

DISH Network Privacy Notice

Effective Date: January 1, 2025

This Privacy Notice (“Notice”) explains how DISH Network L.L.C. and its affiliates collect, use and disclose information about DISH subscribers and others who visit DISH websites, view DISH advertisements, or interact with DISH products or services (the “Services”). In this Notice, the terms “DISH”, “DISH Network”, “we”, “us”, and “our” refer to DISH Network L.L.C. and its affiliates, which collectively own and/or operate the DISH® direct broadcast satellite television service and all other services that are available now or in the future from DISH (whether subscription, pay-per-view or otherwise). The term “you” refers to you as a subscriber to or user of our Services.

California Notice at Collection

We collect the categories of personal information (as defined in the California Consumer Privacy Act (CCPA)) listed in the table below.

Category of Personal Information Collected	Sold or Shared
Identifiers, including names, postal addresses, email addresses, online identifiers, IP addresses, account names, and other similar identifiers.	Yes
Personal information categories listed in the California Customer Records statute, including bank account numbers, credit/debit card numbers, and other financial information.	No
Protected classification characteristics under California law, including sex/gender, marital status, and age (over 40).	No
Commercial information, including information regarding products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
Internet or other electronic network activity information, including information regarding interactions with an internet website, application, or advertisement.	Yes
Imprecise geolocation data, such as general location of devices or IP address.	Yes
Audio, electronic, visual, or similar information, including phone call recordings, chat	No

recording, and chatbot recordings.	
Professional or employment-related information, including employment status and history.	No
Education information, including education history.	No
Inferences, meaning inferences drawn from any of the information in the above-listed categories of information to create profiles about consumers.	Yes
Sensitive personal information, including account log-in information in combination with passwords.	No

As further described in this Notice, we generally collect and use the above-listed categories of personal information to provide and manage the Services and achieve legitimate business or commercial purposes.

As noted in the table above, we “sell” or “share” (as these terms are defined in the CCPA) certain categories of personal information, and you may exercise your right to opt out of such disclosures by following the instructions provided in the footer link at <https://www.dish.com/yourprivacychoices/>.

We retain each category of personal information that we collect for as long as necessary to fulfill the purposes described in this Notice, including to satisfy legal or reporting requirements.

More information, including a description of your legal rights, can be found below in the “[State Privacy Rights](#)” section.

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Personal Information We Collect

Account information:

We collect and keep personal information you give to us when you sign up for an account, including: your name, service address, billing address, e-mail address, telephone number, social security number, bank account and/or credit card number, logins and passwords to Services, security questions and codes, and other account information. We may also collect and keep other information about your account with us, such as billing and payment history, customer service interactions, and equipment and programming options. If you participate in the DISH Insiders community, we may collect personal information that you provide, such as your feedback on programming.

Usage information:

When you use our Services, we and/or third parties automatically collect usage information, including application usage data and logs, device type and ID, IP address, and location information. This usage information may be in various formats (electronic, audio, and other), and may be collected through our Services or through third-party devices such as third-party streaming devices, or applications provided through or used to access our Services. Please see Third-Party Services and Websites below for more information.

Viewership:

When you or someone in your household watches a video program through our Services, we may collect a record of your viewing activity. This applies to live television programming as well as video on demand, pay per view, and DVR services.

Corporate affiliates and third-party information:

We also may receive information about you and your household from our corporate affiliates and third parties such as programmers, business partners, consumer reporting agencies, and other data companies. This information may allow us to send you promotions that interest you or serve advertisements to you that match your interests and concerns.

Cookies and other technologies:

We and/or other companies we work with may use cookies, web beacons, tags, and similar technologies on or through our Services, as well as third parties', websites, platforms, and electronic communications to understand users online behavior and to collect certain information, including statistics about website and platform usage, broad demographic information, IP addresses, browser type, device type, Internet Service Provider, referring/exit pages, platform type, date/time stamp, number of clicks, and other similar information. We also may use session replay software, which collects information about your interaction with the Services, including keystrokes, mouse movements, and form field entries, and may monitor your interactions with the Services, including for our compliance verification purposes. If you use our website chat function, we collect and store information in connection with your use of that

function, including personal identifiers and the content of the chat. You can access our Services even when you've disabled certain cookies, but you may not be automatically recognized upon revisiting.

Please visit the "Information Choices and Changes" section for further information, including about Do Not Track and how to disable cookies.

