

RESEARCH PANEL PRIVACY POLICY

Last Updated: October 1, 2024

1. SCOPE OF THIS RESEARCH PANEL PRIVACY POLICY

This Research Panel Privacy Policy (“**Privacy Policy**”) explains how A&E Television Networks, LLC and its affiliates (“**A+E Networks**,” “**our**,” “**we**,” or “**us**”) collect, use and disclose personal information about you when you participate in a research panel or fill out a survey that links to or references this Privacy Policy. We may provide different or additional policies about our privacy practices with respect to certain products, services or regions, in which case those policies will supplement or replace this Privacy Policy.

We have partnered with a service provider Alida Inc. (“**Alida**”) to help manage our research panels, and some of your interactions with A+E Networks might involve Alida. This Privacy Policy applies also to Alida when acting as our service provider, and descriptions of how A+E Networks processes your personal information may apply also to Alida. However, A+E Networks will remain responsible for handling your personal information.

We may change this Privacy Policy from time to time. Please refer to the "Last Updated" date at the top of this Privacy Policy to see when was last revised. You may view the currently effective Privacy Policy at any time by checking the Privacy Policy posted on this site. Your continued participation in our panel after the Last Updated date will constitute your acceptance of all effective changes.

2. TYPES OF PERSONAL INFORMATION WE COLLECT AND METHOD OF COLLECTION

During the initial panel registration process or as part of a research survey, we may request certain information about you and others in your household, such as name, telephone number, e-mail, birth year, gender, state of residence, employment status, relationship and marital status, education level, and income. We also may (but may not) request more information that might be considered “sensitive” personal information under some United States privacy laws, such as ethnic group and religion. Once your household has joined our panel, we will obtain additional information about you and your household, because we track a wide variety of information about preference and consumption behaviors and exposure to advertising, such as household information and viewership data. For some panelists we might request your consent to use video or other images of you to incorporate into our promotional materials.

We may combine the information you provide us with research tools and information from other sources. We use this information to perform market research, and to prepare reports and analyses. If you qualify for a sweepstakes, we will use your e-mail address to let you know if you have won.

To manage panels and to enhance your experience as a panelist, we also collect information about you automatically through your use of the site from which you access our panels and surveys, such as your device and usage information, including your IP address, device type, unique device

identifiers, browser type, pages accessed, links clicked (including date and time), length of visits to certain pages, pages you viewed or searched for and methods used to browse away from the page. We, or Alida on our behalf, may place small data files on your device (e.g., cookies, web beacons, pixels, tags, device identifiers, and similar technologies) to automatically collect this type of information about you. We may also use these technologies for audience measurement purposes, for example, to track exposure to advertising and relate it back to purchases.

3. HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information in the following ways:

- To carry out market research in order to improve our advertising partnerships and help our advertiser partners understand viewers' responses to their ads;
- To communicate with you and to subscribe you to marketing communications from us;
- To facilitate sweepstakes;
- To incorporate video and images into materials for promotional purposes with advertisers and other clients, with your express consent;
- To detect, investigate and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of A+E Networks and others;
- To facilitate navigation, enable certain features, and display information more effectively, with respect to automatic data collection on our websites.
- To comply with legal and regulatory requirements.

4. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose your personal information in the following ways:

- To our vendors, service providers (such as Alida), contractors and consultants who perform services on our behalf, such as companies that assist us with market research, analytics, marketing and advertising;
- To law enforcement authorities and individuals involved in legal proceedings in response to a request for information if we believe that disclosure is in accordance with, or required by, any applicable law, regulation or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements;
- To protect the rights of A+E Networks and others if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of A+E Networks, our users, the public, or others;

- To our legal, financial, insurance and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests;
- In connection with, or during negotiations of certain corporate transactions, including the merger, sale of company assets, financing or acquisition of all or a portion of our business by another company; and
- To other companies within the A+E Networks family of companies.

We also disclose aggregated or de-identified information that cannot reasonably be used to identify you. For example, we may quote your response to a research survey without naming who you are (“I love watching Networks!” – Female, 24). A+E Networks processes, maintains, and uses this information only in a de-identified fashion and will not attempt to re-identify such information, except as permitted by law.

5. YOUR PRIVACY CHOICES

Updating Your Account Information

You can review and request to update your account information at any time by contacting us using the contact details provided under the “Contact Us” heading below. Please be aware that if members are able to update certain information in the Member Hub in a self-serve capability, we may provide instructions on how you can update this information yourself.

Opting Out of Marketing Communications

If you would like to stop receiving promotional communications from us, please contact us using the contact details provided under the “Contact Us” heading below. You may also unsubscribe from our promotional emails by clicking the unsubscribe link provided at the bottom of any promotional email. If you opt out, we may still send you non-promotional messages, such as those about your sweepstakes entry or our ongoing business relations.

6. ADDITIONAL INFORMATION FOR CERTAIN U.S. STATES RESIDENTS

California, Colorado, Connecticut, Montana, Oregon, Texas, Utah and Virginia have enacted consumer privacy laws that grant their residents certain rights and require additional disclosures. If you are a resident of one of these states, this section applies to you.

