

Privacy Policy

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This privacy policy ("**Privacy Policy**") applies only to the information collected by Sony's Card Marketing & Services Company, a division of Sony Electronics Inc. and Sony Corporation of America, ("**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 app 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 the Sony Rewards [Cookie Policy](#) and the Sony Rewards [Terms and Conditions](#), which may 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, 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.

We may also collect other information in order to secure your Sony Rewards account, such as password, security question(s) and answer(s), and contact details for multi-factor authentication.

The Sony Rewards program and any other Properties are open only to individuals who are 16 years of age and older, and some Properties may only be open or available to individuals who are over the age of majority in their state of legal residence. 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 website, app, 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 by visiting the [Cookie Preference Center](#).

Please note that without certain cookies, it may be 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. To find out more about Do Not Track, please visit. www.allaboutdnt.com

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, the operator of 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. Furthermore, 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) to verify 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 request 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 Sony Rewards account yourself by using your account settings. For example, if you are a Sony Rewards account holder, please log into the Sony Rewards website and go to the “My Account” section to update your Personal Information. You can also log into the Sony Rewards mobile app and go to “Profile” to access the “My Account” section.

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 update your communication preferences by logging into the Sony Rewards website, going to the “My Account” section, clicking on “Preferences,” and then clicking on “Manage Communications.” Sony Rewards account holders can also update their communication preferences by logging into the Sony Rewards mobile app, navigating to the “Profile” section, and then tapping “My Account,” followed by “Preferences,” and then “Manage Communications.” 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 Your 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 Affiliate 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 Personal 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 app, that we disclose information about you with another entity and we will typically do so under those circumstances.

Business Transfers. Sony or any of its assets, including but not limited to the Properties, the Sony account, or 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 cases, 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 the Sony Rewards [Terms and Conditions](#) or other applicable policies; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of our 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 (each, a “**Feature**”). As a result of your participation in any such Feature, your information may be disclosed by us, our Affiliates, or our business partners to the entity that is jointly offering such Feature, which will be disclosed at the time your information is collected. Co-promotion partners 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.

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 Sony Rewards account or sign into your Sony 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 User Submission, or any portion of the User Submission, for advertising, marketing, publicity, and/or 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, that the User Submission is correctly attributed as being submitted by you, and that the User Submission is authentic and genuine. Sony may remove any User Submission from its Properties at our discretion, including 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 Sony Rewards [Terms and Conditions](#) and other applicable terms of service or policies, including this Privacy Policy; investigate violations of, or enforce, such terms or policies; and otherwise to protect the rights, property, safety, or security of our business partners, visitors to our Properties, or the public. 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 the foregoing conditions outlined in this section, you must discontinue your use of the Properties.

We may retain information about you for as long as necessary for us to fulfill the purposes outlined in this Privacy Policy. We may retain your information for an additional time 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 containing your Personal Information. In addition, we will delete your information when required by applicable law. Please note that when 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. We enter into protective agreements, where required by law, to ensure that Personal Information is processed by our Affiliates, business partners, and others in accordance with applicable legal requirements.

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 Sony Rewards 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 e-mail 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 Privacy 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. Sony collects and processes information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with particular California individuals or households (“**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, and age;
- Other Identifiers: such as, Device Identifiers, IP addresses, or other unique identifiers;
- Commercial Information: such as, points earned, redemption history, 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;
- Location Data: such as, physical location information through the use of our Properties on your Device as indicated by mobile connectivity technologies including WiFi signals, cell phone towers, and satellites (GPS);
- Audio, Visual, and Similar Electronic Information: such as, pictures or videos you send to us;

- Other Consumer Characteristics: such as, user profiles or inferences drawn from purchase or browsing history; and
- Sensitive Personal Information: account log-in (username, password, security questions and answers) details, last 4 digits of social security number, bank account information, precise geolocation (as discussed below) and credit card number or similar payment information.

Sensitive Personal Information. We do not infer characteristics from 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 otherwise for purposes expressly permitted by the CCPA.

Precise Geolocation Information. When you use the Sony Rewards mobile app to search for “Events” in your area, you can choose whether to input a city or zip code to search for events or you can use your Device’s location to search for events. If you choose to allow the app to use your Device’s location, and your Device’s operating system settings allow, we may process your Device’s precise geolocation information to present events in your area. We do not use this precise geolocation information for any other purposes, and we do not infer any characteristics from it.

