures of non-identifiable Personal Information. However, if you are a California resident and would like to inquire further, please email Comcast_Privacy@comcast.com.

Learn more about your rights if you are a California resident and how to exercise them

Collection, Use, and Retention of Personal Information

The general section of this Privacy Policy describes the types of Personal Information we collect, how we collect it, how we use it in categories that are easy to understand. The CCPA requires us to disclose the Personal Information we have collected about consumers in the following categories. Some of the categories include very different types of information within the same category and certain Personal Information may fall into multiple categories. How we use and how long we keep the information within each category will vary[Ⓒ], and not all types of information within the same category will be used for all the purposes listed.

California law also requires us to provide information regarding the criteria we use to determine the length of time for which we retain Personal Information. We utilize the following criteria to determine the length of time for which we retain Personal Information:

- The business purpose for which the information is used, and the length of time for which the information is required to achieve those purposes
- Whether we are required to retain the information in order to comply with legal obligations or contractual commitments, or is otherwise necessary to investigate fraud or other illegal activities, to ensure a secure online environment, or to protect health and safety
- The privacy impact on the consumer of ongoing retention, including the consumer's likely expectations in light of the sensitivity of information and our Privacy Commitments
- The manner in which information is maintained and flows through our systems, and how best to manage the lifecycle in light of the volume and complexity of the systems in our infrastructure

Individual pieces of Personal Information such as those listed above may exist in different systems that are used for different business or legal purposes. A different maximum retention period may apply to each use case of the information. Certain individual pieces of information may also be stored in combination with other individual pieces of information, and the maximum retention period may be determined by the purpose for which that information set is used.

Categories	Examples	Source	Purpose of collection and use
Identifiers	Name, alias, postal address, unique personal identifier, online identifier, Internet protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers	Directly from you when you provide it to us, such as when you create an account From our systems when we generate the information and assign it to you, such as your account number or your IP address from third parties From third parties	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
Additional categories of information listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	Name, signature, Social Security number, physical characteristics or description, address, telephone number, driver's license or state identification card number, education, employment, bank account number, credit card number, debit card number, or any other financial information. Some Personal Information included in this category may overlap with other categories	Directly from you when you provide it to us, such as when you create an account or pay for your Services From third parties	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
Protected classification characteristics under California or federal law	Age (40 years or older), national origin, marital status, gender, veteran or military status	Directly from you when you provide it to us, such as when you sign up for an offer for veterans From third parties who make inferences regarding your household, such as marital status or the age ranges of people within your household	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	From you when you complete transactions with us From third parties	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services

Categories	Examples	Source	Purpose of collection and use
Biometric information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as fingerprints, faceprints, scans of the hands or face geometry, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data	Directly from you when you provide it to us, such as when you seek to authenticate your identity From our systems when you opt in to certain features of our Services, such as Xfinity Home security, that may collect information and generate inferences about physical patterns to deliver the Services and applicable features you have selected	To offer or provide our Services To verify your identity To make improvements to our existing Services and create new products, services, or features To protect the health and safety of our customers, employees, contractors, or the general public
Internet or other electronic network activity information	Browsing history, search history, and information regarding your interaction with one of our internet websites, applications, or an advertisement	From our systems when you use or interact with our Services From third parties. For more information on these third parties, see our Cookie Notice (xfinity.com/privacy/policy/cookie/notice)	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To personalize our Services and to provide marketing and advertising, when you use our websites like xfinity.com or ComcastBusiness.com or apps (see our Cookie Notice at xfinity.com/privacy/policy/cookie/notice) We do not use information collected from our broadband network through the provision of Xfinity Internet or Xfinity Mobile for these purposes
Geolocation data	Precise physical location or movements	From our systems when you use or interact with Services that collect this information, such as Xfinity Mobile or the Xfinity apps and websites	To offer or provide our Services To make improvements to our existing Services To personalize our Services and to provide marketing and advertising; we do not use information collected from our provision of Xfinity Internet or Xfinity Mobile for these purposes
Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information	From our systems when you use certain features of products and services that may collect information and generate inferences about physical patterns, such as Xfinity Home security features or when you use the Voice Remote to deliver Services and applicable features that you have selected	To provide our Services To make improvements to our existing Services and create new products, services, or features
Inferences drawn from other Personal Information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	From our systems through a series of computer processes	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services
Sensitive Personal Information	Social Security, driver's license, state identification card, or passport number; account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; precise geolocation; racial or ethnic origin, religious or philosophical beliefs, or union membership; the contents of mail, email, and text messages; genetic data and biometric information; information collected and analyzed concerning a consumer's health; or information collected and analyzed concerning a consumer's sex life or sexual orientation. Some Personal Information included in this category may overlap with other categories. We do not collect all of these examples of Sensitive Personal Information, nor do we use all types of Sensitive Personal Information for the purposes described below.	Directly from you when you provide it to us, such as when you create an account or pay for your Services From our systems when you use or interact with Services that collect this information or when you opt in to certain features of our Services From third parties who make inferences regarding your household	To offer or provide our Services To make improvements to our existing Services and create new products, services, or features To provide marketing and advertising To personalize our Services To verify identity and to protect the health and safety of our customers, employees, contractors, or the general public

