PRIVACY POLICY
Last updated: November 15, 2012

En Espanol

SUMMARY

WHY ARE WE PROVIDING THIS POLICY?	Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do. This Privacy Policy provides you with information about what data we collect about you here at Sirius XM Radio Inc. ("**Sirius XM**", "**us**" or "**we**") what we do with it, and your options, as a consumer.
WHAT INFORMATION IS COVERED BY THIS POLICY?	The types of information we collect and share depend on the particular Sirius XM product or service we provide to you. This information can include: - anonymous information we collect through the use of a particular product or service and the technology such as "cookies"; - personal information you voluntarily choose to disclose to us, such as your name, address, telephone number, email address, and credit card information; and - supplemental information we obtain from other sources, to create a profile about you.
HOW IS INFORMATION SHARED?	We need to share your personal information to run our business. In the section below, we list the reasons why Sirius XM may share your personal, and non-personal ("anonymous" or "anonymized") information, and whether you can limit this sharing.

REASONS WE MAY SHARE YOUR PERSONAL INFORMATION	**DO WE SHARE?**	**CAN YOU LIMIT SHARING?**
For our everyday business purposes – to provide customer service functions to the Site and for the Service; to help personalize your listening experience; for operations, sales, billing, invoicing, bookkeeping, service and account-related emails, postal mail, and telephone calls; to perform customer research	Yes	No
For our marketing purposes – to offer extensions of service, new products or services; to send information on special deals, promotions, or information which we think may interest you; to perform market research	Yes	**Yes**
For joint marketing with select content providers and retail outlets – to offer opportunities or information, such as from musical artists, sports, news, and talk programming channels; send information on products, services, or opportunities from our retail agents such as automakers or retailers of satellite radios	Yes	**Yes**

TO LIMIT OUR USE AND SHARING OF YOUR PERSONAL INFO	**Your postal address and email address:** - Go online at http://www.siriusxm.com/contactus and follow the instructions. - Call us at 1-888-539-SIRIUS (1-888-539-7474) or 1-800-XM-RADIO (1-800-967-2346) - Follow the instructions included at the bottom of each marketing email or newsletter, or go to the Sirius XM Newsletter Preference Center at www.siriusxm.com/emailpreferences. **Your telephone number (for telemarketing sales calls):** You may add yourself to our "do not call" list by calling 1-866-303-5603. If a calling campaign is in process, you may continue to be contacted while your request is processed. Allow up to a maximum of 30 days. We may have more than one telephone number for you or your family members, so please be specific as to which numbers you are directing us not to call. Regardless of the fact that your numbers may be listed in our records as "do not call," we may still use the number(s) to call you for service and account-related matters. You can read more about our "do not call" policy at http://www.siriusxm.com/donotcall.
ACCESS	You are responsible for keeping your contact information current and accurate. If for any reason you are concerned that the personal information we have for you is not correct, or if you wish to change or update any information, go to Sirius XM Listener Care online at http://www.siriusxm.com/contactus, to log into your account and manage it there. If you are unable to manage your own account online, please call us at 1-888-539-SIRIUS (1-888-539-7474) or 1-800-XM-RADIO (1-800-967-2346).
EU RESIDENTS	We comply with the Safe Harbor framework agreed to by the U.S. Department of Commerce and the EU with respect to Personal Information collected by entities located in the European Economic Area and transferred to us in the United States. We have certified our compliance with the E.U.:U.S. Safe Harbor Privacy Principles. See additional details under "Governing Law" below.
PRIVACY COMPLAINTS	Your privacy concerns are important to us. We are committed to resolving complaints about your privacy in a timely manner. We are also committed to resolving complaints from European Union citizens in compliance with US:EU Safe Harbor Principles. As a result, we request that all privacy-related complaints be made first, through our internal complaint resolution process by submitting a written complaint via direct mail to:

	Privacy Officer Sirius XM Radio Inc. 1500 Eckington Place, N.E. Washington, D.C. 20002 Or via email to: privacy@siriusxm.com Sensitive, personal information should not be sent via email. Sirius XM has committed to refer unresolved privacy complaints under the US-EU Safe Harbor Principles to an independent dispute resolution mechanism, the American Arbitration Association (AAA). If you do not receive timely acknowledgment of your internal complaint, or if your complaint is not satisfactorily addressed by Sirius XM, please submit a written complaint to: American Arbitration Association 1633 Broadway, 10th Floor New York, New York 10019

