

CRITERION PRIVACY POLICY

Effective July 16, 2026

This Privacy Policy describes how Criterion Collection LLC ("Criterion", "we", "our", or "us") collects uses, shares, and protects personal information.

For questions about our privacy practices, please email us privacy@criterion.com.

If you're a resident of one of the following places, select your location to review the additional privacy notice and information that applies to you.

California

Colorado, Connecticut, Indiana, Iowa, Kentucky, Maine, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, and Virginia.

Canada

1. SCOPE

This Privacy Policy applies to personal information we collect when you interact with us, including through criterion.com, our emails, and other online offerings (collectively, the "Services").

For Criterion Channel's privacy practices, including criterionchannel.com, please refer to the [Criterion Channel Privacy Policy](#).

Please note that this Privacy Policy does not apply to non-Criterion websites or services that state that they are offered under a different privacy policy. Please review the privacy policies on those websites and services directly to understand their privacy practices.

2. INFORMATION COLLECTION

Depending on the nature of your interaction with Criterion, we may collect personal information as follows:

- Directly from you, when you provide information to us or interact with us:
 - *Account information*, including your name, email address, selected password, and content preferences.
 - *Contact information*, including your name, telephone number, email address, mailing address, and any other information you choose to include when you communicate with us via email, mail, phone, or other channels.
 - *Survey information* in response to questions we may send you, including for feedback and research purposes.

- *Transactional information*, including payment information and payment history if you make a purchase.
- *Viewing information*, including content that you view (e.g. title, genre) and searches you conduct.
- *Any additional information you choose to provide*, including questions, suggestions, and feedback.
- Automatically from you, *device information and online user activity* when you utilize our Services, as described in the next section.
- From third parties, *information about the marketing and advertisements you have seen or clicked on*, from online advertising companies.

Some of this information may be collected by external parties on our behalf. For example, we use a payment processor when you engage in a transaction on our Services; Criterion does not itself collect or store payment card information.

2. COOKIES AND INFORMATION COLLECTED BY AUTOMATED MEANS

When you interact with our Services, certain information is automatically collected from you. This information includes:

- *Usage details* about your interaction with our Services, such as the date, time, and length of visits, specific pages or content accessed, search terms, and frequency of visits.
- *Device information* about the device you use to access our website, such as IP address, device type, unique device identifier, operating system, browser type, and mobile network information.
- *Location information* where you choose to provide our Services with access to information about your device's general location.

Much of this information is collected through cookies and other tracking technologies, which may be operated by our partners who assist us in providing the Services, understanding usage of the Services, serving ads, security, and fraud prevention.

See [PRIVACY CHOICES](#) for more information on managing cookies preferences and opting out.

3. HOW WE USE YOUR INFORMATION

We use the information we collect from you to:

- Provide our Services to you; create and maintain your account; provide content recommendations; manage transactions and purchases; fulfill and manage orders, deliveries, and returns; and customize and enhance your experience.
- Respond to your requests and questions; communicate with you; provide troubleshooting and other customer support; and provide important notices.
- Manage, maintain, and operate the Services; diagnose or fix technology problems; monitor the performance of the Services; and understand how you access and use the Services.
- Improve the Services and grow our business; better understand our customer base; administer surveys for market research and customer satisfaction purposes; and develop new products and services.
- Design and administer marketing and promotional campaigns and evaluate the effectiveness of these campaigns; send you marketing emails with information on products or services that may be of interest to you.
- Comply with legal requirements; defend against legal claims or other demands; respond to subpoena, court order, or other legal process or request; engage in risk management and compliance activities; protect the rights of Criterion, you, or others; and detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal.
- Perform internal administration, auditing, and operations activities.

We may use and share information in an aggregated or de-identified manner at our discretion, including for research, analysis, modeling, marketing, and improvement of our Services.