Disclosures to Third Parties for a Business Purpose

For all enumerated categories listed above, we limit disclosures of Personal Information for business purposes to service providers, as described in "When and To Whom We Disclose Information."

Related Businesses

For all enumerated categories listed above, we may share Personal Information with Our Related Businesses (corporate.comcast.com/privacy-related-businesses), as described in "When and To Whom We Disclose Information."

Sharing and Sale of Personal Information and Right to Opt Out

The CCPA requires companies to include certain disclosures relating to your right to opt out of "sale" or "sharing." We do not sell information that directly identifies who you are to anyone and we do not knowingly sell the Personal Information of consumers under 16 years of age. To opt out of the sale or sharing of non-identifying information, please visit the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices) and make the appropriate selections in the Settings menu of your relevant devices including X1, Flex, and Xumo TV. Your authorized agent may also contact us at 1-844-963-0138; however, opt-out of the sale or sharing of Personal Information via cookies and similar technologies must be implemented at the browser level on each device you use to access our websites. Please note that your right to opt out does not apply to our sharing of data with service providers, with whom we work and who are required to use the data only on our behalf. Below are the types of information "sold" and the categories of third parties that receive the information. This information does not, in and of itself, identify who you are.

Identifiers to advertising networks, data analytics providers, social networks, and audience measurement companies.

Internet or other electronic network activity information to advertising networks, data analytics providers, social networks, and audience measurement companies.

Inferences drawn from other Personal Information to advertising networks.

Right to Know, Right to Request Correction, and Right to Request Deletion of Information

California residents have the right to request that we disclose what Personal Information we collect, use, and sell, as well as the right to request that we delete certain Personal Information that we have collected from you. If we hold Personal Information that is not accurate, California residents have the right to request that we correct this information. You or your authorized agent may submit a request to exercise your rights by visiting xfinity.com/privacy/requests or calling us at 1-844-963-0138.

For your security and to ensure unauthorized third parties do not access your Personal Information, we will require you to verify your identity before we can act on your request. If you are a current customer or still have access to your account, you will be required to authenticate through your Xfinity account. If you do not have an account with us, you will be required to provide an email address and mobile phone number to start the verification process. You may also be required to provide a qualified government-issued photo identification. If you are asking for access on behalf of someone else, we will require verification of your identity, as well as proof of authorization by the individual whose Personal Information you wish to access.

There may be information we will not return in response to your access request, such as information that would affect the privacy of others or interfere with legal requirements. Similarly, there may be reasons why we cannot comply with your deletion request, such as the need to keep your Personal Information to provide you service or to fulfill a legal obligation. In certain circumstances, we may not collect sufficient identifiers to match information in our records with your request.

Right to Restrict Use of Sensitive Personal Information

California residents have the right to request that we restrict our use of Sensitive Personal Information. You can limit our use and disclosure of your Sensitive Personal Information for personalized recommendations, marketing, and advertising purposes through the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices). Your authorized agent may also contact us at 1-844-963-0138.

Right to Information Regarding Participation in Data Sharing for Financial Incentives

We may run promotions from time to time and ask you to share Personal Information with us in exchange for discounts. We will always give you clear notices about these types of programs when you sign up, and participation is always voluntary. If you change your mind, you will always be able to opt out, and if you don't participate, you will still be able to use our Services.

To review the number of requests we have received over time, how we have complied with those requests, and the median or mean number of days in which we respond to such requests, please visit xfinity.com/privacy/reports.