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

- 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, Co-Promotion Partners, or website marketing partners;
- Social Networks: such as, when you interact with pages or profiles operated by Sony Corporation of America or Sony Rewards;
- 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 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 table 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 |
|---|---------------------------------------|------------------------------------|---|---|
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|--|---|--|---|--|
| 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; Location Data; Sensitive Personal Information; Audio, Visual or Similar Electronic Information</i> | <i>Consumers; Business Partners; Social Networks</i> | <i>Affiliates; Data Analytics Providers; Business Partners</i> | <i>Affiliates; Social Networks;</i> |
| Manage your account(s) and participation in features, products, and services, and maintain and improve our Properties, products, and services. | <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 Characteristics</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> |
| To help monitor and maintain the security and functionality of our | <i>Personal Identifiers; Other Identifiers Commercial Information; Internet or Other Electronic Network</i> | <i>Consumers; Business Partners</i> | <i>Affiliates; Data Analytics Providers; Business Partners</i> | N/A |

| | | | | |
|--|--|---|---|--|
| Properties and IT systems | <i>Activity; Location Data; Sensitive Personal Information</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; Location Data; Sensitive Personal Information</i> | <i>Consumers; Business Partners;</i> | <i>Affiliates; Data Analytics Providers; Business Partners</i> | N/A |

Sharing CA Personal Information. 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 for cross-context behavioral advertising purposes (defined as “Sharing” in the CCPA). However, we do not make available your CA Personal Information to any third party for any monetary or other value (defined as “Selling” in the CCPA). If you’d like to opt-out of the Sharing of your CA Personal Information, please see the “Exercising Your Rights” section below.

We may also “Share” your CA Personal Information via third-party cookies or similar tracking technologies on our Properties. To disable Sharing through cookies and similar tracking technologies 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.

Opt-out Preference Signal. If you have enabled an opt-out preference signal on your browser or extension, we will honor such requests that our Properties can recognize by disabling “Targeting Cookies.”

Please note that we may not be readily able to associate an opt-out preference signal with your Sony Rewards account. Refer to the “Opt-out of Sharing CA Personal information with Sony Affiliates” in the “Exercising Your Rights” section below if you would like to extend your opt-out request beyond the online advertising practices described above.

Retention Period. Your CA Personal Information is kept only as long as necessary to maintain your Sony Rewards 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, twice per 12-month period, access to:
 - the categories of CA Personal Information we have collected about you;
 - the categories of sources from which your 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 your CA Personal Information;
 - the specific pieces of CA Personal Information we have collected about you.
- **Deletion.** You can request deletion of the CA Personal Information collected from you. If you have a Sony Card or PlayStation Card, please close your account with the servicing bank before submitting a deletion request. Otherwise, we will not be able to process your request.
 - In addition, 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. 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 log in to the Sony Rewards website and go to the “My Account” section to update your CA Personal Information, or you can also log into the Sony Rewards mobile app and go to “Profile” to access the “My Account” section.
- **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.
- **Restrict Use and Disclosure of Sensitive Personal Information.** We do not infer characteristics from 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 otherwise for purposes expressly permitted by the CCPA.
- **Non-discrimination.** We will not discriminate against you by offering you different pricing or products, by providing you with a different level or quality of products, or in connection with Promotions and other offerings, based solely upon you exercising any of your rights related 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 Through Cookies and Similar Technology](#)
- [Opt-out of Sharing CA Personal Information with Affiliates](#)

Verification Process. When submitting your request, you must include your first and last name, state of residence, 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.

Authorized Agents. To the extent that you elect to designate an authorized agent to make a request on your behalf, such agent 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 and some promotions and sweepstakes (“**Offering**”) may be considered a financial incentive.

To opt-in to an Offering, you will need to provide certain CA Personal Information, such as name and e-mail address, and agree to the Sony Rewards [Terms and Conditions](#) in order to register for a Sony Rewards account or otherwise follow the instructions associated with the promotion or sweepstakes you’re enrolling in. Participation in any Offering is voluntary, and you can withdraw at any time by closing your Sony Rewards account or by following any instructions provided to withdraw from any promotion or sweepstakes.

We do not assign a monetary value to the CA Personal Information that we collect. However, we believe in good faith that the value we receive from an Offering is greater than the value we receive from the use of the CA Personal Information. The method for calculating the value would include the value of anticipated revenue garnered from participation in the Offering; costs associated with facilitating and managing the Offering; expenses incurred in the storage, retention, and use of the CA Personal Information; and all other costs reasonably related to the Offering.

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. Sony collects and processes 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, and account log-in (username, password, security questions and answers) details 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;
- Location Data: such as, physical location information through the use of our Properties on your Device by internet service providers and other mobile technologies;
- 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.

