

California Consumer Privacy Act Disclosures

Last Updated: July 6, 2020

1. Your rights under the California Consumer Privacy Act of 2018 (CCPA)

This page contains a description of your rights and specific disclosures required by CCPA relating to data collected by Sirius XM Radio Inc. ("Sirius XM"). CCPA applies to California residents only. For additional information regarding our privacy practices, see our [Privacy Policy](#). Terms used and not otherwise defined herein shall have the meanings set forth in our [Privacy Policy](#), [Customer Agreement](#) and [Website Terms of Use](#). This page has been made available in Spanish. Due to minor differences in language, the English version shall prevail and be binding even though a Spanish translation is available.

Not Covered: This page does not apply to data collection and use by any of our subsidiaries or affiliates, including Sirius XM Connected Vehicle Services Inc. and Pandora Media, LLC. Please see the applicable privacy policies of such companies for more information about their data collection and use practices.

Right to Opt-Out

We may sell your personal information to third parties, as described on this page. You have the right, at any time, to direct us not to sell your personal information. To opt out, visit [Do Not Sell My Info](#) or call us at 1-800-869-5593. We will act upon opt-out requests within 15 days of receipt, and will notify you and/or your authorized agent when the request has been processed.

Right to Know

Right to Disclosure of Categories of Information: You have the right to request that we provide the following disclosures covering the 12-month period preceding our receipt of your request.

- The categories of personal information we have collected about you.
- The categories of sources from which personal information is collected.
- Our business or commercial purposes for collecting or selling personal information.
- The categories of third parties with whom we share personal information.
- The categories of personal information we have sold and the categories of third parties to whom the personal information was sold.
- The categories of personal information we have disclosed for a business purpose.

Right to Access Specific Pieces of Information: You also have the right to request access to the specific pieces of personal information we have collected about you in the preceding 12 months, which we will deliver to you electronically, in a portable format where feasible.

Right to Deletion

You have the right to request deletion of the personal information about you that we have collected from you. Please note that we are unable to delete information needed to:

- Continue to provide Service(s) if you have an active trial, paid or other subscription with us, fulfill the terms of a written warranty, provide goods or services you've requested, or complete a transaction;
- Detect, prevent or prosecute security incidents, fraud, or other misuse;
- Identify, repair, and debug errors that impair our products, services, systems, or other functionality;
- Comply with legal or reporting obligations, including to pursue or defend legal claims, exercise or enable others to exercise any rights provided by law, enforce or comply with contractual obligations, respond to valid requests for information, and comply with or enforce applicable laws and regulations;
- Enable other internal uses consistent with your expectations based on your relationship with us or the context in which you provided the information; or • Enable or enforce any other exceptions provided by CCPA.

Nondiscrimination

If you exercise any of your rights under CCPA, you have the additional right not to be discriminated against, including by our (a) denying you goods or services, (b) charging you different prices or rates, including through the use of discounts or imposing penalties, (c) providing you a different level or quality of goods or services, or (d) suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services. We may, however, offer you a different price, rate, level, or quality of goods or services if the differential treatment is reasonably related to value provided to us by your data.

2. How to submit requests

IMPORTANT: Please note that the quickest and most effective way to manage how Sirius XM uses your personal information to contact you is to manage your contact preferences, please visit [here](#) for instructions on how to do so. As an example, **if you exercise your rights under the CCPA to delete your personal information, we may subsequently obtain your personal information from other sources and contact you again.** To exercise your rights under the CCPA, please see the instructions below.

Submitting Requests

Requests to opt-out of sale, know, or delete must each be submitted separately. You can submit up to two requests to know and up to four requests to delete within a 12-month period. To submit requests to know or delete, visit [this page](#). To opt out of the sale of your personal

information, visit [Do Not Sell My Info](#). Alternatively, to make any request, you may call us at 1800-869-5593.

To protect your information from inadvertent deletion or disclosure, and to ensure the integrity of our systems and the proper fulfillment of your request, we cannot simultaneously process requests for access and deletion. Please wait until your pending request for access or deletion has been completed before submitting a subsequent request.