ADDITIONAL INFORMATION REGARDING CERTAIN STATE RESIDENTS' PRIVACY RIGHTS

The laws of certain U.S. states provide their residents with certain rights with respect to their personal information. When we use the term "personal information" in our Privacy Policy, it includes "Personal Data" as defined under these state laws. If you are a resident of one of the following states, you may have certain rights under the laws of your state: California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia.

The laws of these states provide their residents with one or more of the following rights:

- to confirm whether we process your personal information and access such personal information
- to delete certain personal information
- to correct certain personal information
- to receive a list of third parties to whom we disclose personal information
- to restrict the "sale" of personal information and processing for purposes of targeted advertising
- to control our use of personal information considered sensitive
- not to receive discriminatory treatment for the exercise of your privacy rights

While these laws provide state residents with the right to opt out of automated profiling that would produce legal or other similarly significant effects, we do not use personal information to make automated decisions in any situation where you would have a legal right to opt out. If this changes, we will notify you of your right to opt out before processing your personal information in this way.

When your preferences are set to restrict our processing of sensitive personal information, we continue to process your sensitive personal information for purposes that are strictly necessary to provide products and services you have requested. Depending on your state of residence, you may be opted out of optional processing of sensitive personal information by default.

California residents also have the right to know certain details about our processing of their personal information. If you are a California resident, please see our California Notice at Collection (xfinity.com/privacy/policy/staterights#california) for this information.

Comcast Cable Communications, LLC and other entities operating under the Comcast and/or Xumo names are the controllers of your Personal Data. Our products and services are offered under a number of brands, including Xfinity, NOW, Effectv, Comcast Business Services, Machine Q, Deep Blue, and Comcast Technology Services. If you use Xumo Play, Xumo LLC is the controller of your Personal Data.

Additional information regarding Washington and Nevada residents' Consumer Health Data

Washington and Nevada laws require specific disclosures regarding the Consumer Health Data we collect, how it is used and shared, and the access, deletion, appeal, and non-discrimination rights Washington and Nevada residents have with respect to the processing of such data. Consumer Health Data is personal information that identifies your past, present, or future physical or mental health status.

When you use our Services, you may enable accessibility features or self-identify as having certain medical conditions (e.g., blindness). We use this information to deliver, maintain, and improve the services you request and use. If you subscribe to our broadband or mobile services, we may process health information related to your browser searches or the applications you use. This information is subject to the Xfinity Internet DNS Privacy Statement (xfinity.com/privacy/policy/dns) and is used only to deliver the services you request or use. We may also collect biometric information such as audio recordings and facial scans when used as a means of identification, in accordance with our Privacy Policy. If we collect biometric information about you, we comply with the laws of your state regarding notice and consent and will provide additional disclosures as appropriate.

We may use third party service providers or "processors" in connection with the delivery of our Services; however, we require these service providers to treat any information shared with them as confidential and to use it only for the purpose of providing the services for which they have been engaged.

We do not sell this information to third parties for any purpose.

How to exercise your rights

You or your authorized agent may submit a request to exercise your access, deletion, and correction rights by visiting xfinity.com/privacy/requests or calling us at 1-844-963-0138. For your security and to ensure unauthorized third parties do not access your personal information, we will require you to verify your identity before we can act on your request. If you are a current customer or still have access to your Xfinity account, you will be required to authenticate through your Xfinity account. If you do not have an account with us, you will be required to provide an email address and mobile phone number to start the verification process. You may also be required to provide a qualified government-issued photo identification. If you are asking for access on behalf of someone else, we will require verification of your identity, as well as proof of authorization by the individual whose personal information you wish to access. Residents of certain states can exercise their right to request a list of third parties to whom we disclose Personal Data by submitting an access (Download) request.

To opt out of personalized advertising and the sale of Personal Data, or to set preferences regarding our use of sensitive Personal Data, please visit the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices) and make the appropriate selections in the Settings menu of your relevant devices including X1, Flex, and Xumo TV. Your authorized agent may also contact us at 1-844-963-0138. Please note that preferences with respect to cookies and similar technologies must be implemented at the browser level on each device you use to access our websites.

If we deny your request, you have the right to appeal our decision. You can request further review through xfinity.com/privacy/requests.