4. HOW WE SHARE YOUR INFORMATION

We may share the information we collect in the following instances:

- *With service providers* that we believe need the information to perform a technology, business, or other professional function for us such as IT services, analytics, payment processing, accounting, auditing, and tax services, and other professional services.
- *With advertising partners* who use cookies or other tracking technologies to deliver personalized advertising to you when you visit the Services and to others who may be interested in the Services, including advertising based on the products or services you have viewed. Partners may allow other companies to access information about you so that they may market other products you may be interested in. We may also share personal information with advertising partners to generate a “lookalike audience” of prospective consumers of our Services. To opt-out of this, please send an email to privacy@criterion.com and include “opt-out” in the subject line.
- *With entities in our corporate family*, for purposes consistent with this Privacy Policy, to carry out our business activities, and to the extent permitted by law.

- *With social media platforms*, information about you and your interaction with us. If you interact with social media objects on our Services, both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- *When a corporate event occurs*, we reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Privacy Policy.
- *For legal purposes*; where necessary to comply with the law; in response to court orders, law enforcement or legal process, including for national security purposes, which may include lawful access by U.S. or foreign courts, law enforcement or other government authorities; to establish, protect, or exercise our legal rights; as required to enforce our terms or other contracts; to defend against legal claims or demands; or to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.

5. HOW WE PROTECT AND STORE YOUR INFORMATION

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf. If you access or use our Services outside of the United States, you understand that we and our service providers may access, collect, process, and store your personal information outside of the jurisdiction in which you reside, including in the United States.

6. PRIVACY CHOICES

This section describes the choices you have regarding the collection, use, and sharing of personal information:

- *Access and update account information*: If you have a Criterion account, you can review and update certain account information, such as your contact information, by logging in.
- *Change cookie preferences*: You have options to limit how cookies and other tracking technologies collect information about your online activity:
 - To manage your cookie preferences on our Services, please click the Cookie Settings link in the footer to set your preferences. Generally, you can modify your browser setting to disable or reject cookies across the internet; but if you do so, some features of our Services may not function properly or be available. Please note that you will need to set preferences on each browser and device you use to visit our Services.
 - Please note criterionchannel.com has its own cookie preference tool, separate from criterion.com. When you visit criterionchannel.com, you will need to set your

cookie preferences again by visiting <https://www.criterionchannel.com/cookies>. Please note you will need to set these preferences on each browser and device you use to visit criterionchannel.com.

- You can also use a browser that offers you the ability to use the Global Privacy Control to communicate your privacy preferences when you visit our Services. Because definitions and rules for “Do Not Track” have not yet been established, including whether such signals must be user-enabled, we do not respond to “Do Not Track” signals.
- You may be able to prevent third parties from using your information for interest-based advertisements across the internet by using resources from the [NAI](#) or the [Digital Advertising Alliance](#). Please note this does not opt you out of being served ads, nor will it prevent the receipt of interest-based advertising from other companies that do not participate in these programs.
- You may also opt-out of third-party cookies we use by visiting their opt-out pages. These are examples of our cookie providers, but the list is not exhaustive. In addition, we are not responsible for the effectiveness of any of these opt-out mechanisms:
 - We use Google Analytics to collect usage details. You can learn more about privacy and Google Analytics [here](#), and opt out of collection of your data by using the Google Analytics [Opt-out Browser Add-on](#).
 - We use Google to serve you ads based on your browsing behavior. You can learn more about Google’s practices [here](#) and opt out of personalized advertising through Google’s [Ad Settings](#).
- *Opt-out of email marketing:* If you no longer wish to receive marketing emails from us, you can click the unsubscribe link at the bottom of our marketing emails. Please note that you will continue to receive transactional messages from us, including messages about your account and purchases.
- *Opt-out of push notifications:* If you have the Criterion Channel mobile application, you can choose whether to receive push notifications on your device. You can change your preferences at any time in your device settings and, where available, within the app settings.

7. UPDATES TO THIS PRIVACY POLICY

We may make changes to this Privacy Policy from time to time. The date at the top of this Privacy Policy indicates when this Privacy Policy was last revised. If we make material changes to this Privacy Policy, we will notify you through written, electronic, or other means.