Please note that if you have an active subscription to any Service(s) (including trial, paid or other) when you request deletion, we will not cancel your subscription, and we will retain such information as reasonably necessary to provide the Service(s), manage contact preferences, and otherwise in accordance with the exceptions noted above. If you wish to cancel your subscription, please visit [here](#).

Verification and Authorized Agents

For your protection, you must provide sufficient information to verify your identity in order for us to fulfill a request to access or delete personal information.

If you submit a request to opt-out of sale and we are unable to locate a current or former account using the information provided in your request, we will record your preference and comply with your request to the extent we are able to identify you.

If you are submitting a request through an authorized agent, you must supply your agent with written permission to act on your behalf, and your agent must provide proof of such authorization before we will act upon the request. If you are submitting a request to access or delete through an authorized agent, you must verify your identity directly with us through the process outlined above, unless your authorized agent is acting pursuant to a power of attorney under the California Probate Code.

3. Collection and Sharing of Personal Information

Categories of Personal Information We Collect

We collect the following categories of personal information. The information we collect is described further in our [Privacy Policy](#), which you should review in addition to this list.

1. **Identifiers and contact information**, including name, email address, phone number, postal address, zip code, account name or alias, username, password, account ID, vehicle identification number (VIN), electronic serial number (ESN), radio ID, other device and other technological identifiers, and IP address.
2. **Payment information**, if you purchase a product or Service directly from Sirius XM. If you pay with a credit card, this includes the digits of your payment card, card expiration date, billing zip code, and a secure payment token associated with your payment card, which is used for renewal billing.

3. **Collected Characteristics**, including gender, age, ethnicity, marital status, household size and income, number of drivers or individuals in your household, make, model and age of your car, features of your car audio system, music and content preferences, and consumer interest segments, which characteristics may include information inferred by third parties and provided to Sirius XM.
4. **Commercial information**, including products or services purchased, obtained, or considered from Sirius XM or others, or other purchasing or consuming histories or tendencies.
5. **Internet or other activity information**, defined as “Listener Usage Data” in our [Privacy Policy](#), including listening history, favorites, browsing history on our Sites, search history on our Sites, interactions with our Sites and Services, including through our websites and mobile applications, and through radios enabled with two-way communication (“**enabled radios**”).
6. **Geolocation data**, defined as “fine location” in our [Privacy Policy](#). If you have permitted the Sirius XM app to access location services on your device or have not disabled location tools on an enabled radio, device-based location information may be derived from GPS and nearby wireless signals such as cell towers, Wi-Fi networks, and Bluetooth beacons.
7. **Audio and visual information**, including voice interactions as described in our [Privacy Policy](#) under the heading “Your Voice.”
8. **Professional or employment-related information**, including your occupation.
9. **Education information**, including the name of your university (e.g. UCLA) in order to verify your eligibility for a student discount/plan.
10. **Inferences** drawn from any of the information we collect.
11. **Other personal information**, including any personal information you choose to share with us via customer care communications, social media or otherwise, Vehicle Radio Usage Data, and the computer or mobile operating system, browser software and internet service provider you use.

Business or Commercial Purposes for Collection, Use, and Sharing of Personal Information

Sirius XM collects, uses, and shares personal information for the following business and commercial purposes:

1. **Auditing**, including subscriber and financial reporting for internal and external purposes, verifying quality and frequency of ad impressions including for unique visitors, and auditing compliance with contractual commitments, laws and other standards. We also measure and analyze the Sites and Service(s) usage for things like estimating the number of unique users and determining how well pages and stations perform.
2. **Security**, including detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, prosecuting those responsible for that activity, conducting risk management, and to otherwise protect the safety and security of Sirius XM users or members of the public.
3. **Debugging** to identify, prevent, and repair errors that impair or may impair the Sites or Service(s).