THAT WAS THE SUMMARY. NOW HERE ARE THE DETAILS YOU OUGHT TO READ TOO:

Who we are	
Who is providing this notice	This Privacy Policy applies only to information collected by Sirius XM) when you visit the Site, when you use our mobile applications on your mobile device, use our media player, and subscribe to or use the Service or purchase products from us. When you visit other websites owned or operated by nonaffiliates, you may see advertisements for our products and services such as "banner" ads. If you interact with those ads, you will then be governed by this Privacy Policy for information that may be collected.
What we do with your personal information	
How does Sirius XM collect my personal information?	**Personal Information.** We collect information you provide to us when you begin the process to purchase products from us (even when you abandon the transaction) and when you subscribe to and/or use the Service whether through our Site, our media player, our mobile application which you access through your mobile device, or social media applications which enable you to access our media player. For example, you may provide us a billing address and credit card information, including your name, address, email address and telephone number, when you purchase and/or use the Service or purchase a product through our online store. When you register online to subscribe to the Service, subscribe to our newsletter(s), purchase and/or use the Service, or receive customer or technical support, you may be required to complete a form that may require you to provide personal information, including your name, address, email address, telephone number and/or date of birth. This information will be maintained for our records, which will enable you to manage your own accounts and subscriptions in our Online Account Center, and place future purchases without the need to re-enter the information. **The Site may also offer interactive services, such as chat, forums and message boards. Please remember that any information that you disclose in these areas becomes public information, and you should exercise caution when deciding to disclose personal information in these areas. Your use of our interactive services are subject to our Customer Agreement & Website Terms of Use.** **Supplemental Information.** We may supplement the information you provide to us, or which we may obtain from your use of the Service, by acquiring commercially available demographic and marketing information from third parties to help us better serve you, for instance, to verify your address or to update your information and to create a profile of your preferences. We match your personal information to information in the profile, and use it to improve the content of the Site or the Service or to inform you about products or services that we think will be of interest to you. We may also receive information from our media player which has a personalization feature, allowing us to collect anonymized information including the channels you tune to, the shows and the music you listen to, and the choices you make to download and listen to our catalog of OnDemand shows at a later time. We may also receive information from the retailer, dealer, or automaker from whom you obtained your receiver, even prior to your initiation of service with us. Some of this information, which you are not required to provide, may include: your gender, marital status, education and occupation; your telephone number, email address, mailing address; your household size and income; the number of drivers in your household; the make, model and age of your car; the make, model and features of your car audio system; whether you own or lease your car; information about your commute and the amount of time you spend driving; and your favorite musicians and types of music.

