

Data Act Transparency Declaration

for THOMSON-Branded TV Sets, OTT Receivers, and Smart Monitors

Offered by StreamView GmbH

Operating Systems: Google TV, FireTV, and TiVo TV

1. Introduction

StreamView GmbH, as the supplier of **THOMSON-branded TV sets, OTT receivers, and Smart Monitors**, is fully committed to complying with the **EU Data Act (Regulation (EU) 2023/2854)** and the **General Data Protection Regulation (GDPR)**. This declaration provides transparency about the data generated, collected, and processed by our devices.

Our goal is to ensure that **users retain full control** over their data and that all data processing activities are **transparent, fair, and compliant** with applicable laws.

2. Data Generated by THOMSON Devices

2.1. Types of Data

THOMSON devices generate the following types of data:

- **Usage Data:** Information on how the device is used, including app usage, settings, and preferences.
- **Viewership Data:** Data related to content consumption (e.g., channels watched, streaming services used).
- **Technical Data:** Device performance, diagnostics, and connectivity information.
- **Voice Data:** Voice commands (e.g., via Alexa, Google Assistant, or TiVo Voice).
- **Accessibility Data:** Data related to accessibility features (e.g., audio guidance, subtitles, high contrast UI).

2.2. Data Storage and Access

- **FireTV:** All data generated by the device is stored securely either on the device itself or on Amazon's servers. Users may access and download their data in accordance with the procedures outlined in [Amazon's Privacy Settings](#) and applicable data protection policies.
- **Google TV:** Data is stored on Google's servers. Users can access and export their data via Google's [Privacy Dashboard](#).
- **TiVo TV:** Data is stored securely on the device or TiVo's servers. Users can request data access or deletion via TiVo's [Data Act Disclosure Page](#).

3. Data Access and Sharing

3.1. User Access to Data

FireTV, Google TV, and TiVo TV provide users with tools to access, download, and manage their data.

3.2. Data Sharing with Third Parties

StreamView GmbH ensures that data is only shared with third parties (e.g., repair services, app developers) **with explicit user consent** or as required by law.

3.3. Purpose of Data Sharing

Data may be shared for:

- **Maintenance and repair.**
- **Product improvement and analytics.**

4. Transparency and User Control

4.1. Data Collection and Use

- **FireTV, Google TV, and TiVo TV** collect usage, viewership, and technical data. Users can manage data collection via device settings.

4.2. Consent Management

- **Onboarding Screen:** Users are presented with a **clear and concise onboarding screen** during device setup, explaining:
 - **What data is collected** (e.g., usage data, viewership data).
 - **How data will be used** (e.g., product improvement, analytics).
 - **How to provide or withdraw consent.**
- **Granular Consent:** Users can provide **separate consent** for different data processing purposes.
- **Withdrawal of Consent:** Users can **withdraw consent** at any time via device settings.

5. Potential Future Use of Recommended Advertisements

StreamView GmbH may, in the future, explore the option of offering **recommended advertisements** based on user data. Should this option be implemented, StreamView GmbH will ensure full compliance with the **EU Data Act** and **GDPR**, including:

- **Explicit Consent:** Users will be required to provide **separate and explicit consent** for the use of their data for advertising purposes.

- **Transparency:** Users will be informed about **how their data will be used** for advertisements and **how to opt out**.
- **Granular Control:** Users will be able to **adjust or withdraw** their advertising preferences at any time.
- **GDPR Compliance:** All advertising activities will comply with **GDPR Articles 6 (lawful processing) and 7 (consent)**.

6. User Rights and Complaints

Users have the right to:

- **Access, correct, or delete** their data.
- **Opt out** of data collection or processing.
- **Lodge a complaint** with a supervisory authority if they believe their rights under the **Data Act** or **GDPR** have been violated.

For inquiries or complaints, users can contact:

- **StreamView GmbH Data Protection Officer:** dataprotection@thomson-electronic.com
- **FireTV Support:** [Amazon Privacy Notice](#)
- **Google TV Support:** [Google Privacy Policy](#)
- **TiVo TV Support:** [TiVo Data Act Disclosure](#)

7. Contact Information

For further information or to exercise your rights under the **Data Act** or **GDPR**, please contact:

StreamView GmbH

Franz-Josefs-Kai 1, 1010 Vienna, Austria

Email: dataprotection@thomson-electronic.com

Please note that any information regarding data protection can only be provided in writing, subject to verification of the requestor's entitlement to receive such information. Under no circumstances will such information be disclosed verbally or by telephone.

8. Updates to This Declaration

This declaration will be updated as necessary to reflect changes in data practices, regulatory requirements, or operating system policies. Users will be notified of significant updates via the **THOMSON device interface** or **StreamView GmbH's website**.

Effective Date: November 12, 2025