4. **Short-term, transient use**, including to enhance the performance of our website, mobile apps and enabled radios.
5. **Performing services** including maintaining or servicing subscriptions, providing customer service, processing or fulfilling orders and transactions, verifying customer information, billing, invoicing, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of the business or service provider. Sirius XM collects, uses, and shares personal information for a number of purposes related to performing services or obtaining services on Sirius XM's behalf, including:
 - a. To facilitate the creation of and secure your subscription to the Service(s).
 - b. To provide all aspects and features of the Service(s), as described in our [Privacy Policy](#).
 - c. To customize and personalize your listening content including advertising, and your Service experience.
 - d. To send you important Service(s)-related or subscription-related notifications.
 - e. To manage your contact preferences.
 - f. To determine eligibility for Service(s).
 - g. To enable you to view your subscription details through automotive or other third party applications.
 - h. To fulfill your requests for certain products and Services and information about them, such as distributing electronic newsletters and enabling you to participate in and renew paid Service(s), surveys, and public forums.
 - i. To send you information that you requested or agreed to receive.
 - j. To invite you to participate in events or special promotions related to artists or products we think you may like or in which you may be interested.
 - k. To pay artists and rights holders for tracks you hear, by reporting listening information to copyright licensing agencies.
 - l. To provide advertisements and related content.
6. **Undertaking internal research** for technological development and demonstration.
7. **Improving and maintaining quality of service**, including undertaking activities to verify or maintain the quality or safety of the Service(s), improving the Service(s), upgrading our infrastructure, enhancing the subscriber experience, and developing new products and services.
8. **Commercial purposes**, such as marketing and promoting the use of and subscriptions to our products and Service(s), or those of our subsidiaries or third parties, in each case in accordance with your contact preferences.
9. **Legal purposes**, such as protecting or defending the legal rights or property of Sirius XM (including enforcing our Customer Agreement and our Website Terms of Use), or the legal rights of our subsidiaries, vendors, employees, agents, and contractors (including enforcement of our agreements), and complying with the law, legal process, or legal and government requests.
10. **Exceptional Circumstances**. If Sirius XM or any of its subsidiaries is 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 Sites and our Service(s), including personal information, may be disclosed as part of any merger or acquisition, creation of a separate business to provide the Sites or our Service(s), or sale 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.

Categories of Sources of Personal Information

We collect the personal information listed above from the following categories of sources and their respective service providers.

1. **Trial, paid or other subscribers or users our Sites or our Service(s) (“Users”)**, as disclosed in our [Privacy Policy](#).
2. **Vehicle-related entities**, including vehicle manufacturers, distributors and dealerships, vehicle sales or information platforms, providers of vehicle repair services and providers of vehicle financing.
3. **Product-related entities**, including manufacturers, distributors and retailers of Sirius XM products or Sirius XM-enabled devices.
4. **Service providers** that provide or make available features, functionality, or content on or through the Sites or Service(s), or process or analyze data on our behalf.
5. **Marketing companies, advertisers, advertising agencies and data providers** that create, maintain, analyze or distribute professional marketing lists or segments, or create, maintain, analyze or distribute other marketing, contact, demographic or similar data.
6. **Governmental or quasi-governmental agencies or organizations** that provide or make available, to the public, census and demographic data.
7. **Third-party social media websites, applications, or services** that you use, when we allow those websites, applications, or services to interact with the Sites and Service(s). In some cases, those websites, applications, or services may provide us with information about you unless you use the controls available on those websites, applications, or services to opt-out of such sharing.
8. **Related Companies**, including our subsidiaries, Sirius XM Connected Vehicle Services Inc. and Pandora Media, LLC.
9. **Other third parties** that believe that you may be interested in our Service(s).

Categories of Third Parties with Whom We Share Personal Information

1. **Users or other individuals** with whom you share an account or allow to access or use your subscription.
2. **Service providers** that provide specialized services to Sirius XM, or provide or make available features, functionality, and content on or through the Sites or Service(s), such as those listed below. These companies are authorized to use your personal information

only as necessary to provide these services to Sirius XM. They are not authorized to use your personal information for their own, unrelated purposes.