Additional Disclosures

This notice explains how we collect, disclose, and use personal information about you. Certain state laws require us to use a table to explain this same information, including the categories of personal information we collect (and have collected over the preceding 12 months), types of entities to which we disclose such information and the ways we use each category of information.

Collection, Disclosure, and Use of Personal Information for Business Purposes

<u>Categories of Personal Information</u>	<u>Categories of Recipients</u>	<u>Use of Personal Information</u>
<u>Identifiers</u> , such as your name, email, and online identifiers (including categories of personal information described in §1798.180 of the California Civil Code)	We disclose personal information to our A+E Networks family of brands, vendors, service providers (such as Alida), contractors and consultants who perform services on our behalf	We may use this information to communicate with you, to subscribe you to marketing communications from us, and for other business purposes
<u>Internet and electronic network activity information</u> , such as information about your interactions with the site from which you access our surveys or panels		We may use this information to provide, maintain, personalize and improve our market research services, to better understand our customers, and for other business purposes
<u>Characteristics of protected classifications under California or U.S. federal law</u> , demographic information of protected classifications under California or federal law, such as race, ethnic group, gender identity, and religion		
<u>Commercial information</u> , such as your viewing histories or tendencies and purchase history, including products or services purchased, or obtained, or other purchase histories		
<u>Audio, electronic, visual information</u> , such as videos or images you voluntarily share with us for our own promotional materials		
<u>Professional or employment-related information</u> , such as your employment status		
<u>Education information</u> , such as your highest level of education		

Other Details about our Information Practices

- We collect personal information directly from you when you participate in a research panel or fill out a survey and automatically from you through cookies and similar tracking technologies.
- We do not knowingly collect, sell or share personal information about consumers under the age of 16.
- **Sensitive Personal Information.** We may collect information, such as race or ethnicity data, that is considered “sensitive” under certain state privacy laws if you choose to provide it. We do not use or disclose such information for the purpose of inferring characteristics about you.
- We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to comply with applicable legal requirements). When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.
- We do not sell your personal information nor do we share or use your personal information for targeted advertising, as defined by California and certain other state laws. We may disclose deidentified or aggregate information and/or demographic data about you to commercial partner(s) and/or other third parties in aggregate or deidentified form and may also provide other aggregate or deidentified information to such third parties. Aggregate or deidentified form includes demographic information about a person or household without specifically or reasonably identifying the person. For example, this information does not contain personal information such as an email address, nor does the combination of demographic information make it reasonably possible to identify the person.

Access, Deletion, and Correction Rights

You have the right to (1) request to know more about and **access** your personal information, including in a portable format, (2) request **deletion** of your personal information and (3) request **correction** of inaccurate personal information. To exercise these rights, please contact us as described in the “**Contact Us**” section below. We respond to requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. Once we receive the request, we may validate your identity, and the information that you provided, by asking standard verification questions (such as verifying your email address, what year you joined the community, when you completed the last survey, or the last communication you received from us). Please follow the instructions in that verification email and/or provide any additional information that may be needed to process your request. We will not discriminate against you for exercising your privacy rights.

Appeals

If we deny your request, you may to appeal our decision by contacting us as described in the “Contact Us” section below. If you have concerns about the result of an appeal, you may contact the attorney general in the state where you reside.

Authorized Agents

If you are an authorized agent and the individual who is the subject of the request is from California, Colorado or Connecticut, you are required to submit proof of your authorization to make the request, such as a valid power of attorney or proof that you have signed permission from the individual who is the subject of the request. Please do not provide any sensitive personal information in connection with this request, such as a driver’s license. In some cases, we may contact the individual who is the subject of the request to verify their own identity or confirm you have permission to submit their request.

Notice of Financial Incentives

We may provide rewards or other benefits to customers in exchange for participating in a research panel or filling out a survey, for example when we enable you to participate in a sweepstakes. These benefits may constitute “financial incentives” under California law. If you participate in a financial incentive, we collect personal information from you, such as identifiers (such as your name and email), internet and electronic network activity information (such as information about your interactions with the site from which you access our surveys or panels), characteristics of protected classifications under California or U.S. federal law (such as your gender identity), commercial information (such as your viewing histories or tendencies), professional or employment-related information (such as your employment status), education information (such as your highest level of education), and sensitive personal information (such as your ethnicity).

You can opt into a financial incentive by following the sign-up or participation instructions provided and you can opt out at any time by following the unsubscribe instructions in the applicable program’s member support email. In some cases, we may provide additional terms and conditions, which we will provide to you when you sign up. The value of your personal information is reasonably related to the value of the offer or discount presented to you.

7. CONTACT US

Questions, comments and requests regarding this Privacy Policy are welcomed. To exercise privacy rights you may have under Section 6 (Additional Information for Certain U.S. State Residents):, please contact us at the member support email corresponding to your panel below:

support@aetvaccess.com
support@historymakerscommunity.com
support@lifetimeloyals.com