Google Analytics:

We use Google Analytics and Signals in Google Analytics. This updates existing Google Analytics features (advertising reports, remarketing, cross-device reports, and reports on interests and demographics) to provide aggregated and anonymized information about you, provided you have allowed personalized ads in your Google Account. You can learn more about Google's data practices and your privacy choices by visiting www.google.com/policies/privacy/partners/. Google provides an opt out of Google Analytics by downloading and installing the browser add-on located here tools.google.com/dlpage/gaoptout/.

Children's information:

Protecting children's privacy is important to us. We do not direct the Services to, nor do we knowingly collect any personal information from, children under the age of eighteen. If we learn that a child under the age of eighteen has provided personal information through the Services, we will use reasonable efforts to remove such information from our files.

How long we keep your information:

We retain personal information about you for the amount of time necessary to provide our Services and for as long as required to satisfy legal or tax requirements, for fraud prevention, or for other business purposes. If we de-identify information, we will maintain and use the information in de-identified form and not attempt to re-identify the information except as required or permitted by law.

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How We Use Personal Information

We use the personal information we collect primarily for business or commercial activities, which may include using your personal information to:

- provide, operate, and maintain our Services;
- carry out billing and collection activities;
- communicate with you (e.g., to contact you for administrative purposes or to send you important updates and communications about this Notice and/or other applicable terms);

- confirm that you are receiving the level(s) of service requested and are properly billed;
- identify when changes are made to your account or services;
- inform you of products or services that may be of interest to you;
- make programming recommendations;
- understand your use of our Services in order to make improvements and personalize them;
- administer user surveys to collect your recommendations, reviews, and feedback;
- send you marketing and promotional communications, including emails about the Services and products or services of select business partners;
- deliver addressable or tailored advertising to you within the Services, via email, or through third-party websites and platforms;
- detect fraud and unauthorized reception of our Services;
- determine whether applicable policies and terms of service are being violated;
- perform statistical or qualitative research and analysis;
- maintain our “do not contact” lists;
- comply with applicable law;
- support our business operations and business transactions; and
- carry out other uses as necessary to provide our Services.

We will also use your personal information as described to you at the point of information collection or with your consent. Additionally, we will use your personal information as we believe necessary or appropriate to protect our rights, privacy, safety, property, and/or those of others.

We may aggregate, and/or de-identify information such that it does not reasonably identify you and use such information for other business and marketing purposes.

We may combine the various types of information we collect and receive from and about you, including account information, usage information, information collected offline, across other computers or devices that you may use, and information received from corporate affiliates and third-party sources. Where applicable, we will use, disclose, and protect the combined information as described in this Notice.

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Personal Information We Disclose

We may disclose information we collect from and about you with others as follows:

EchoStar Affiliates:

We disclose your personal information to Echostar and EchoStar affiliates, such as AirTV, Boost Mobile, Hughes, HughesNet, and Sling TV.

Our Service providers:

We disclose personal information to third parties that provide business, marketing, payment processing, or technical support services to us and/or administer activities on our behalf. Our service providers may also include professional advisors (e.g., lawyers, accountants, auditors, etc.).

Our analytics providers:

We disclose your personal information to parties that assist us in performing analytics and help us measure the effectiveness of the Services and our marketing and advertising efforts.

Mailing list partners:

We may disclose your name and postal address to other parties, such as charities, marketing organizations, corporate affiliates, or other businesses for “mailing list” purposes. Any such disclosure for “mailing list” purposes would be limited to your name and postal address, and the disclosure would not reveal, directly or indirectly: (i) the extent of your viewing or use of a television service or the Services; or (ii) the nature of any transactions facilitated by us.

Corporate entities for business transfers:

We may transfer your personal information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy, or other change of ownership or control. For example, if another entity acquires us or any of our assets, personal information we have collected may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, personal information we have collected may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information we have collected in connection with the Services in a manner that is consistent with this Notice.

Law Enforcement or other third parties for legal, compliance, and safety purposes:

We may be required by law to comply with a valid legal process, such as a subpoena, court order, or search warrant, or where there is a lawful request, to disclose information about you. We may also disclose information about you to protect our customers, employees, or property; in emergency situations; and to enforce our rights under our terms of service and policies, in court or elsewhere.

Disclosure of De-identified or Aggregated Information:

1. Aggregated and de-identified information

We may disclose information collected or received from or about you in de-identified and/or aggregate formats. We may disclose this information to companies that collect and compile consumer data, including those that create reports about what programs people watch.

