

Privacy Policy

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Last Updated and Effective: December 13, 2022

This privacy policy ("**Privacy Policy**") applies only to the information collected by Sony's Card Marketing & Services Company, a division of Sony Electronics Inc., ("**Sony**"), both offline and online, through the Sony Rewards Program (including the Sony Visa® Credit Card ("**Sony Card**") and the PlayStation® Visa® Credit Card ("**PlayStation Card**") programs), the Sony Rewards website (www.rewards.sony.com), the Sony Rewards mobile application and through any other websites, mobile apps, or other digital properties that post a link to this Privacy Policy, whether accessed via computer, mobile device or other technology (collectively, "**Properties**"). The websites and properties of companies affiliated with or related to us that are in the Sony Group of companies (collectively, "Affiliates" or "Sony Group"), including some that are linked to/from the Properties, may have different privacy policies; therefore, please review the privacy policies on those websites or properties if you visit them.

This Privacy Policy explains the information that Sony may collect when you interact with us and our practices with respect to that information. Please read this Privacy Policy carefully. In addition, please review our [Cookie Policy](#) and the [Terms and Conditions](#), which also govern your use of the Properties.

Collection of Information

Information You Provide to Sony

We may ask you to provide information that could reasonably be used to contact you or to identify you personally such as your first and last name, e-mail address, mailing address, telephone number, mobile phone number, photos of both people and objects, and videos ("**Personal Information**"). If you choose not to provide this information, you may not be able to access parts of or otherwise participate in the Properties or a particular feature we offer. If you provide us with photos or videos, such images may include metadata which can indicate information about the images, including but not limited to, where and when the image was taken.

We may also ask you to provide other information about yourself, such as demographic information (gender, zip code, age, etc.), payment information or certain information about your preferences and interests, such as the names, titles, models, or other details about the Sony products and/or media you have purchased or used. If we combine demographic or other information we collect about you with Personal Information about you, we will treat the combined information as Personal Information.

The Sony Rewards Program and any other Properties are open only to individuals who are 16 years of age and older. We do not knowingly seek or collect information from persons younger than 16 years of age. If we learn that we have inadvertently collected Personal Information from a person younger than 16 years of age through the Properties, we will take reasonable measures to delete such information from our records.

Information Sony Collects Automatically via Web Tracking Technology

Usage Information. In addition to any information that you choose to provide to the Properties, whenever you visit or interact with the Properties, Sony as well as third-party analytics providers or other service providers may use a variety of technologies that automatically or passively collect information about how the Properties are accessed and used ("**Usage Information**"). Usage Information may include, without limitation, browser type, operating system, the page viewed, time on the Properties, and the preceding page views. Usage Information is treated as Personal Information where required by law.

Device Identifiers. Sony may also automatically collect your IP address or other unique identifiers ("**Device Identifiers**") for the computer, mobile device, technology or other device (collectively, "**Devices**") you use to access the Properties. A Device Identifier is a number that is automatically assigned to your Device when you access a property or its servers, and our computers identify your Device by its Device Identifier. Some mobile service providers may also provide us or our third-party service providers with information regarding the physical location of the Device used to access the Properties.

Cookies. Please review our [Cookie Policy](#) for additional details regarding cookies and other web tracking technologies that may be used whenever you visit or interact with our Properties, including a description of why cookies are used and how you can control their use. You can choose not to allow certain types of cookies, which may impact your experience of the site and the services we are able to offer. You can view more information about these cookies and manage your consent preferences via the Cookie Preference Center.

Please note that without certain cookies, it may make it difficult for you to use certain features on the Properties.

Online Tracking. Some web browsers incorporate a “Do Not Track” feature that signals to websites that you visit that you do not want to have your online activity tracked. How browsers communicate the Do Not Track signal is not yet uniform. For this reason, our Properties do not respond to such signals, except where required by law.

Information We Receive from Business Partners

Sony may receive information about you from our business partners, including entities working on Sony’s behalf. For example, if you choose to apply for a Sony Card or PlayStation Card or if you are a Sony Card or PlayStation Card holder, we may receive information about you from the issuing bank, which may include Personal Information such as the last 4 digits of your social security number as well as information regarding how you use the Sony Card or PlayStation Card. In addition, if you are on another property and you opt-in to receive information from us, that property may forward to us your e-mail address and other information about you so that we may contact you as requested. We may also supplement the information we collect about you with outside records from other sources to enhance our ability to serve you, to tailor our content to you and to offer you opportunities to purchase products or services that we believe may be of interest to you. We may combine the information we receive from these other sources with information we collect. In those cases, we will apply this Privacy Policy to any Personal Information received, unless we have disclosed otherwise.