8. ADDITIONAL NOTICE: CALIFORNIA RESIDENTS

As a California resident, you have the right to receive certain disclosures regarding our collection, use, and disclosure of your personal information, as well as certain rights to your personal information. California residents will not receive discriminatory treatment for exercising these privacy rights.

Collection, Use, and Retention

The following chart describes our practices about the collection, use, and retention of your information if you are a California consumer, including a business contact or website visitor. The categories we use to describe the information are those listed in California law. 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.

Personal identifiers	<u>Examples of what we collect:</u> Name, email address, physical address, unique identifiers (such as those assigned in cookies). <u>Sources:</u> Directly from you; from third parties. <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention Considerations:</u> Certain information is maintained throughout our relationship with you in order to provide the Services. When we no longer provide Services to you, we may still need this information for a period of time for business and legal requirements.
Personal information categories listed in the California Customer Records statute	<u>Examples of what we collect:</u> Telephone number, credit card number. <u>Sources:</u> Directly from you; from third parties. <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention Considerations:</u> Certain information is maintained throughout our relationship with you in order to provide the Services. When we no longer provide Services to you, we may still need this information for a period of time for business and legal requirements.
Internet or other similar network activity	<u>Examples of what we collect:</u> Device ID, browsing history, search history, IP address, interaction with a website. <u>Sources:</u> Automatically from you; third parties. <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention Considerations:</u> Internet or other similar network activity is typically deleted at regular intervals when the information is no longer necessary for the purpose for which it was collected.
Commercial information	<u>Examples of what we collect:</u> Transaction information, products purchased. <u>Sources:</u> Directly from you; third parties <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention considerations:</u> The law requires us to maintain purchase records for a period of time, which varies by state.

Sensitive information	<u>Examples of what we collect:</u> Password or credentials allowing access to an account. <u>Sources:</u> Directly from you. <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention Considerations:</u> Certain information is maintained throughout our relationship with you in order to provide the Services. When we no longer provide Services to you, we may still need this information for a period of time for business and legal requirements.
Inferences	<u>Examples of what we collect:</u> Interests, preferences, consuming tendencies. <u>Sources:</u> Created about you based on information you provide; third parties. <u>Purpose of collection and use:</u> All purposes listed in HOW WE USE YOUR INFORMATION. <u>Retention considerations:</u> Certain information is maintained throughout the life of our relationship with you in order to provide the Services.

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 purposes 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 type in order to comply with legal obligations or contractual commitments, to defend against potential legal claims, or as otherwise necessary to investigate theft or other activities potentially in violation of our policies and procedures applicable to you or against the law, to ensure a secure online environment, or to protect health and safety.
- The privacy impact of ongoing retention on you.
- The manner in which information is maintained and flows through our systems, and how best to manage the lifecycle of information in light of the volume and complexity of the systems in our infrastructure.

Individual pieces of personal information 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.

Sale, Sharing, and Other Disclosure of Personal Information and Right to Opt-Out

Any category of personal information listed in the chart above may be disclosed for business purposes to service providers and contractors, which are companies or individuals that we

engage to conduct activities on our behalf. Service providers and contractors are restricted from using personal information for any purpose not related to our engagement.

California law also requires us to provide you with information regarding the parties to whom we sell (disclosing personal information for monetary or other benefit) or share (disclosing personal information for purposes of cross-context behavioral advertising) your information. Under California law, our use of cookies for analytics and advertising purposes and our creation of lookalike audiences are considered a "sale" or "sharing" of the following categories of personal information:

- *Identifiers:* Analytics and advertising partners
- *Internet or other similar network activity:* Analytics and advertising partners

To opt out of the sale and sharing of personal information via cookies, click the Cookie Settings link in the footer of this page and adjust your preferences. To opt out for [criterionchannel.com](https://www.criterionchannel.com), visit <https://www.criterionchannel.com/cookies> and set your preferences.

To opt out of lookalike audiences, please email privacy@criterion.com with "opt-out" in the subject line, or submit a request through our [Privacy Rights Request Form](#).