How does Sirius XM use my personal information?	**Our Use.** We receive and store any personal information you enter on the Site or through the Service or give to us voluntarily in any other way and may use it to contact you. We will use your personal information for our business purposes including to (i) provide and improve the Site and the Service, (ii) enforce the Customer Agreement & Website Terms of Use, (iii) offer you extensions of service, or new products and services, (iv) send you information on products, services, special deals, promotions, or information which we think may interest you, and (v) perform market research. Telephone: By registering on the Site or by subscribing to the Service, and providing your telephone number, or by purchasing or leasing a vehicle with a Service subscription, you agree that this action constitutes a purchase, inquiry and/or application for purposes of telemarketing laws. Notwithstanding the fact that your home telephone and/or mobile telephone number may be listed with the Federal Do-Not-Call Registry or your local State Do-Not-Call list, we may contact you pursuant to an existing business relationship using the information you provided to us, or which we obtained to supplement information you provided to us. You must tell us directly if you do not wish to receive calls at a particular phone number. We may contact you by means of telephone, except as may be prohibited by applicable law. We will not contact you by the use of a prerecorded telephone message with a commercial solicitation unless we have your prior express consent, as required by Federal law, or unless it is for the delivery of an important Service-related or account-related announcement. We may send you text messages if you have expressly agreed to receive them, even though charges may apply from your telecommunications provider, and to ensure we comply with applicable laws. Mail and Email: We may also send you information or offers from time to time to the postal address or email address we have on file. On Air: If you provide us with information when you request that a song or other content be played on the Service, we may use the information you provide in accordance with this Privacy Policy, including to announce your name and request on the air. Promotions: If you provide your name for a promotional offer to enter a sweepstakes or contest, and win a prize, we may post your name on a winner's list online, and will file your name with state agencies if required by law. **Vendors.** We work with other companies and individuals to perform functions on our or your behalf. Examples might include fulfilling orders, sending email, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links and providing customer service. Our vendors may be provided access to your personal information to perform their functions, but may not use it for other purposes. We have vendors who provide these functions within the United States as well as within the United Kingdom. We use your credit card information to process payments (or any appropriate adjustments to such payments) for any paid products and services you have authorized. We do not supply your credit card information to any third party, except as necessary to process and service a transaction. **Third Party Offers.** We may share personal information and demographic information with nonaffiliates in order to have them send you offers or other information we think you might find of interest. They may use your email address, postal address, or telephone number. **Other Uses.** We may use your personal information to contact you about the Service, or for other purposes in which you have expressed an interest, for example, if you have contacted Listener Care or made an inquiry. **Service Related Announcements.** We may also provide you with service and account related announcements. For instance, if our service is temporarily suspended for maintenance or the delivery of a service or product is delayed, or if there is an issue with a product or service you might have ordered we might send you an email, or other message. Notwithstanding the fact that your home telephone and/or mobile telephone number may be listed with the Federal Do-Not-Call Registry, or your local State Do-Not-Call list, we may use the information you provided to us for service and account-related announcements. You may not opt-out of these non-promotional communications related to your subscriptions or order. However, if you do not wish to receive these communications, you have the option to cancel your subscription or order by contacting us. **Exceptional Circumstances.** If Sirius XM or any of its divisions, subsidiaries or affiliates are sold or disposed of as a going concern, whether by merger, sale of assets or otherwise, the relevant databases of Sirius XM could, in whole or in part, be transferred as part of that transaction. Therefore, information about our subscribers, users of the Site and the Service, including personal information, may be disclosed as part of any merger or acquisition, creation of a separate business to provide the Site or the Service, or sale or pledge of our company assets, as well as in the event of an insolvency, bankruptcy or receivership in which

	personal information may be transferred as one of the business assets of the company. If, as a result of such transfer, there is a material change in the use or handling of your anonymous and or personal information, you may receive a notice, to the extent it is required by applicable law. Information about our users, including personal information, may also need to be disclosed in connection with a commercial transaction where Sirius XM, or an affiliate, seeks financing, investment, support or funding. We also may release personal information if required to do so by law or in the good-faith belief that disclosure is necessary (a) to conform to any applicable law to comply with legal process served on us or our affiliates, or to respond to a request by law enforcement or governmental authorities; (b) to enforce our Customer Agreement and Website Terms of Use, including any investigation of potential violations thereof; (c) to protect or defend our rights or property, or the rights or property of our employees, agents, contractors or other users of the Service or Site; or (d) to act under exigent circumstances to protect the personal safety of users of the Service or Site or the public. **California Subscribers.** California Civil Code Section 1798.83 permits our subscribers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write us: Sirius XM Radio Inc. Attn: Legal Department - CA Privacy Rights 1221 Avenue of the Americas, 37th Floor New York, NY 10020
How does Sirius XM protect my personal information?	The Site has security in place that is designed to protect personal information. We use a combination of security measures to safeguard the confidentiality of the personal information you provide us. We have security procedures for the storage and disclosure of personal information, which you have given us in order to prevent unauthorized access. No method of transmission over the Internet, or method of electronic storage, is 100% secure, and it may be possible for third parties not under the control of Sirius XM to intercept or access information unlawfully. Therefore, we cannot guarantee its absolute security. It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer. The Site may also contain links to other websites. Keep in mind that we do not control, and are not responsible for, the privacy or security practices or the content of these other websites. We may retain your personal information for a reasonable period of time after you unsubscribe for purposes of internal account management, to resolve disputes, enforce our Customer Agreement & Website Terms of Use, and technical and legal requirements and constraints related to the security, integrity and operation of the Site and the Service. WE ASSUME NO RESPONSIBILITY OR LIABILITY WITH REGARD TO ANY THEFT, LOSS, ALTERATION OR MISUSE OF PERSONAL INFORMATION OR OTHER INFORMATION WHICH WE LAWFULLY PROVIDE TO THIRD PARTIES, OR WITH REGARD TO THE FAILURE OF ANY THIRD PARTY TO ABIDE BY THIS PRIVACY POLICY OR AGREEMENT BETWEEN THAT THIRD PARTY AND SIRIUSXM OR YOU. Please refer to our Customer Agreement & Website Terms of Use for additional Disclaimers of Warranties and Limitations on Liability.
What happens when I limit sharing for an account I hold with someone else?	You will cause your privacy preferences to be applied to all other persons sharing the same account information.
Do you collect information about children?	No. Absent parental consent, we do not knowingly collect, maintain, or sell products or services to people under the age of 18 or use personal information from the Site or the Service about children under the age of 18. However, if a child who we know to be under the age of18 sends personal information to us online, we may use that information to notify that child's parents or seek parental consent to further interact with that child. You must be at least eighteen (18) years old to purchase the Service, to register online for the Service, or to participate in our games, contests, and promotions. If you are a minor (under the age of 18), please do not submit any personal information to us.