Social Media Functionality, Content, Links to Other Properties and Services, and Sony Content on Other Websites

Certain content on the Properties may be hosted and served by other entities, which may include additional functionality (such as those that allow you to “Like” or “Share” content on other websites or interactive services or to provide ratings and reviews). Interaction with this content and functionality may result in your Personal Information becoming publicly available, linked with other profiles or accounts, or otherwise accessed by other entities. You should review those other entities’ privacy policies prior to using their functionality.

In addition, when you are on the Properties you may be directed to other websites that are operated and controlled by other entities that are beyond our control. This includes links from advertisers, sponsors and partners that may use our logo(s) as part of a co-branding agreement. In addition, Sony content may be included on web pages and websites that are not associated with us and over which we have no control. These other websites may send their own cookies to your Device, and they may independently collect data or solicit Personal Information. Sony is not responsible for the privacy practices of any other entity.

How Sony Uses the Information It Collects and Your Choices

Sony will use the information it collects, including your Personal Information: (i) to create your Sony account that can be used to sign-in to various Sony Group services; (ii) to process and allow your registration and participation in the Sony Rewards Program, and other features and products we and our Affiliates offer; (iii) verifying your identity, including, at times, to verify that the e-mail address you provide is active and valid; (iv) to provide you with content you requested such as newsletters or announcements; (v) to tailor the content, advertisements, and offers you see and to determine which of our products might interest you; (vi) to provide you with information about your account and products, services, promotions, or offerings that may be of interest to you; (vii) to improve the Properties and our products and services; (viii) for internal business purposes; (ix) to contact you about your use of the

Properties, your account, or any changes to our policies; (x) to secure the Properties from unauthorized access or activity; (xi) to comply with the law and establish or defend legal claims; (xii) for purposes disclosed at the time you provide your Personal Information; and (xiii) otherwise with your consent.

To change or update the Personal Information you have provided to Sony, you may be able to update your account yourself by using your account settings. For example, if you are a Sony Rewards account holder, please log in to the Sony Rewards website or mobile app and go to the “My account” section to update your Personal Information. If you have both a Sony account and a Sony Card account (or a PlayStation Card account), you may link your accounts together.

You may be able to indicate your communication preferences at the time you register to create a Sony account or join the Sony Rewards Program. If you are already a Sony Rewards account holder, you may also update your preferences by logging into the Sony Rewards website or mobile app, visiting the “Preferences” section of the “My account” section and confirming your preferences. In all instances, you may opt-out of receiving marketing e-mails by following the opt-out instructions provided to you in those e-mails. Please note that even if you opt-out and/or unsubscribe, we may send you certain transactional, security, or support communications relating to your account or use of the Properties.

When and With Whom Sony May Disclose Information

We may disclose non-Personal Information, such as aggregate user statistics, demographic information, and Usage Information with other entities for a variety of purposes, including tailoring Sony promotions, advertising, and communications that we present to you.

We may also disclose your information, including your Personal Information, as described at the time you provide your information, as set forth in this Privacy Policy and in the following circumstances:

Sony Affiliates. We may share your Personal Information within and among our Affiliates, some of which are outside the scope of this Privacy Policy, for any purpose, including but not limited to: (i) providing you with or contacting you about content, products, services or other offerings, such as games, videos, music, and software; (ii) business development; (iii) community administration or development; (iv) support of various business processes; (v) security; (vi) research and development; and (vii) enabling us to link your accounts and Usage Information between and amongst certain Sony properties. We may also disclose your Personal Information so that Affiliates may use your information in connection with any of the purposes described in the Section above entitled “How Sony Uses the Information It Collects and Your Choices.” Affiliates that do not follow this Privacy Policy will handle your information in accordance with their own privacy policies, the terms of which may be different than this Privacy Policy.