We do not have actual knowledge that we sell or share the personal information of consumers under the age of sixteen.

We may disclose your information in other ways that are not considered sales under the law. Please see **HOW WE SHARE PERSONAL INFORMATION** above for more information about how we share your information.

Additional Rights

Residents of California also have the right to access, correct, and delete certain personal information we collect about them. You or your authorized agent may submit a request to exercise your rights by using the [Privacy Rights Request Form](#) or by contacting us via email at privacy@criterion.com. You have the right not to receive discriminatory treatment for the exercise of your privacy rights.

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. We do this by asking you to provide personal identifiers we can match against information we may have collected from you previously and confirm your request using the email account stated in the request. There may be information we will not return in response to your access request, such as information that would 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.

While California residents also have right to limit use of sensitive personal information, we only process sensitive personal information for purposes allowed by law and therefore do not offer an option to limit further processing.

Right to Information Regarding Participation in Data Sharing for Financial Incentives

We may offer rewards, discounts or other benefits to consumers enrolled in certain promotional or rewards programs, such as a percentage off your next purchase when you sign up for our email promotions. Consumers can opt-out of individual programs in their account settings (URL) or by contacting us at privacy@criterion.com. You may also submit a request that we delete your as described in this Privacy Policy.

Criterion does not generally assign monetary or other value to consumers' information and our promotional activity changes continually. To the extent California law requires that a value be assigned to such programs, or the price or service differences they involve, Criterion values them as being equal to the value of the discounts or other financial incentives provided in each such program. Such calculation is based upon a practical and good-faith effort to assess, on an aggregate basis for all collected information: (1) the data elements collected (e.g., email address), (2) the use of such information by Criterion in connection with its marketing and business activities, (3) the range of discounts provided (which can depend on each consumer's purchases under such offers), (4) the number of consumers enrolled in respective programs, and (5) the product or service to which the benefits (such as price difference) applies. These values can change over time.

9. ADDITIONAL NOTICE REGARDING CERTAIN STATE RESIDENTS' PRIVACY RIGHTS

If you are a resident of one of the following states, you may have certain rights under the laws of your state: **Colorado, Connecticut, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, 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 opt-out of the "sale" of personal information and targeted advertising.
- 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.

Rhode Island law requires us to provide a list of third parties to whom we may sell residents' personal information. These third parties are: **[parties]**.

Criterion Collection LLC is the controller of your personal information.

Requests for Access, Correction, or Deletion

You or your authorized agent may submit a request to exercise your rights by using the [Privacy Rights Request Form](#) or by contacting us via email at privacy@criterion.com. 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. We do this by asking you to provide personal identifiers we can match against information we may have collected from you previously and confirm your request using the email account stated in the request.

Requests to Opt-Out of Sale and Targeted Advertising

Our use of cookies for analytics and advertising purposes and our creation of lookalike audiences is considered a "sale" of personal information and/or targeted advertising.

To opt-out of cookies, click the Cookie Settings link in the footer of this page and adjust your preferences. To opt out for criterionchannel.com, visit <https://www.criterionchannel.com/cookies> and set your preferences.

To opt out of lookalike audiences, please email privacy@criterion.com with "opt-out" in the subject line, or submit a request through our [Privacy Rights Request Form](#).

Appeals

If we deny your request, you have the right to appeal our decision through the [Privacy Rights Request Form](#).

10. ADDITIONAL NOTICE: CANADA

If you are a Canadian resident, subject to applicable law, you have the right to access, update and correct inaccuracies in, and withdraw consent to our collection, use and disclosure of, your personal information in our custody or control. You may submit a request to exercise your rights by using the [Privacy Rights Request Form](#) or by contacting us via email at privacy@criterion.com. Please note we may request certain personal information for the purpose of verifying your identity when you seek access to your personal information.

If you have any questions or comments about this privacy policy or the manner in which we or our service providers (including our service providers outside Canada) treat your personal information, or to exercise any rights in respect of your personal information, please contact us our Privacy Officer at privacy@criterion.com.