What we do with your anonymous information	
How does Sirius XM collect my anonymous information?	We automatically receive certain types of anonymized information about you whenever you interact with us through an Internet browser or your mobile device. This information includes: the pages you view on the Site, the search terms you enter, your IP address, the operating system, browser software and Internet service provider you use, and your geographical location. This information also includes: the channels you tune to, the shows and the music you listen to, and the choices you make to download and listen to our catalog of OnDemand shows at a later time. We do this so that we can personalize your listening experience and understand our listeners better, among other things. We log your activities on our websites, our media player, and through your mobile device through a unique identifier number assigned to your computer or device. We may track your interactions with our media player, our mobile applications, your use of social media applications to access our media player and mobile applications, access times and listening behavior. We use this information to gauge the effectiveness of the Site, track information for statistical purposes, personalize your listening experience, and to improve the products and services we provide. We use "cookie" and "cookie"-like features of major browser applications and other data capture mechanisms that allow us to store data about your visit to the Site, your use of our media player, your use of our mobile application through mobile devices, and your use of social media applications to access our media player and mobile applications. A cookie is a text file that is stored on a user's computer or any Internet-enabled device for record-keeping purposes. We store information that we collect through cookies, log files and other tracking technology. **Advertisements.** We may from time to time use nonaffiliated ad-serving or other companies to serve ads on the Site and to you on your mobile device. In the process of serving ads, such companies may use cookies, and may use information about your visits to the Site and other websites in order to provide ads on the Site about products and services that may be of interest to you. By delivering ads on the Site and to you on your mobile device, and by the use of cookies, the ad-server is able to record what ads a user has seen, including that you chose to engage in Interactive Responses, and where you were located or what you were viewing when the ads were delivered. This usage information is combined with other ad delivery information the ad-server has collected. The information that we collect and share with both cookies and other ad-serving technology is anonymous. It does not contain your name, address, telephone number or email address. This anonymous information is used as part of the ad-serving process for reporting, and to select and direct the ads you see online at the Site and other websites not affiliated with us. We may also use nonaffiliated ad-serving or other companies to serve ads to you when you interact with one of our retailer's or advertising agents' location-based services through your smartphone or other Internet-enabled device, such as in a retail store which sells satellite radios. The information that such agents collect and share with us is anonymous. These agents will know that you expressed an interest in receiving more information about Sirius XM, or that you chose to engage in Interactive Responses, and we or they may send you ads and offers about our hardware and services.
How does Sirius XM use my anonymous information?	We use the anonymous information we collect from the Service and from the Site and your IP address to administer the Site, improve our goods and the Service, determine how our Service and the Site is being used, identify popular areas of the Site and analyze trends and usage patterns of the Service and the Site, including our mobile Site and applications. We may also use your IP address to help diagnose problems with our server. We use the anonymous information we collect from your Interactive Responses, and by having geo-location tools operational on your computer or mobile device, having chosen not to disable them, to respond to your interactive requests for information. This may include our sending you short text messages on your smartphone or other mobile device. We will only send text messages to you if you expressly agreed to receive them. If you use the "MyControl" feature on our Internet radio media player or our mobile application, when available, we also use the anonymized information we collect from your listening activities to personalize your listening experience.
Definitions	
affiliates	Companies related by common ownership or control to Sirius XM
Customer	Subscribers and other visitors to and users of the Site and the Service are also subject to our Customer Agreement & Website Terms of Use. Any terms used and not defined in this Privacy Policy have the