Business Partners Providing Services on Our Behalf. We may from time to time employ business partners to perform functions on our behalf, for example: hosting or operating the Properties; sending e-mail, mobile message communications, and other communications; providing customer support; executing interactive voice response (IVR) programs; and performing data analysis. We may disclose Personal Information to business partners for them to provide content, complete a requested transaction, or otherwise perform services for Sony. We and our Affiliates may also disclose your Personal Information with advertising partners and with co-promotion partners.

When You Consent or Otherwise Request That We Disclose Your Information. We or our Affiliates may offer you the opportunity to receive information and/or marketing offers from other entities or to

otherwise consent to the disclosure of your information to another entity. If you choose to have your Personal Information disclosed in this way, your Personal Information will be disclosed to that entity and the Personal Information you disclose will be subject to the privacy policy and business practices of that entity. If you consent to receiving communications from them, you will need to communicate with them directly if you later decide that you no longer wish to receive their communications. You also may request, sometimes through your use of an interactive feature or application, that we share information about you with another entity and we will typically do so under those circumstances.

Business Transfers. Sony or any of its assets, including the Properties and the Sony account, and Sony Rewards Program may be sold, or other transactions may occur in which your Personal Information is one of the key business assets for the transaction. In such a case, your Personal Information may be one of the business assets we transfer. Hence, Sony and our Affiliates reserve the right to disclose and transfer user information, including Personal Information in connection with a corporate merger, consolidation, restructuring, reorganization, the sale of certain stock and/or assets, or other corporate change including, without limitation, during the course of any due diligence process.

Legal Protections and Law Enforcement. We may transfer and disclose information, including your Personal Information, Usage Information, or Device Identifiers (including IP addresses), to another entity: to comply with a legal obligation; to prevent fraud; when we believe in good faith that the law requires it; at the official request of governmental authorities conducting an investigation; to verify or enforce Sony's Terms and Conditions or other applicable policies; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of your business partners, visitors to our Properties, or the public. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers, or law enforcement agencies, in our discretion or as required by law. Depending on the circumstances, such disclosures may be carried out without notice to you.

Sweepstakes, Contests and Promotions. We, our Affiliates, and our business partners may offer sweepstakes, contests, and other promotions (each, a "**Promotion**") that may require registration. If you choose to enter a Promotion, your Personal Information may be disclosed to an Affiliate or business partner in connection with the administration of such Promotion, such as in connection with winner selection, prize fulfillment, and as required by law, such as on a winners list. By entering a Promotion, you are agreeing to the official rules that govern that Promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor and/or other parties to use your name, voice and/or likeness in advertising or marketing materials.

Co-Promotion Partners. The Properties may offer opportunities to enter a contest or sweepstakes or other feature that we offer jointly with another entity. As a result of your participation in such features, your information may be disclosed by us or our Affiliates to the entity that is jointly offering the feature, which will be disclosed at the time your information is collected.

Information You Disclose Publicly on Our Properties

Our Properties may offer the opportunity to submit photographs, writings, music, video, audio recordings, computer graphics, pictures, data, questions, comments, suggestions or other content, including Personal Information (collectively, "**User Submissions**"). To participate, you may be required to create a Rewards account or sign into your Rewards account.

Note that User Submissions that you post are public. Information you choose to post may be viewed, collected, used or disclosed by others. If you choose to voluntarily disclose User Submissions, the protections of this Privacy Policy will not cover such disclosure of information. Think carefully before you post and use caution before disclosing any Personal Information.

User Submissions may be published online or offline in any media or format. We may also publish your name, voice, likeness and other Personal Information with your User Submissions, and Sony may use the content, or any portion of the content, for advertising, marketing, publicity, and promotional activities. By providing any information, media, or content as a User Submission, you represent to Sony that you have the right to do so. Sony may remove any User Submission from its Properties at our discretion if we determine that it was submitted without proper permission, is harmful or inappropriate, or otherwise violates the law, the legal rights of others, or our policies.

Security; Retention and Monitoring

We seek to maintain reasonable security measures designed to help protect your information against unauthorized or accidental disclosure, access, misuse, loss, or alteration. There is no such thing as perfect security. Although we strive to protect your information, we cannot ensure or warrant the security of such information.

