

# BCTV VIDEO-ON-DEMAND APP PRIVACY POLICY

Last updated [12/22/2019]

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## INTRODUCTION

Branford Community Television, Inc., a.k.a. BCTV (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Video-On-Demand application (the “Application”).

Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the application.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted.

This Privacy Policy does not apply to the third-party online/mobile store from which you install the Application or make payments which may also collect and use data about you. We are not responsible for any of the data collected by any such third party.

To simplify our privacy policy, it is helpful to understand what we do with data collected by the various third-party platforms (Roku, Amazon Fire TV, Vimeo.com, etc.) our

Video-On-Demand application is served by. While those platforms may collect more identifiable personal information, we are only provided with summarized data by these platforms. For example, the third-party platform may record your unique I.P. address and/or username when viewing a video or downloading the Application. But we are only provided by these platforms with general, non-unique, data summarizing information. Examples include: how many users have downloaded the app, what country viewers of a specific video may reside in, how much of a video the average viewer watched, and how viewers found a video they watched (I.E., via search page, social media, shareable link, Roku app, etc.).

So, what do we do with the limited data we are provided with? Not much. We occasionally use this, non-identifiable, information to gauge what types of videos are popular with our viewers and which platforms are performing best. Quite simply, we will NEVER sell, store, or utilize your unique personal information collected by these third-party platforms, because we are NEVER provided with it. So, it is highly advisable to read the privacy policies of the platform that you are utilizing to view our Video-On-Demand content to see what they may be doing with what they collect.

Any information shared with us directly by you through the use of online-forms, comment sections, social media, etc. will be used to communicate with you or for purposes like contests/giveaways. This information will also NOT be sold or provided to third-parties, but may be viewable by the public.

## **COLLECTION OF YOUR INFORMATION**

We DO NOT collect identifiable information about you when you watch videos via the Application. However, our On-Demand videos are hosted/streamed through Vimeo.com. Please refer to the [Vimeo Privacy Policy](https://vimeo.com/privacy) for exact information about what data is collected and how it is used by Vimeo (<https://vimeo.com/privacy>). The information we may collect via Vimeo.com through the Application may include:

## **Personal Data**

General demographic and other non-identifiable information (such as an anonymous viewer's country of residence) is provided to us. Other unique identifiable information that you voluntarily give to us when choosing to participate in various activities related to the Application, such as chat, posting messages in comment sections, liking posts, sending feedback, and responding to surveys. If you choose to share data about yourself via your profile, online chat, or other interactive areas of the Application, please be advised that all data you disclose in these areas may be public and your data may be accessible to anyone who accesses the Application.

## **Geo-Location Information**

Vimeo.com, and third-party platforms that host the Application, may request access or permission to location-based information from your mobile device, either continuously or while you are using the Application, to provide location-based services. We are only provided with very general information that includes which countries the viewers of a video reside in.

## **Mobile Device Access**

Third-party platforms may request access or permission to certain features from your mobile device, including your mobile device's [bluetooth, calendar, camera, contacts, microphone, reminders, sensors, SMS messages, social media accounts, storage,] and other features depending on which platform you are viewing our On-Demand content (i.e., Roku, Amazon Fire TV, Vimeo.com, etc.) and the basic requirements of those platforms. If you wish to change our access or permissions, you may do so in your device's settings.

## **Data From Contests, Giveaways, and Surveys**

Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

## **USE OF YOUR INFORMATION**

Specifically, we may use information collected about you via the Application to:

1. Administer sweepstakes, promotions, and contests.
2. Assist law enforcement and respond to subpoena.
3. Compile anonymous statistical data and analysis for use internally or with third parties.
4. Deliver targeted advertising, coupons, newsletters, and other information regarding promotions and the Application to you.
5. Enable user-to-user communications.
6. Increase the efficiency and operation of the Application.
7. Monitor and analyze usage and trends to improve your experience with the Application.
8. Notify you of updates to the Application.
9. Offer new products, services, mobile applications, and/or recommendations to you.
10. Perform other business activities as needed.
11. Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.
12. Request feedback and contact you about your use of the Application.
13. Resolve disputes and troubleshoot problems.
14. Respond to product and customer service requests.
15. Send you a newsletter.
16. Solicit support for the Application.

## **DISCLOSURE OF YOUR INFORMATION**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

### **By Law or to Protect Rights**

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

### **Interactions with Other Users**

If you interact with other users of the Application, those users may see your name, profile photo, and descriptions of your activity, including sending invitations to other users, chatting with other users, liking posts, following blogs.

### **Online Postings**

When you post comments, contributions or other content to the Applications, your posts may be viewed by all users and may be publicly distributed outside the Application in perpetuity

### **Third-Party Advertisers**

We may use third-party advertising companies to serve ads when you visit the Application. These companies may use information about your visits to the Application and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

### **Social Media Contacts**

If you connect to the Application through a social network, your contacts on the social network will see your name, profile photo, and descriptions of your activity.

## **TRACKING TECHNOLOGIES**

### **Cookies**

We may use cookies and other tracking technologies on the Application to help

customize the Application and improve your experience. When you access the Application, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Application.

### **Internet-Based Advertising**

Additionally, we may use third-party software to serve ads on the Application, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about opting-out of interest-based ads, visit the [Network Advertising Initiative Opt-Out Tool](#) or [Digital Advertising Alliance Opt-Out Tool](#).

### **Website Analytics**

We may also partner with selected third-party vendors, such as [Adobe Analytics](#), [Google Analytics](#), and others, to allow tracking technologies and remarketing services on the Application through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Application, determine the popularity of certain content, and better understand online activity. By accessing the Application, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the [Network Advertising Initiative Opt-Out Tool](#) or [Digital Advertising Alliance Opt-Out Tool](#).

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

## **THIRD-PARTY WEBSITES**

The Application may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Application, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Application.

## **SECURITY OF YOUR INFORMATION**

We use administrative measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

## **POLICY FOR CHILDREN**

We do not knowingly solicit information from or market to children under the age of 13. If you become aware of any data we have collected from children under age 13, please contact us using the contact information provided below.

## **CONTROLS FOR DO-NOT-TRACK FEATURES**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

## **CONTACT US**

If you have questions or comments about this Privacy Policy, please contact us at:

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Branford, CT 06405

203-481-3232

[info@branfordtv.org](mailto:info@branfordtv.org)