Agreement & Website Terms of Use	meanings set forth in our Customer Agreement & Website Terms of Use, if defined there.
Internet-enabled devices	You can listen to the Service on a variety of radios for the vehicle, home, and portable use, but when you listen to the Service via the Internet and through mobile devices, whether or not through the SiriusXM App, you listen through an Internet-enabled device.
joint marketing	A formal agreement between nonaffiliated companies that that agree to market products and services to you. An example is automakers and dealerships.
nonaffiliates	Companies not related by common ownership or control. Examples are our agents, such as retail stores and websites owned and operated by other merchants on which advertisements for Sirius XM products or services may appear.
Service	Our satellite radio service, Internet radio service, our traffic and weather (including marine weather) service, or any other service offered by Sirius XM.
Sirius XM	Sirius XM Radio Inc. and its subsidiaries
Site	This or any other website operated by or on behalf of Sirius XM on or through which this Privacy Policy is posted, including our online media player and our mobile application (the SiriusXM App for mobile devices).
You	Visitors to or users of the Site, or Service.
Other important information	
Behavioral Advertising	Online "behavioral advertising," means the collection of data from a particular computer or device -- including web viewing behaviors over time and across nonaffiliated web sites for the purpose of using such data to predict the user's preferences or interests to deliver ads to that computer or device based upon preferences or interests inferred from such web viewing behavior. The definition is not intended to include "first party" advertising, where no data is shared with third parties, or "contextual advertising," which is advertising based on a single visit to a web page, the content of the web page being visited, or a search query. Sirius XM engages in online behavioral advertising, including tracking your online activities on the Site to better serve you information regarding Sirius XM while you are on the Site (i.e., "first party advertising"). We may also serve you information from nonaffiliated advertisers here on the Site. We use a third party service provider to serve ads on our behalf across the Internet, on third party websites. In our online behavioral advertising, non-personal information is collected through the use of pixel tags or cookies, which are industry standard technologies, used by most major websites. No personal information is collected or used in this process. This anonymized information is used as part of the ad-serving process for reporting, and to select and direct the ads you see online at the Site and at nonaffiliated websites. If you would like more information about this practice and to know your choices about not having this anonymous information used by our third-party service providers, please click here: http://www.networkadvertising.org/managing/opt_out.asp PLEASE GO TO THIS PAGE, HTTP://WWW.SIRIUSXM.COM/YOURADCHOICES, TO SEE A LIST OF NONAFFILIATED COMPANIES WHO, IN THE COURSE OF SERVING OR DISPLAYING ADS ON OUR SITE OR APPLICATIONS, MAY PLACE A COOKIE OR OTHER TRACKING DEVICE ON YOUR BROWSER OR MOBILE INTERNET ENABLED DEVICE. YOU MAY OPT OUT OF THEIR USES OF COOKIES, COLLECTION OF YOUR INFORMATION AND FURTHER USE OF IT BY VISITING EACH OF THEIR PRIVACY POLICIES AND FOLLOWING INSTRUCTIONS THERE. We may also use outside ad-serving companies to serve ads to you when you interact with one of our retailer's or advertising agents' location-based services through your mobile device, such as in a retail store which sells satellite radios. The information that such agents collect and share with us is anonymous. These agents will know that you expressed an interest in receiving more information about Sirius XM, or that you chose to engage in Interactive Responses, and we or they may serve you ads and offers. We may retain your personal information and anonymous information to fulfill our business purposes and may require our ad serving companies to do the same. We have in place reasonable security measures for the data about your online activities, and require our ad serving companies to do the same. These