2. To companies and networks that provide programming

We may disclose information with networks and other providers of programming about what packages our subscribers have purchased and what programs our subscribers watch. We may also disclose some demographic or usage information. This information is de-identified and/or aggregated, and we will not tell the programmer which individuals or households watched the program.

3. To advertisers and companies that provide advertising services

We may also disclose information with our advertisers and our advertising service providers about when, where, and how (e.g., streaming device, mobile device, or computer) an advertisement was viewed. We may also tell them certain pieces of demographic information about your household. We will not tell the advertiser which individuals or households watched the advertisement. Advertisers, advertising technology companies, and service providers that perform advertising-related services for us and our business partners may use cookies, web beacons, tags, and other technologies to collect information from or about you to tailor advertisements, measure advertising effectiveness, and enable other enhancements. For more information about advertising, see the “Information We Use for Advertising Purposes” section below.

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Information We Use for Advertising Purposes

We may use information about you for marketing or advertising purposes in the following ways:

- **To provide you with more relevant TV advertising.** We may use information we have collected or received from or about you through your use of the Services or from third parties to show you advertisements that match your interests. We use information such as service packages purchased, pay-per-view or video-on-demand purchases, and program viewing data. We may also use demographic and interest information (such as gender, family size, and hobbies) you provide or that we obtain from other companies. You may be able to opt out of this internet-based advertising, as described below in the “Information Choices and Changes” section.

- **To provide you with advertising for our Services.** We may use information we have collected or received from or about you through use of the Service or from third parties to provide you with marketing information, offers and advertisements for our Services or to exclude you from receiving certain marketing information, offers or advertisements. Our activities with respect to such marketing information, offers and advertisements may occur through our Services or third-party websites and platforms.
- **To provide you with more relevant online advertising.** We and our advertising partners may also use information obtained about you through your use of our Services or from third-parties, or gathered through cookies and similar technologies, to deliver more relevant online advertising to you across other computers, devices, websites, and online services that you may use (“interest-based advertising”). Advertisers, advertising technology companies, and service providers that perform advertising-related services for us and our business partners may use cookies, web beacons, tags, and other technologies to collect information from or about you to tailor advertisements, measure advertising effectiveness, and enable other enhancements. You may be able to opt out of certain types of interest-based advertising as described below in the “Information Choices and Changes” section.
- **To provide others with more relevant advertising.** We and our advertising partners may also use information collected from or about you by us or our advertising partners and information we obtain about you from third parties to deliver advertising that is targeted for individuals with similar interests. We may combine aggregated and/or de-identified information to create groups based on actual or assumed shared interests and/or factual characteristics. We also combine information about the programming that our customers watch on the Services with their common interests to help us figure out what advertising may be most relevant.

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Network and Information Security

We take information security seriously. We use commercially reasonable efforts to prevent unauthorized third-party access to information about you. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access or use information about you.

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Information Choices and Changes

Marketing and promotional communications:

You can opt out of receiving marketing and promotional communications from us or manage your preferences at any time through your account settings. You can also opt out of receiving marketing and promotional communications from us by following the instructions included in any such communication that you receive from us. Please note that even if you opt out of receiving marketing and promotional communications from us, you will still receive non-marketing or transactional messages from us, including messages about your account and responses to your inquiries/requests.

Cookies and Do Not Track:

Certain parts of our Services require cookies. You may adjust your device or Internet browser settings to limit certain tracking or to decline cookies, but by doing so, you may not be automatically recognized upon revisiting and may not be able to use certain features of the Services or take full advantage of all of our offerings. Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences.

We might not recognize "Do Not Track" requests or headers from some or all Internet browsers.

Interest-based online advertising choices:

In addition to the privacy choices provided by DISH, some of our partners may also provide you with choices about how they handle your information. To understand your choices for receiving more relevant online advertising from members of the Digital Advertising Alliance, members of the Network Advertising Initiative, Trade Desk, LiveRamp, and Nielsen please review the information below:

1. To learn more about interest-based advertising, and to opt out of collection and use of information about your online activities for interest-based advertising by the [Digital Advertising Alliance](#) (DAA) participating companies, please visit www.aboutads.info/choices/. To opt out of targeted advertising through mobile applications, please visit youradchoices.com/appchoices.
2. To opt out of collection and use of information about your online activities for interest-based advertising by [Network Advertising Initiative \(NAI\) member companies](#), please visit www.networkadvertising.org/choices/.
3. To opt out of certain interest-based advertising provided by the Trade Desk you can visit adsrvr.org/.
4. To opt out of personalized advertising delivered by LiveRamp visit liveramp.com/opt_out/.