- a. Marketing providers and bulk mail and email processors who send out emails and mail on our behalf
 - b. Call center vendors who place or receive phone calls on our behalf, or other vendors who receive or respond to customer inquiries on our behalf
 - c. Data cleansing and other data providers that correct, enhance or update data, such as contact or demographic data.
 - d. Ad exchanges, ad servers, and other providers of advertising services
 - e. Measurement providers that measure how long and how frequently you are using the Service(s) or the effectiveness of advertising campaigns on the Service(s).
 - f. Payment processors
 - g. Customer verification providers
 - h. Customer support and community networking providers
 - i. Privacy, security and fraud detection providers
 - j. Platform technology providers
 - k. Manufacturers and distributors
 - l. Auditors, consultants, attorneys and other professional service providers
 - m. Parties who assist us with sweepstakes management and prize fulfillment
3. **Vehicle-related entities**, including vehicle manufacturers, distributors and dealerships, vehicle sales or information platforms, providers of vehicle repair services and providers of vehicle financing.
 4. **Product-related entities**, including manufacturers, distributors and retailers of Sirius XM products or Sirius XM-enabled devices.
 5. **Marketing companies and data providers** that create, maintain, and distribute professional marketing lists or advertising segments, or maintain and distribute other marketing, contact, demographic and similar data.
 6. **Advertising entities** such as advertisers and advertising agencies that serve advertisements and/or marketing offers to customer on our Sites and Service(s).
 7. **Governmental or quasi-governmental agencies or organizations** that make valid legal requests for information or to whom Sirius XM shares information to protect or defend the legal rights or property of Sirius XM, or the legal rights of third parties, employees, agents, and contractors (including enforcement of our agreements).
 8. **Third-party social media websites, applications, or services** that you use, when we allow those websites, applications, or services to interact with our Sites and Service(s).
 9. **Related Companies**, including our subsidiaries, Sirius XM Connected Vehicle Services Inc., Pandora Media, LLC and AdsWizz Media Inc., or any successors in interest in the event of a corporate reorganization, merger, or sale of all or substantially all of our assets.
 10. **Rights owners**, such as record labels and artists, with whom we share listening metrics and related information to satisfy copyright royalty and other reporting obligations.
 11. **Litigants or other parties to legal proceedings** that make valid legal requests for information or to whom Sirius XM shares information to protect or defend the legal rights

or property of Sirius XM, or the legal rights of third parties, employees, agents, and contractors (including enforcement of our agreements).

12. **Other authorized third parties**, such as third parties that we believe may have products or services that may be of interest to you, or third parties you have given permission for us to share data about you with them. For example, if you provide us your information during a live event, we may provide your information to the company or venue hosting such event.

Table 1: Collection and Sharing of PI

For each category of personal information (PI) we collect, this table lists the categories of sources from which that information is collected, the business or commercial purposes for which we collect and use the information, and the categories of third parties with whom we share the information.

Category of PI	Sources of PI	Business Purposes	Third Parties
Identifiers and Contact Information	Users; vehicle-related entities; product-related entities; service providers; marketing companies, advertising entities and data providers; governmental or quasi-governmental agencies or organizations; thirdparty social media websites, applications, or services; related companies; other third parties	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehiclerelated entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; thirdparty social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties
Payment	Users; service	Auditing; security;	Service providers;
information	providers; related companies	performing services; improving and maintaining quality of service; legal purposes	related companies

<p>Collected characteristics</p>	<p>Users; vehicle-related entities; product-related entities; service providers; marketing companies, advertising entities and data providers; governmental or quasi-governmental agencies or organizations; third-party social media websites, applications, or services; other third parties; related companies</p>	<p>Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes</p>	<p>Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; third-party social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties</p>
<p>Commercial information</p>	<p>Users; vehicle-related entities; product-related entities; service providers; marketing companies, advertising entities and data providers; third-party social media websites, applications, or services; other third parties; related companies</p>	<p>Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes</p>	<p>Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties</p>
<p>Internet or other activity information</p>	<p>Users; vehicle-related entities; product-related entities; service providers; marketing companies, advertising entities and data providers; third-party social media websites, applications, or</p>	<p>Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes</p>	<p>Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental</p>