	protections are appropriate to the sensitivity of the data we've collected, the nature of our business operations, and the types of risks faced by Sirius XM. You have the power to take control of how Sirius XM tracks your online activities while you are on the Site. Since we use the standard "privacy" feature of major browser applications to store data about your visit to the Site, you may configure your browser to allow cookies to be set on your computer only to the level of your comfort. As noted elsewhere in this Privacy Policy, if you reject all cookies, you may not be able to use certain features of the Site, including setting your favorite channels, storing items in your shopping cart, or entering sweepstakes or contests. At the other end of the range, if you reject "third party" cookies, you have the greatest ability to opt-out of "contextual advertising" while you are on third party websites. In this way you can control the access Sirius XM has to your anonymous information for "behavioral advertising." You may have the power to take control of how your telecommunications provider and providers of "applications" on your mobile device track your physical location. However, Sirius XM must track that you are attempting to use the Service while you are outside of the United States and from a mobile device. If you disable the geo-location tools on your device and no other method of determining your location is available to us to determine that you are within our Service Area (e.g., IP address), then you will not have access to the geographically restricted channels on your Internet-enabled devices regardless of your location.
Cookies, Generally	**We use both session ID cookies and persistent cookies.** We use session ID cookies to make it easier for you to navigate the Site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. Persistent cookies are used to differentiate users of the Site from subscribers, to customize the content of certain sections of the Site and to enable us to track and cater to the interests of users, in order to enhance their experience on the Site. Cookies help us learn which areas of the Site are useful and which areas need improvement. We do not use cookies or other data capture mechanisms to collect any personal information about you. You may configure your browser to prevent cookies from being set on your computer. If you reject cookies, you may still use the Site, but your ability to use some areas of the Site may be limited and you may not be able to use certain features of the Site, including setting your favorite channels, storing items in your shopping cart, or entering sweepstakes or contests.
Internet-enabled Devices - **Adobe Flash Player Access to Camera and Microphone** - **Flash Cookies**	Our online media player which you use to listen to our Internet radio service uses Macromedia's Adobe Flash Player. In the Adobe Flash Player Global Privacy Settings menu is a cautionary statement that we may have access to the camera and microphone of your Internet-enabled device. The Flash Player advises you that websites such as ours must ask your permission before using your camera or microphone. Sirius XM does not access or use your camera or microphone, even if you select "Allow" in the Adobe Flash Player settings. **Sirius XM uses Flash cookies**. "Flash cookies" are a form of persistent cookies technically called "Local Shared Objects" (LSOs). Flash cookies set an LSO to track your use of the Site. This tracking and storage can occur even after you have deleted your browser cookies or opted-out of network advertising. This tracking sets two cookies on your computer--a standard cookie and a Flash cookie, as described below. Flash cookies are set through a mechanism in Macromedia's Adobe and Flash MX players and, according to Macromedia, 98% of computer users have some version of Flash on their computers. Flash cookies can be considered to be equivalent to "normal" web cookies, except for a few minor differences. With Flash cookies your data is stored in multiple places and it is restored once you delete it. Normal web cookies can be managed via the preferences dialog of most web browsers, but no similar utility for managing Flash cookies is included in most web browsers. It is possible for Flash cookies to remain on your computer indefinitely because an expiration date cannot be set for them. As with normal web cookies, a website that placed the Flash cookie can only access data that it captured; it is not allowed to read Flash cookies created by other websites. This prevents Sirius XM from observing your behavior at other websites. To prevent new Flash cookies from being placed by us, you can adjust your preferences on a per website basis in the Macromedia Website Privacy Settings Panel. Using this tool, Flash cookies can be completely disabled or allowed on a per website basis. Macromedia has published a walk through guide to help users disable Flash cookies. To delete current Flash cookies and their tracking information, just go to the correct folder in your directories and delete them. Flash cookies are organized in folders according to the website that placed them and are