To help protect you and others, we monitor use of the Properties, and we use the Personal Information and other information we collect, in order to: identify fraudulent activities and transactions; prevent abuse and investigate and/or seek prosecution for any potential threats to, or misuse of, the Properties; ensure compliance with the applicable terms of service and this Privacy Policy; investigate violations of, or enforce, these agreements; and otherwise to protect the rights and property of us, our partners, and customers. Monitoring may result in the collection, recording, and analysis of online activity or communications through the Properties. Unless otherwise required by law, we are not responsible for monitoring or recording any activity on the Properties, including communications, although we reserve the right to do so. If you do not consent to these conditions, you must discontinue your use of the Properties.

We may retain information about you as long as necessary for us to fulfill the purposes outlined in this Privacy Policy. In addition, we may retain your information for an additional period as is permitted or required to, among other things, comply with our legal obligations, resolve disputes, and enforce agreements. In accordance with our routine record keeping, we may delete certain records that contain Personal Information you have submitted through the Properties or otherwise. In addition, we shall also delete your information when required by applicable law. Even if we delete your information from active databases, the information may remain on backup or storage media for a certain period of time.

Consent to Processing in the United States

The Properties are operated in and intended for use in the United States. If you are located outside of the United States, please be aware that information we collect will be transferred to and processed in the United States. By using the Properties, or providing us with any information, you fully understand and unambiguously consent to this transfer, processing and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen.

Changes to Privacy Policy

Sony reserves the right to change this Privacy Policy at any time, without prior notice to you, and any changes will become effective immediately upon posting, so please review this Privacy Policy periodically. If we make any material changes, we will notify you by e-mail (sent to the e-mail address specified in your account) or by means of a notice on the Properties prior to the change becoming effective

Questions

If you have any questions or comments about our practices regarding Personal Information or about this Privacy Policy, please write to us at Sony Corporation of America Privacy Office, 25 Madison Avenue, New York, New York 10010, Attn: Legal Department, or submit your request via email at RewardsPrivacy[at]sony[dot]com.

California Privacy Notice

Our Practices Regarding Collection and Use of your CA Personal Information

If you reside in California, we are required to provide additional information to you about how we collect, use, and disclose your Personal Information, and your rights with regard to your Personal Information.

This California Privacy Notice (“Notice”) supplements our Privacy Policy and Cookie Policy and applies only to California residents. This Notice sets forth the disclosures and rights for California consumers regarding their Personal Information, as required by the California Consumer Protection Act and amended by the California Privacy Rights Act (“CCPA”). Terms (including defined capitalized terms) used in this Notice have the same meanings given in the CCPA and the regulations implementing the CCPA, unless otherwise defined.

CA Personal Information. CA Personal information means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household (“CA Personal Information”). We may have collected the following categories of CA Personal Information in the preceding 12 months:

- Personal Identifiers: such as, first and last name, mailing address, telephone number, e-mail address, age, last 4 digits of social security number, username and password for our Properties;
- Other Identifiers: such as, Device Identifiers, IP addresses, or other unique identifiers;
- Commercial Information: such as, points earned and redemption histories, products or services purchased, obtained or considered, other purchasing, payment information, or transaction history;
- Internet or Other Electronic Network Activity: such as Usage Information, computer and connection information, browser type, operating system, page views, traffic to and from the websites, advertising data and other standard weblog information collected via Cookies, and related web tracking technologies;
- Geolocation Data: physical location information through the use of our Properties on your mobile phone or Device by, for example using satellite, cell phone tower, WiFi signal, Bluetooth and near field communication protocols;
- Audio, Visual and Similar Electronic Information: such as pictures you may send to us;
- Other Consumer Characteristics: such as user profile or inferences drawn from purchase or browsing history; and

- Sensitive Personal Information: account log-in (username and password), bank account number, and credit card number.

Note on Sensitive Personal Information. We only use Sensitive Personal Information as necessary to provide our products and services, to detect data security incidents, to maintain the quality of our services, or for other purposes not granted the right to opt-out under the CCPA. In addition, we do not infer characteristics from Sensitive Personal Information.

Sources of CA Personal Information. We may collect CA Personal Information from the following sources:

- Directly from California consumers: such as when you voluntarily provide CA Personal Information to us or our Service Providers when registering on our Properties or purchasing or redeeming products or services;
- Affiliates;
- Business Partners: such as retail stores or website marketing partners;
- Social Networks;
- Data Resellers, such as market research firms and data aggregators we have relationships with; and
- Advertising Networks: such as ad technology partners that collect information via Cookies, and other related web tracking technologies.