	services; related companies		or quasi-governmental agencies or organizations; thirdparty social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties
Geolocation data	Users; vehicle-related entities; productrelated entities; service providers; related companies	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Service providers; governmental or quasi-governmental agencies or organizations; related companies; litigants and other parties to legal proceedings
Audio and visual information	Users; service providers; third-party social media websites, applications, or services; related companies	Performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other authorized third parties
Professional or employmentrelated information	Users; service providers; marketing companies and data providers; related companies	Auditing; security; performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other authorized third parties
Education information	Users; service providers; marketing companies and data providers; related companies	Auditing; security; performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other

			authorized third parties
Inferences	Users; service providers; marketing companies, advertising entities and data providers; related	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research;	Users and other individuals; service providers; vehicle-related entities; product-related
	companies	improving and maintaining quality of service; commercial purposes; legal purposes	entities; marketing companies and data providers; advertising entities; related companies; other authorized third parties
Other personal information	Users; vehicle-related entities; product-related entities service providers; marketing companies, advertising entities and data providers; governmental or quasigovernmental agencies or organizations; thirdparty social media websites, applications, or services; other third parties; related companies	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; thirdparty social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties

4. Disclosure and Sale of Personal Information

Table 2: Disclosure of Personal Information

Sirius XM has disclosed personal information to third parties for a business or commercial purpose in the preceding 12 months, as those terms are defined in CCPA.

For each category of personal information (PI) we collect, this table lists the categories of third parties to whom we disclose PI and the business or commercial purposes for doing so.

Category of PI	Business Purposes	Third Parties
Identifiers and Contact Information	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or
	purposes; legal purposes	organizations; third-party social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties
Payment information	Auditing; security; performing services; improving and maintaining quality of service; legal purposes	Service providers; related companies
Collected characteristics	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; third-party social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties

Commercial information	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties
Internet or other activity information	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; third-party social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties
Geolocation data	Auditing; security; debugging; short-term, transient use; performing services;	Service providers; governmental or quasi-governmental agencies or organizations; related companies;
	undertaking internal research; improving and maintaining quality of service; legal purposes	litigants and other parties to legal proceedings
Audio and visual information	Performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other authorized third parties
Professional or employment-related information	Auditing; security; performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other authorized third parties

Education information	Auditing; security; performing services; undertaking internal research; improving and maintaining quality of service; legal purposes	Users and other individuals; service providers; related companies; litigants or other parties to legal proceedings; other authorized third parties
Inferences	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; related companies; other authorized third parties
Other personal information	Auditing; security; debugging; short-term, transient use; performing services; undertaking internal research; improving and maintaining quality of service; commercial purposes; legal purposes	Sirius XM users and other individuals; service providers; vehicle-related entities; product-related entities; marketing companies and data providers; advertising entities; governmental or quasi-governmental agencies or organizations; third-party social media websites, applications, or services; related companies; rights owners; litigants or other parties to legal proceedings; other authorized third parties

Table 3: Sale of Personal Information

Sirius XM sells certain personal information to third parties for a business or commercial purpose, as those terms are defined in CCPA. This table lists the categories of third parties to whom Sirius XM may sell personal information and the business or commercial purposes for doing so.

Category of PI	Purposes	Third Parties
Identifiers	Short-term, transient use; performing services; improving and maintaining quality of service; advertising	Service providers; advertising entities.

Collected characteristics	Short-term, transient use; performing services; improving and maintaining quality of service; advertising	Service providers; advertising entities.
Commercial information	Short-term, transient use; performing services; improving and maintaining quality of service; advertising	Service providers; advertising entities.
Internet or other activity information	Short-term, transient use; performing services; improving and maintaining quality of service; advertising	Service providers; advertising entities.

Sirius XM will not sell the personal information of minors under 16 years of age without affirmative authorization.

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If you have any questions about any of the information on this page, contact us at [privacy @ siriusxm.com](mailto:privacy@siriusxm.com).