5. Nielsen’s proprietary measurement software, which will allow you to contribute to market research, like Nielsen’s TV Ratings. To learn more about Nielsen’s digital measurement products and your choices in regard to them, please visit Nielsen’s privacy policy at www.nielsen.com/legal/privacy-principles/digital-measurement-privacy-statement/ for more information.

Even if you opt out, you will still receive advertising from us and third parties. You may also still receive advertising from us or third parties that is customized based on information we’ve collected or received from or about you or on information about your online activities from third parties that are not DAA or NAI participating companies.

Addressable TV advertising choices:

You may limit DISH’s delivery of addressable television advertisements that were selected for you using your information by logging into your MyDish account (log into My Account, then click My Profile, and then select “do not sell my information”) or contacting us in writing at the mailing address listed in the contact section below.

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Third-Party Services and Websites

When you use a third-party streaming device or voice assistant through our Services (including the DISH Voice Remote), or access a third-party service, application, or website, even when doing so through our Services, you should review the privacy statements of the third party to understand what information they may collect and keep. We are not responsible for the practices of such third parties. We may also collect usage information related to those third-party products, services, applications, or websites if they are accessed through our Services.

You may also choose, when available, to connect your account with third party accounts, including with third-party social networks. If you share information about your usage of or activities on our Services with such third-party accounts, then the collection, use, and disclosure of such information will be subject to that third party’s privacy policies, which may differ from our own. We are not responsible for the practices of such third parties.

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State Privacy Rights

California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah and Virginia

California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah and Virginia give residents the right to know what categories of personal information are collected about them and how it will be used, disclosed, and sold or shared. The purpose of this section of the Notice is to provide residents of these states with a description of our practices regarding the collection, use, disclosure of personal information and how they can exercise their rights in relation to their personal information.

Categories of personal information collected:

We have collected the following categories of personal information about consumers in the preceding 12 months.

Types of Personal Information We Collect	Examples	Primary Purpose for Collection
Identifiers	Identifiers such as name, postal address, device identifiers, internet protocol (IP) address, email address, and account name.	Account creation, personalization and facilitating usage of the Service, internal marketing, to prevent fraud and detect security incidents, to communicate important information; internal operations and compliance.
Personal information categories listed in the California Customer Records statute	Name, postal address, telephone number, bank account number, and credit/debit card information, and other financial information	Account creation, personalization and facilitating usage of the Service, internal marketing, to prevent fraud and detect security incidents, to communicate important information; internal operations and compliance.
Characteristics of protected classifications	Gender, marital status, age	Account creation, personalization, and marketing

under state or federal law		
Commercial information	Information regarding products or services purchased, obtained, or considered, credit score, or demographic information	Account creation, personalization, internal marketing, internal operations and compliance.
Audio, electronic, visual, thermal, olfactory, or similar information	Customer service call recordings and website chat interactions, or other communications with DISH, including personal identifiers, call, chat, and chatbot content and other website interactions.	Facilitating usage of the Services, training, to prevent fraud and criminal activity, operational analytics, and to comply with applicable laws
Internet or other electronic network activity information	Information regarding a consumer's interaction with an internet website, application, or advertisement, browser information, web analytics, including IP address, time of visit, page(s) visited, cookies, pixel tags, and other similar technologies; information about your use of our network	Facilitating usage of the Services, personalization, internal marketing and operations, and to prevent fraud and detect security incidents
Geolocation data	Imprecise geolocation data, such as general location of devices or IP address	Provision, development, and optimization of our Services; marketing and interest-based advertising; and to comply with applicable laws
Education information	Education history	Account creation and facilitating usage of service
Professional or employment-related information	Employment status and history	Account creation and facilitating usage of service
Inferences drawn from any of the above information to create a profile about a consumer	Consumer preferences, characteristics, trends, and behavior	Development and optimization of Services, personalization, and internal marketing
Sensitive personal information	A consumer's account log-in, financial account, debit card, or credit card	Account creation/management

	number in combination with any required security or access code, password, or credentials allowing access to an account	
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Categories of personal information sold or shared:

We sell or share the following categories of personal information: identifiers, imprecise geolocation such as IP address, inferences, commercial information and internet or other electronic network activity information. We sell or share these categories of personal information to data analytics providers, advertising partners and/or networks, social media networks, and data brokers. We do not knowingly sell or share personal information about persons under the age of eighteen.