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 account(s) and participation in features, products, and services, and maintain and improve our Properties, products, and services;
- Personalize your experience on our Properties and online, including tailoring content, offers, and advertising from us and our 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:

- Business Partners
- 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, Location Data, Audio Visual, and Similar Electronic Information, Other Consumer Characteristics.

Profiling and Selling of VA Personal Data. We do not perform “Profiling” in furtherance of decisions that produce legal or similarly significant effects or “Sell” any VA Personal Data as defined by the VCDPA.

Targeted Advertising. We may process your VA Personal Data for the purposes of Targeted Advertising (and certain analytics or similar activities) related to your use of the Properties. To disable this Targeted Advertising through cookies and similar technologies, 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 otherwise process your VA Personal Data for Targeted Advertising.

Providing VA Personal Data to Sony Affiliates. 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 disclose your VA Personal Data to Sony Affiliates for marketing purposes. We value your privacy and want to extend to you the option to opt-out of the disclosure of your VA Personal Data to Sony Affiliates. To opt-out, click on the webform in the “Exercising Your Rights” section below.

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. If you have a Sony Card or PlayStation Card, please close your account with the servicing bank before submitting a deletion request. Otherwise, we will not be able to process your request.
 - 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. In

addition, certain VA Personal Data is strictly necessary to retain in order for us to fulfill the purposes described in this Privacy Policy.

- **Correction.** To correct VA Personal Data we maintain about you, please log in to the Sony Rewards website and go to the “My Account” section to update your VA Personal Information. You can also log into the Sony Rewards mobile app and go to “Profile” to access the “My Account” section.
- **Opt-out.** To opt-out of Targeted Advertising through cookies and similar technologies, please go to the Cookie Preference Center and turn off “Targeting Cookies.” You may also opt-out of our disclosure of VA Personal Data to Sony Affiliates for marketing purposes.

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 name, last name, state of residence, 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 Through Cookies and Similar Technology](#)
- [Opt-out of Disclosure of VA Personal Data to Sony Affiliates](#)

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.

Verification Process. When submitting your request, you must include your first name, 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.

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. We may require additional proof of authority or may need to contact you directly to validate the request.

Colorado Privacy Notice

Our Practices Regarding Collection and Use of Your Personal Data

If you reside in Colorado, 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 Colorado-specific information below.

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

CO Personal Data. Sony collects and processes information that is linked or reasonably linkable to an identified or identifiable natural person (“CO Personal Data”). We may collect certain categories of information about Colorado 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, and account log-in (username, password, security questions and answers) details for our Properties
- Other Identifiers: such as, Device Identifiers, IP address, or other unique identifiers;
- Commercial Information: such as, points earned, redemption history, products or services purchased, obtained, or considered, other purchasing payment information, and 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;
- Location Data: such as, physical location information through the use of our Properties as indicated by your Device, by internet service providers, and/or other mobile technologies;
- Audio, Visual, and Similar Electronic Information: such as, pictures or videos you may send to us; and
- Other Consumer Characteristics: such as, user profiles or inferences drawn from purchase or browsing history.

Processing of CO Personal Data. Sony processes your CO 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;
- Personalize your experience on our Properties and online, including tailoring content, offers, and advertising from us and our 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.

Sensitive Personal Data and Children’s Data. We only use Sensitive Personal Data as necessary to provide our products and services, to detect data security incidents, to maintain the quality of our services, or otherwise for purposes expressly permitted by the CPA. We do not otherwise process any Sensitive Data. We also do not knowingly process the CO Personal Data of persons younger than 16 years of age.

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

- Business Partners
- Advertising Networks
- Social Networks

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

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

Profiling and Selling of CO Personal Data. We do not perform “Profiling” in furtherance of decisions that produce legal or similarly significant effects or “Sell” any CO Personal Data as defined by the CPA.

Targeted Advertising. We may process your CO Personal Data for the purposes of Targeted Advertising (and certain analytics or similar activities) related to your use of the Properties. 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](#).

We do not otherwise process your CO Personal Data for Targeted Advertising.

Providing CO Personal Data to Sony Affiliates. 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 disclose your CO Personal Data to Sony Affiliates for marketing purposes. We value your privacy and want to extend to you the option to opt-out of the disclosure of your CO Personal Data to Sony Affiliates if you prefer. To opt-out, click on the webform in the “Exercising Your Rights” section below.

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

- **Access.** You can receive a copy of the CO Personal Data we process in a portable readily useable format.
- **Deletion.** You can request deletion of the CO Personal Data provided by or obtained from you. If you have a Sony Card or PlayStation Card, please close your account with the servicing bank before submitting a deletion request. Otherwise, we will not be able to process your request.