Use and Disclosure of CA Personal Information. We may use or disclose CA Personal Information for a variety of purposes as described in this Privacy Policy and summarized in the tables below.

Business or Commercial Purposes for Collection and Disclosure	Categories of CA Personal Information	Sources of CA Personal Information	Categories of Third Parties to Whom CA Personal Information is Disclosed for a Business Purpose	Categories of Third Parties to Whom CA Personal Information is Shared
Provide requested services, such as signing up for an account, fulfilling orders and responding to your inquiries	<i>Personal Identifiers; Other Identifiers; Commercial Information; Internet or Other Electronic Network Activity;</i>	<i>Consumers; Business Partners; Social Networks</i>	<i>Affiliates; Data Analytics Providers; Business Partners</i>	<i>Affiliates; Social Networks;</i>

	<i>Location Data; Sensitive Personal Information; Audio, Visual or Similar Electronic Information</i>			
Manage your accounts and participation in features, products and services, and maintain and improve our Properties, products and services as well as Affiliates	<i>Personal Identifiers; Other Identifiers; Commercial Information; Internet or Other Electronic Network Activity; Location Data; Audio, Visual or Similar Electronic Information; Sensitive Personal Information</i>	<i>Consumers; Business Partners; Social Networks</i>	<i>Affiliates; Data Analytics Providers; Business Partners</i>	<i>Affiliates; Data Analytics Providers; Social Networks</i>
Personalize your experience on our Properties and online, including tailoring content, offers, and advertising from Affiliates	<i>Personal Identifiers; Other Identifiers Commercial Information; Legal Characteristics; Internet or Other Electronic Network Activity; Location Data; Other Consumer</i>	<i>Consumers; Business Partners; Social Networks; Advertising Networks; Data Resellers</i>	<i>Affiliates; Advertising Networks; Data Analytics Providers; Social Networks; Business Partners</i>	<i>Affiliates; Advertising Networks; Social Networks</i>

	<i>Characteristics</i>			
To help monitor and maintain the security and functionality of our Properties, and IT systems	<i>Personal Identifiers; Other Identifiers Commercial Information; Internet or Other Electronic Network Activity; Location Data; Sensitive Personal Information</i>	<i>Consumers; Business Partners</i>	<i>Affiliates; Data Analytics Providers; Business Partners</i>	<i>N/A</i>
Provide relevant communications to you, including newsletters and promotions, and information about your account, products, and services, as well as from Affiliates	<i>Personal Identifiers; Other Identifiers; Commercial Information; Internet or Other Electronic Network Activity; Location Data; Other Consumer Characteristics</i>	<i>Consumers; Business Partners; Advertising Networks</i>	<i>Affiliates; Advertising Networks; Data Analytics Providers; Social Networks; Business Partners</i>	<i>Affiliates; Advertising Networks; Social Networks</i>
Address our compliance, reporting, and legal obligations and exercise our legal rights	<i>Personal Identifiers; Other Identifiers Commercial Information; Internet or Other Electronic Network Activity;</i>	<i>Consumers; Business Partners;</i>	<i>Affiliates; Data Analytics Providers; Business Partners</i>	<i>N/A</i>

	<i>Location Data; Sensitive Personal Information</i>			
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Selling and Sharing. Sony Rewards, Sony Card, PlayStation Card, and similar programs are offered by Sony to reward your love of entertainment and get you closer to the great stuff you seek. To meet this purpose, Sony Rewards makes available your CA Personal Information to our Affiliates, Advertising Networks, and Social Networks (depending on your interactions with the Properties) for cross-context behavioral advertising purposes (called “Sharing” in the CCPA). However, we do not make available your CA Personal Information to any third party for any monetary or other value (“Selling”). If you’d like to opt-out of the Sharing of your CA Personal Information, please see the California Consumer Rights section below.

Please note, depending on your online preferences, we may also “Share” your CA Personal Information in our online advertising practices (and certain analytics or similar activities). To disable that online specific sharing through cookies set by third parties, please go to the Cookie Preference Center and turn off “Targeting Cookies.” For more information on our web tracking practices, please view our [Cookie Policy](#). We do not knowingly seek, collect, sell, or share information for the purposes of cross-context behavioral advertising from persons younger than 16 years of age.