Additional Information Regarding Maine Residents' Privacy Rights

Maine's Broadband Internet Access Service Customer Privacy Act generally prohibits providers of broadband Internet access service ("Providers") from using, disclosing, selling or permitting access to "customer personal information" without a customer's express, affirmative consent, which may be revoked at any time.

However, no consent is required for the collection, retention, use, disclosure, or sale of or access to customer personal information when such activities are required to:

- Provide the service from which such information is derived or for the services necessary to the provision of such service;
- Advertise or market the Provider's communications-related services to the customer;
- Comply with a lawful court order;
- Initiate, render, bill for and collect payment for broadband Internet access service;
- Protect users of the provider's or other providers' services from fraudulent, abusive or unlawful use of or subscription to such services; or
- Provide geolocation information concerning the customer:
 - For the purpose of responding to a customer's call for emergency services, to a public safety answering point; a provider of emergency medical or emergency dispatch services; a public safety, fire service or law enforcement official; or a hospital emergency or trauma care facility; or
 - To a provider of information or database management services solely for the purpose of assisting in the delivery of emergency services in response to an emergency.

A Provider may not refuse to serve a customer who does not provide consent when required or charge a customer a penalty or offer a customer a discount based on the customer's decision to provide or not provide consent.

A Provider shall take reasonable measures to protect customer personal information from unauthorized use, disclosure or access, taking into account the nature and scope of the Provider's activities, the sensitivity of the data the provider collects, the size of the Provider, and the technical feasibility of the security measures.

In addition, a Provider may use, disclose, sell, or permit access to non-CPI, unless the customer opts out.

If you are an Xfinity customer, you can manage your account information and review your privacy settings at xfinity.com/privacy/your-privacy-choices. To review the full Xfinity privacy policy, visit xfinity.com/privacy. To learn more about our privacy commitments, including our commitment to protect your privacy when you use our broadband Internet service, please visit xfinity.com/privacy.

ADDITIONAL INFORMATION REGARDING EEA, SWITZERLAND, AND UNITED KINGDOM RESIDENTS' PRIVACY RIGHTS

The EU General Data Protection Regulation ("GDPR") and the UK General Data Protection Regulation provide residents of the EEA, United Kingdom, and Switzerland the rights to receive notice regarding the purposes for which your data are processed and the legal basis for our processing, the categories of recipients of your personal information, whether the personal information will be transferred

outside these jurisdictions, and the criteria we use to determine how long to retain your data. You also have the right to receive notice about your rights. These rights apply to all residents of these locations, regardless of whether you are a customer, business contact, or member of the workforce.

The GDPR defines "Personal Data" to mean "any information that is linked or reasonably linkable to an identified or identifiable natural person." When we use the term "personal information" in our Privacy Policy, it includes Personal Data covered by this definition.

Learn more about your rights if you are an EEA, Switzerland, or United Kingdom resident and how to exercise them

RIGHT TO BE INFORMED

The general section of this Privacy Policy describes the types of personal information we collect, how we collect it, and how we use it in categories that are easy to understand. For information on our retention practices, please see "How long we keep your information" above.

Legal Basis for Processing

We rely on a variety of legal bases to process your personal information. We mainly process your personal information because it is necessary to perform our agreement to provide the Services to you or because the processing is necessary for our legitimate interests where those interests do not override your fundamental rights and freedoms related to data privacy. Where we rely on legitimate interest as this lawful basis, our legitimate interest is necessary for promoting our business, improving the services we offer to you and your experience when you interact with us, and ensuring effective operational management and internal administration of our business and the exercise of our rights. In limited circumstances, we may rely on other legal bases for processing your personal information, including when necessary to comply with a legal obligation or where you provide your consent for processing.

Cross-Border Transfer of Information

Certain personal information may be transferred to and processed in the US and other countries where we have facilities or in which we engage service providers. The laws in the U.S. regarding personal information may be different from the laws of your state or country. We implement appropriate safeguards to protect your personal information as required by relevant law, including supplemental measures, if we transfer your personal information outside of the EEA, UK, or Switzerland.

EU and UK Representative Entities, DPO

Xumo LLC is a Data Controller operating Xumo Play, a free advertising supported video on demand service that primarily offers a selection of programming content through an app. The data protection officer (DPO) for Xumo LLC can be contacted at dpo@xumo.com.