- Please note, if you request deletion of your CO Personal Data, to the extent permitted by applicable law, we may be required to retain some of your CO Personal Data. In addition, certain CO Personal Data is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.
- If you exercise your right to delete, we may not be able to provide the Bona Fide Loyalty Program Benefits of the Sony Rewards program to you.
- **Correction.** To correct CO Personal Data we maintain about you, please log in to the Sony Rewards website and go to the “My Account” section to update your CO Personal Information. You can also log into the Sony Rewards mobile app and go to “Profile” to access the “My Account” section.
- **Opt-out.** To opt-out of Targeted Advertising through cookies and similar technologies, please go to the Cookie Preference Center and turn off “Targeting Cookies.” You may also opt-out of our disclosure of CO Personal Data to Sony Affiliates for marketing purposes.

Exercising Your Rights. If you are a Colorado 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, state of residence, 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 Through Cookies and Similar Technology](#)
- [Opt-out of Disclosure of VA Personal Data to Sony Affiliates](#)

Appeal. As a Colorado resident, you may appeal a decision made by Sony regarding your CO 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.

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.

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. We may require additional proof of authority or may need to contact you directly to validate the request.

Bona Fide Loyalty Program. The Sony Rewards program or other offers may be considered a “Bona Fide Loyalty Program” under Colorado law. The following disclosures are required by a Bona Fide Loyalty Program:

- We may process information collected via cookies and other web tracking technologies for Targeted Advertising;
- The third parties receiving this CO Personal Data would be website analytic and marketing companies;
- If you chose to delete your Sony Rewards account, we will not be able to provide you the Bona Fide Loyalty Program Benefit. The Sony Rewards points are earned and redeemed on an individual basis that requires us to be able to identify the owner of the points they've accumulated.
- We do not process any Sensitive CO Personal Data as defined by the CPA.

Connecticut Privacy Notice

Our Practices Regarding Collection and Use of Your Personal Data

If you reside in Connecticut, 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 information below.

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

CT Personal Data. Sony collects and processes information that is linked or reasonably linkable to an identified or identifiable natural person. (“CT Personal Data”). We may collect certain categories of information about Connecticut 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, and account log-in (username, password, security questions and answers) details 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;
- Location Data: such as, physical location information through the use of our Properties as indicated by your Device, by internet service providers, and other mobile technologies;
- 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 CT Personal Data.

Sony processes your CT 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;
- Personalize your experience on our Properties and online, including tailoring content, offers, and advertising from us and our 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 CT Personal Data. We may disclose your CT Personal Data with the following Third Parties:

- Business Partners
- Advertising Networks
- Social Networks

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

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

Profiling and Selling of CT Personal Data. We do not perform “Profiling” in furtherance of decisions that produce legal or similarly significant effects or “Sell” any CT Personal Data as defined by the CTDPA.

Targeted Advertising. We may process your CT Personal Data 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](#).

We do not otherwise process your CT Personal Data for Targeted Advertising.

Providing CT Personal Data to Sony Affiliates. 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 disclose your CT Personal Data to Sony Affiliates for marketing purposes. We value your privacy and want to extend to you the option to opt-out of the disclosure of your CT Personal Data to Sony Affiliates, if you prefer. To opt-out, click on the webform in the “Exercising Your Rights” section below.

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

- **Access.** You can receive a copy of the CT Personal Data we process in a portable readily useable format.
- **Deletion.** You can request deletion of the CT Personal Data provided by or obtained from you. If you have a Sony Card or PlayStation Card, please close your account with the servicing bank before submitting a deletion request. Otherwise, we will not be able to process your request.
 - Please note, if you request deletion of your CT Personal Data, to the extent permitted by applicable law, we may be required to retain some of your CT Personal Data. In addition, certain CT Personal Data is strictly necessary in order for us to fulfill the purposes described in this Privacy Policy.
- **Correction.** To correct CT Personal Data we maintain about you, please log in to the Sony Rewards website and go to the “My Account” section to update your CT Personal Information. You can also log into the Sony Rewards mobile app and go to “Profile” to access the “My Account” section.
- **Opt-out.** To opt-out of Targeted Advertising through cookies and similar technologies, please go to the Cookie Preference Center and turn off “Targeting Cookies.” You may also opt-out of our disclosure of CT Personal Data to Sony Affiliates for marketing purposes.

Exercising Your Rights. If you are a Connecticut 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, state of residence, 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 Through Cookies and Similar Technology](#)
- [Opt-out of Disclosure of Personal Data to Sony Affiliates](#)

Appeal. As a Connecticut resident, you may appeal a decision made by Sony regarding your CT 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.

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.

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. We may require additional proof of authority or may need to contact you directly to validate the request.