Retention Period. Your CA Personal Information is kept only as long as necessary to maintain your account, and for a set period thereafter according to legal requirements.

California Consumer Rights. Subject to certain exceptions, as a California resident, you may have the following rights with regards to your CA Personal Information:

- **Access.** You can request access to:
 - the categories of CA Personal Information we have collected about you;
 - the categories of sources from which the CA Personal Information is collected;
 - the business or commercial purpose for collecting or sharing CA Personal Information;
 - the categories of third parties to whom we disclose the CA Personal Information;
 - the specific pieces of CA Personal Information we have collected about that consumer.
- **Deletion.** You can request deletion of the CA Personal Information collected from you.
 - Please note, if you request deletion of your CA Personal Information, to the extent permitted by applicable law, we may be required to retain some of your CA Personal Information to fulfill consumer requests. In addition, certain CA Personal Information is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.
- **Correction.** To correct CA Personal Information we maintain about you, please access your Sony Rewards profile within “My account” to revise or update any CA Personal Information.
- **Opt-out.** You can opt-out of the Sharing of your CA Personal Information and the disclosure of your CA Personal Information for advertising purposes.
- **Non-discrimination.** We will not discriminate against you by offering you different pricing or products, or by providing you with a different level or quality of products, or in connection with Promotions and other offerings, based solely upon you exercising your rights to your CA Personal Information

Exercising Your Rights. If you are a California resident and wish to exercise any of these rights, please: (a) access the webform applicable to your request as described below; or (b) call the following toll-free number, 1-800-299-3485.

If you wish to exercise a right listed in this section, you may submit a request using the following links:

- [Access Request for Sony Rewards](#)
- [Deletion Request for Sony Rewards](#)
- [Opt-out of Sharing CA Personal Information by Sony Rewards](#)

Verification Process. When submitting your request, you must include your first and last name, and e-mail address. We are not responsible for requests that are not labeled or sent properly, or do not have complete information. You may be asked to provide additional proof of identification so that we can verify your identity, and we may require that you validate the request. Please note that you are limited by law to two (2) access requests per 12-month period.

Authorized Agents. To the extent that you elect to designate an authorized agent to make a request on your behalf, they must provide appropriate documentation including a written signed permission form from you, proof of your identity, and verification of their identity; or a valid, designated power of attorney, as required under the California Probate Code. We may require additional proof of authority or may need to contact you directly to validate the request.

Notice of Financial Incentive

Under California regulations, the Sony Rewards program may be considered a financial incentive program. We collect CA Personal Information from you, such as your name, e-mail, and mailing address, in connection with our loyalty program for a number of reasons. This includes to: administer the program, contact you with regard to your account, provide the benefits to you, better serve you, and fulfill your requests associated with the program.

To opt-in to our loyalty or similar programs, you will need to provide certain information, register for an account and agree to the applicable program terms, or otherwise follow the instructions associated with the loyalty or other similar programs. Participation in the Rewards program is voluntary, and you can withdraw at any time.

To the extent that we provide programs that may be considered a financial incentive because the program is directly or reasonably related to the collection, deletion, or retention of CA Personal Information, the value is reasonably related to the overall value we receive from the CA Personal Information participants provide specific to the program minus the costs and expenses we incur in providing the program.

Virginia Privacy Notice

Our Practices Regarding Collection and Use of your Personal Data

If you reside in Virginia, we are required to provide additional information to you about how we collect, use and disclose your personal data, and your rights with regard to your data. We have included this Virginia-specific information below.

This Virginia Privacy Notice supplements our Privacy Policy and [Cookie Policy](#) and applies only to Virginia residents. This notice sets forth the disclosures and rights for Virginia consumers regarding their Personal Data, as required by the Virginia Consumer Data Protection Act (“VCDPA”). Terms (including defined capitalized terms) used in this Virginia Privacy Notice have the same meanings given in the VCDPA unless otherwise defined.