For individuals who access Xumo LLC products and services from the EU or the UK and wish to exercise their rights under the EU GDPR or the UK Data Protection Act 2018, respectively:

Comcast International France SAS has been appointed as Xumo LLC's **EU Representative** under Article 27 of the GDPR, and Comcast International Holdings UK Limited has been appointed as Xumo LLC's **UK Representative** under Article 27 of the UK GDPR.

All inquiries from individuals in the EU or UK related to the processing of their personal information or any inquiries from Supervisory Authorities should be addressed to representative@Xumo.com, or send a letter to:

EU Inquiries:

Comcast International France SAS
115-123 Avenue Charles de Gaulle, 5th Floor
92200 Neuilly Sur Seine
Paris, France

UK Inquiries:

Comcast International Holdings UK Limited
5 Churchill Place, 10th Floor
London, UK

You can read more about how you can exercise your rights directly below.

RIGHT OF ACCESS, RIGHT TO DATA PORTABILITY, RIGHT TO REQUEST CORRECTION, AND RIGHT TO REQUEST DELETION OF INFORMATION

You have the right to request that we:

- Give you access to, and a copy of your personal information we hold in our systems;
- Correct or update inaccurate or incomplete personal information we have about you; and
- Delete all or some of the personal information we have about you (e.g., if it is no longer needed to provide Services to you).

To submit a request to exercise your rights, please complete the form available at xfinity.com/privacy/requests. We may have a reason under the law why we do not have to comply with your request, or may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response. Please note that, in order to verify your identity, we may require you to provide us with information prior to accessing any records containing information about you. In certain circumstances, we may not collect sufficient identifiers to match information in our records with your request.

RIGHT TO OBJECT, WITHDRAW CONSENT, AND RESTRICT PROCESSING

You have the right to request that we:

- Stop using, and ensure that all third parties stop using, some or all of your personal information (e.g., if we no longer have a legal basis to process it); and
- Stop contacting you with promotional messages.

You can exercise these rights by visiting the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices) and making the appropriate selections in the Settings menu of your relevant Comcast/Xfinity issued devices.

RIGHT TO OPT OUT OF AUTOMATED PROCESSING

You have the right to opt-out of automated processing where such processing would produce legal or other similarly significant effects. However, we do not use personal information of residents of the EEA, Switzerland, and United Kingdom to make automated decisions about you that would have these effects.

RIGHT TO LODGE A COMPLAINT

You have the right to lodge a complaint with your local data protection authority about our use of your personal information.

CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy over time as our business needs and those of our customers change. If we make material changes to this Privacy Policy that increase our rights to use personal information that we have previously collected about you, we will notify you through written, electronic, or other means so that you can make any necessary decisions about your ongoing use of our Services.

HOW TO CONTACT US WITH QUESTIONS ABOUT THIS PRIVACY POLICY

- **Send Us a Message:** Comcast_Privacy@comcast.com

Be sure to include your name and address, your Comcast account number (if applicable), and a daytime telephone number where we can reach you.

MORE INFORMATION ABOUT SOME OF THE TERMS AND PHRASES USED IN THE POLICY

Below you can find illustrative examples and more information about the terms used in the policy that have ⓘ next to them.

Personal Information: Includes any information that is linked or reasonably linkable to you, your household, or your device. Personal Information includes personal data where such term is used in applicable laws.

Products, services, networks, and platforms: Examples of when this policy applies include: Xfinity TV and Streaming, Xfinity Internet, xFi and Xfinity Advanced Security, Xfinity Voice, Xfinity Stream app, Xfinity WiFi service, Xfinity Home, Xfinity Mobile, Xfinity Flex, Comcast Business Services, Effectv, Xumo, Xumo TV, Xumo Play.

Other products, services, websites, and applications: For example, if you use the Peacock app on your X1 or Xfinity Mobile phone, NBCUniversal's privacy policy will apply to the information collected through that app.

Third parties: Third parties are other companies that collect or maintain information about you and share it with us, such as credit bureaus who share information with us when you sign up for service and consent to a credit check.

Respond to your requests: In order to provide better customer service, we keep track of when you contacted us, what the issue was and what is the best way to get in contact with you.

Tailor our services: We collect data from third parties to better understand your interests and provide personalized offers.