	stored in a special directory depending on the operating system on your computer. They are arranged in directories according to the website that placed them on the computer (look for a file with a .SOL extension): For example, Windows C:\Documents and Settings\[username]\Application Data\Macromedia\Flash Player or Macintosh OSX /Users/[username]/Library/Preferences/Macromedia/Flash Player. Firefox users can use Objection, a recently developed extension that adds an LSO deletion tool to Firefox preferences.
Internet-enabled devices - **HTML5 Cookies**	Sirius XM uses HTML5 or "Media Stamp" technology provided by Ringleader Digital, another form of collection, tracking and storage which does not rely on traditional browser cookies. HTML5 has a local storage feature that, when used, allows for quicker access to a website upon a return visit. While HTML5 is still undergoing development by the providers of this software, it is currently supported by a large percentage of mobile devices. Sirius XM programming is available on Internet-enabled devices. We use HTML5 as a substitute for traditional cookies that often do not function well on mobile devices. Like Flash cookies, HTML5 cookies are not stored in a browser "cookies" file, and, like Flash cookies, can be used to track users across websites. There is currently no known way for a user of a mobile device to remove HTML5 tracking and storage.
Internet-enabled devices - **Locating You**	We may automatically collect anonymous information about you when you have geographical location ("**geo-location**") tools on your Internet-enabled device which have not been disabled. We may also collect anonymous information about you whenever you deliberately interact with one of our ads containing a quick response ("**QR**") code, follow instructions to send a text, visit a URL, or when you otherwise interact with our agents' location-based services through retail store visits or through your smartphone or other Internet-enabled device (referred to here as "**Interactive Responses**"). If you have geo-location tools on your Internet-enabled device which you have not disabled, we automatically receive information on your device's location and may use it to comply with our contractual arrangements which restrict our sending certain programming channels outside of defined areas, such as when you want to listen to our Internet radio service while in another country. When you use Interactive Responses, our retailer and advertising agents will know that you're interested in receiving information about Sirius XM, and they may send you ads and offers about our hardware and services.
Giveaway Promotions or Surveys	From time to time we may provide you the opportunity to participate in a sweepstakes, contest, in-studio event, giveaway, survey, or other promotion, which might be sponsored or conducted by Sirius XM or by nonaffiliates. If you participate, we will request certain personal information from you. Participation in these promotions is completely voluntary and you will have a choice whether or not to disclose this information. The requested information typically includes contact information. Except as explained otherwise in the Official Rules for a particular promotion, such as in a paragraph entitled "Privacy Notice", any personal information you provide will be used in accordance with this Privacy Policy. If there is a nonaffiliated sponsor involved, please make sure to review their privacy policy. In addition, from time to time you may be able to participate in our surveys to help us improve the Service. Except as may be explained otherwise in that survey, any personal information so collected will be used for our internal purposes only in accordance with this Privacy Policy.
Governing Law	We control and operate the Site from the United States. The Site is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. We do not represent or warrant that the Site is appropriate for use in any particular jurisdiction. Those who choose to access the Site or use the Service do so at their own initiative and are responsible for complying with all applicable laws, rules and regulations. The interpretation and enforcement of this Privacy Policy shall be governed by the rules and regulations of the State of New York and other applicable United States federal laws. **EUROPEAN UNION SAFE HARBOR CERTIFICATION:** **SIRIUS XM RADIO IS CONTROLLED AND OPERATED FROM THE UNITED STATES. THE SITE AND SERVICE ARE INTENDED FOR USE AND VIEWING IN THE UNITED STATES ONLY. ACCORDINGLY, THIS PRIVACY POLICY, AND OUR COLLECTION, USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION, IS GOVERNED BY U.S. LAW. IF YOU ACCESS OR PROVIDE INFORMATION TO THE SITE OR SERVICE FROM OUTSIDE THE UNITED STATES, YOU UNDERSTAND AND AGREE TO THE COLLECTION, PROCESSING AND USE OF SUCH INFORMATION IN THE UNITED STATES BY SIRIUS XM AND ITS AGENTS.** We comply with the Safe Harbor framework agreed to by the U.S. Department of Commerce and the EU with respect to Personal Information collected by entities located in the European Economic Area and

	transferred to us in the United States. We have certified our compliance with the E.U.:U.S. Safe Harbor Privacy Principles.
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