VA Personal Data. VA Personal data means any information that is linked or reasonably linkable to an identified or identifiable natural person. (“**VA Personal Data**”). We may collect certain categories of information about Virginia residents specifically:

- Personal Identifiers: such as, first and last name, mailing address, telephone number, e-mail address, age, last 4 digits of social security number, username and password for our Properties;
- Other Identifiers: such as, Device Identifiers, IP address, or other unique identifiers;
- Commercial Information: such as, points earned and redemption histories, products or services purchased, obtained or considered, other purchasing, payment information, transaction history;
- Internet or Other Electronic Network Activity: Such as Usage Information, computer and connection information, browser type, operating system, page views, traffic to and from the websites, advertising data and other standard weblog information collected via Cookies, and other web related tracking technologies;
- Geolocation Data: physical location information through the use of our Properties on your mobile phone or Device by, for example using satellite, cell phone tower, WiFi signal, beacons, Bluetooth and near field communication protocols;
- Audio, Visual and Similar Electronic Information: such as pictures you may send to us; and
- Other Consumer Characteristics: such as user profile or inferences drawn from purchase or browsing history.

Processing of VA Personal Data. We may use VA Personal Data for the following business or commercial purposes:

Sony processes your VA Personal Data for the following purposes:

- Provide requested services, such as signing up for an account, fulfilling orders and responding to your inquiries;
- Manage your accounts and participation in features, products and services, and maintain and improve our Properties, products and services as well as Affiliates;
- Personalize your experience on our Properties and online, including tailoring content, offers, and advertising from Affiliates;
- To help monitor and maintain the security and functionality of our Properties, and IT systems;
- Provide relevant communications to you, including newsletters and promotions, and information about your account, products, and services, as well as from Affiliates; and
- Address our compliance, reporting, and legal obligations and exercise our legal rights.

Disclosure of your VA Personal Data. We may disclose your VA Personal Data with the following Third Parties:

- Advertising Networks
- Social Networks

Categories of VA Personal Data Disclosed with Third Parties. We may disclose the following categories of your VA Personal Data with Third Parties:

Personal Identifiers, Other Identifiers, Commercial Information, Internet or other Electronic Network Activity, Geolocation Data, Audio Visual, and Similar Electronic Information, Other Consumer Characteristics.

Processing Personal Data for Targeted Advertising. Sony Rewards, Sony Card, PlayStation Card, and similar programs are offered by Sony to reward your love of entertainment and get you closer to the great stuff you seek. To meet this purpose, we may process your Personal Data for the purposes of Targeted Advertising. Please note, however, that we do not profile or “Sell” any VA Personal Data as defined by the Virginia Consumer Data Protection Act.

Please note, depending on your online preferences, we may also process your VA Personal Information for the purposes of targeted advertising (and certain analytics or similar activities). To disable this targeted advertising through cookies, please go to the Cookie Preference Center and turn off “Targeting Cookies.” For more information on our web tracking practices, please view our [Cookie Policy](#).

Virginia Consumer Rights. Subject to certain exceptions, as a Virginia resident, you have the following rights to your VA Personal Data:

- **Access.** You can receive a copy of the VA Personal Data we process in a portable readily useable format.
- **Deletion.** You can request deletion of the VA Personal Data provided by or obtained from you.
 - Please note, if you request deletion of your VA Personal Data, to the extent permitted by applicable law, we may be required to retain some of your VA Personal Data to fulfill consumer requests. In addition, certain VA Personal Data is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.
- **Correction.** To correct any VA Personal Data we maintain about you, please access your Sony Rewards profile within “My account” to revise or update any VA Personal Data.
- **Opt-out.** You can opt-out of the processing of VA Personal Data for the purposes of Targeted Advertising.

Exercising Your Rights. If you are a Virginia resident and wish to exercise any of these rights, please access the webform applicable to your request as described below. When submitting your request, you must include your first and last name, and e-mail address. We are not responsible for requests that are not labeled or sent properly, or do not have complete information. You may be asked to provide additional proof of identification so that we can verify your identity, and we may require that you validate the request. Please note that you are limited by law in the number of requests you may submit per year.

- [Access Request for Sony Rewards](#)
- [Deletion Request for Sony Rewards](#)
- [Opt-out of Targeted Advertising by Sony Rewards](#)

Appeal. As a Virginia resident, you may appeal a decision made by Sony regarding your VA Personal Data. Please e-mail us at RewardsPrivacy[at]sony[dot]com to initiate the appeal process. Be sure to include the Request ID related to your request and the reason you are appealing.