Photographs: For example, we may take a picture of your porch or doorstep with the equipment we deliver to you or aerial photographs of our network to assess network safety and compliance.

Video selection and viewing activity: When you use the video services we directly provide, such as Xfinity TV and the Xfinity Stream app, we know what video selection you made in order to deliver it to you. When you access content from third-party applications on the X1, Flex, or Xumo TV platform, we will only know that you accessed that application, not what you do within those video selections unless you have allowed the sharing of this information.

To help us authenticate you: Some of our services can only be provided in certain geographic areas and require us to know that you are physically located at your service address in order to use them or access information.

Information provided when you integrate other services with our Services: For example, if you download or use another company's tools or features that are compatible with our Services, that other company will collect information about your use of those tools and features and may share additional information with us.

DNS: The address book of the Internet is known as DNS, or Domain Name System. It's how people navigate the Internet. Millions of Comcast customers look up billions of addresses online every day. We delete the DNS queries generated by our Internet customers every 24 hours except in very specific cases where we need to research a security or network performance issue, protect against security threats, or comply with a valid legal request. You may decide to keep that information in your account longer when you enable certain features, such as our advanced security services that allow you to see the websites that are blocked for up to 30 days. But we've never used that data for any sort of marketing or advertising – and we have never sold it to anyone.

Network traffic activity: Where you go on the Internet is your business, not ours. We limit our use of customer network traffic activity to assess how the network is performing; understand trends; stay ahead of capacity demands; build, test, and improve our products and services; and for fraud and security purposes. We do that with a sample of network data and we only connect our customer's network activity to particular individuals when necessary for security or fraud purposes, or required by law.

Xfinity Mobile: We don't sell, and have never sold, your location data when you use our Xfinity Mobile service.

Mobile apps: If you are using a mobile device to access our Services, we may need to know the location of your mobile device or other device in which you have installed one of our applications for certain functionality, such as connecting you to a nearby Xfinity WiFi Hotspot. We will request your consent to collect and use precise geolocation information before we do so. You can prohibit the collection of this information through your device's settings (see "Your Choices") but doing so may limit certain functions and features of our Services.

Demographic: Information like gender, age, and census records.

Interest: Information that indicates your interest in things like sports, travel, or cooking.

Purchase: Information from loyalty program or public records.

Facebook: If you interact with our Services on a device through which you also interact with social networks or if you interact with us through a social media function such as a plug-in (for example, a Facebook "like" button) then you may be permitting us to have on-going access to some information from your social network profile (such as your name, email address, your friend list, photo, age, gender, location, birthday, social networking ID, current city, the people/sites you follow, and so forth). If you don't want a social network to collect the information about you as described above, or you don't want a social network to share it with us and other third parties, please review the privacy settings and instructions of the applicable social network before you interact with our Services.

Measurement and analytics reports for us and others: We and service providers who work on our behalf may combine and use data from our business records – including account information, video activity data, and other usage data – with data from third parties to create measurement and analytics reports. These reports are de-identified or aggregated and do not contain any information that personally identifies you.

We use these reports for many of the purposes described in the Privacy Policy, such as for improving the Services, creating and delivering more personalized advertising on behalf of Comcast and other third parties, determining whether and how an advertiser's messages are viewed, and analyzing the effectiveness of certain advertisements on the Comcast Services and other platforms and services. We also use these reports to work with academic or research groups, and for other uses that help us develop and fund improvements in services and infrastructure. We may share these reports with programmers, advertisers, or others. To learn about the choices you have with respect to our use of your information for these purposes, visit the Xfinity Privacy Preferences Center (xfinity.com/privacy/your-privacy-choices).

Personalized advertising: The display of ads to you where the advertisement is selected based on personal information obtained from your activities over time and across nonaffiliated websites or online applications.

Non-Xfinity video app: For example, when you use Peacock on the X1, Flex, or Xumo TV platform.

Another company's platform or device: For example, when you use the Xfinity Stream app from devices operated by other companies, such as an Apple or Android device.

Vary: For example, the CCPA puts name and social security number in the same category. We may use your name to send you marketing materials for our products, but we will not use your Social Security Number for marketing or advertising.

Customer personal information: (1) Personally identifying information about a broadband customer, including but not limited to the customer's name, billing information, social security number, billing address and demographic data; and (2) Information from a customer's use of broadband Internet access service.