Categories of sources of personal information:

We collect the personal information identified in the chart above from the following categories of sources:

- From you and your transactions with us, such as when you request a product or service, or give us your contact information
- From our affiliates
- From others, including consumer reporting agencies and third parties that provide us with demographic and other information
- From publicly available sources

Personal information we disclose for a business purpose:

There are a number of circumstances where we disclose personal information to companies who work on our behalf to help us provide the Services. We disclose the categories of personal information described above to our affiliates and our service providers as necessary to provide the Services; measure the performance of our network and your devices; and for eligibility, verification, fulfillment, and administrative purposes.

Your Data Rights:

Residents of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah and Virginia have the right to request certain actions with respect to their personal information. Residents of these states may:

- Request that we disclose what categories and specific pieces of personal information we collected about you in the preceding 12 months as well as details regarding: the business purposes for our collection and disclosure of your personal information; the categories of sources from which we collected the information; the categories of personal information we sold, shared, or disclosed for a business purpose; and the categories of recipients of such information
- Request deletion of any personal information that we have collected from you, subject to certain legal exceptions
- Correct inaccuracies in the personal information we maintain about you
- Opt out of the sale or sharing of your personal information, or of targeted advertising
- Appeal the denial of any of your requests

Residents of Delaware and Oregon may request a list of specific third parties with which we have shared any personal data.

If you choose to exercise these rights, you will not receive discriminatory treatment by us for your exercise of your rights.

How to submit an access, deletion, or correction request:

If you would like to submit a privacy rights request for access, deletion, or correction please contact us at 1-866-986-0068 or visit our Privacy Portal at <https://privacy.dish.com/>.

How to opt out of the sale or share of personal information, or of targeted advertising:

To opt out of the sale or sharing of your personal information or targeted advertising, please please contact us at 1-866-986-0068 or visit our Privacy Portal at www.dish.com/yourprivacychoices/.

Alternatively, where available, you can use certain preference signals to exercise your opt-out rights automatically with all businesses that you interact with online, including DISH. If you enable a browser-based opt-out preference signal that complies with applicable law, such as the Global Privacy Control (GPC), upon receipt or detection, we will treat the signal as a valid opt-out request relating to personal information linked to that browser and any consumer profile we have associated with that browser. Please note that if you use different browsers or browser profiles, you will have to enable the signal on each one that you use.

Verification of your identity:

To process your request for access, deletion, or correction we must be able to verify your identity to a reasonable degree of certainty. To do so, you must provide the required identifying information when completing the online request form or making a request through one of our customer service agents. We will ask you to provide your contact information and an additional identifier based on your relationship with us. Before we process your request, we will match these data points with data points we currently maintain to verify your identity and your relationship with us.

Responding to your deletion requests:

Please note that we may not be required to delete information under certain circumstances such as when retention of the information is necessary to complete a transaction or for a legal compliance purpose, to detect security incidents, or for certain other internal purposes.

Authorized agent requests:

You can designate an authorized agent to make a request to access, delete, correct, or opt out on your behalf. When you use an authorized agent to submit a request for access, deletion, or correction, you must provide the authorized agent with written permission to do so, and, in certain circumstances, we may ask you to verify your own identity directly with us. We may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

Limit the Use of My Sensitive Personal Information:

California residents have the right to limit the use of their sensitive personal information. DISH does not use or disclose sensitive personal information without your consent for purposes other than those specified in the CCPA.

Nevada

Nevada SB 220:

Nevada law permits Nevada residents to make certain requests about how their personal information is shared with third parties or affiliated companies. To make such a request, please visit our Privacy Portal at www.dish.com/yourprivacychoices/.

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Questions or Concerns

If you have any questions or concerns regarding this Notice, or our privacy practices, please contact us at the following address:

DISH Network L.L.C.
Attn: PRIVACY
P.O. Box 6655
Englewood, CO 80155-6655

Changes to This Notice

We may modify this Notice at any time. We will notify you of any material changes (or changes required by applicable law) through written, electronic, or other means as permitted by law.

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