

California Consumer Privacy Act Disclosures

Last Updated: March 30, 2023

This California Consumer Privacy Act Disclosures (“Notice”) supplements the information contained in the Sirius XM [Privacy Policy](#) and applies only to California residents regarding their Personal Information, as required by the California Consumer Privacy Act of 2018 (“CCPA”), CCPA as amended by the California Privacy Rights Act of 2020 (“CRPA”) and any implementing regulations adopted thereunder. Terms used herein (including defined capitalized terms) shall have the meanings set forth in the CCPA, CPRA, and the associated regulations, and in our [Privacy Policy](#), [Customer Agreement](#) and [Website Terms of Use](#). This Notice 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.

Your Rights

Under the CCPA, California Consumers have the following rights, all subject to the meanings and exceptions set forth in the CCPA:

- **Right to Know or Access** – the right to request that we disclose to you what Personal Information we collect, use, disclose, share and sell, including the right to request that we provide to you the categories and specific pieces of Personal Information we have collected about you;
- **Right to Delete** – the right to request that we delete certain Personal Information we collect about you, subject to exceptions specified under the CCPA;
- **Right to Correct** – the right to request that we correct inaccurate Personal Information we hold about you;
- **Right to Opt-Out of Sale or Sharing** – you may opt-out from the sale of your Personal Information, or from the sharing of your Personal Information to a third party for cross-context behavioral advertising and
- **Right to Limit the Use and Disclosure of Sensitive Personal Information** – you may tell us to limit the use or disclosure of your Sensitive Personal Information to purposes set forth in the statute, including for use which is necessary and anticipated to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services.

More information on each of these rights is below. In your request, you must provide enough information to allow us to verify that you are the person about whom we collected personal information, or their authorized representative. You must also describe your request with enough detail so that we can understand, evaluate, and respond to it. We can’t respond to your request if we can’t verify your identity. Making such a request does not require you to create an account with us, and we will only use the information you provide in a request to verify your identity. Please note 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 you are notified that a pending request for access or deletion has been completed before submitting a subsequent request for the second process.

Right to Limit the Use and Disclosure of Sensitive Personal Information

As disclosed in the chart below, some of the personal information we collect may be considered Sensitive Personal Information under California law. This includes race or ethnicity, religion, and precise geolocation derived from a device and intended to locate a consumer. If you are a California Consumer and would like to exercise your Right to Limit Use and Sharing of such Sensitive Personal Information, please submit your request [here](#) or call 1-800-869-5593.

Do Not Sell My Personal Information or Share For Cross Contextual Behavioral Advertising

We sometimes share personal information to third parties as disclosed in the chart below, which in some instances may qualify as a sale under CCPA. If you use us or tell us directly to share your Personal Information with a third party, that disclosure is not a sale.

We may share your Personal Information to third parties for the purpose of cross-context behavioral advertising, i.e. targeted advertising.

If you are a California Consumer and would like to exercise your Right to Opt-out of Sale or Sharing for Cross-Contextual Behavioral Advertising, please submit your request [here](#)

Cookie-Based Opt-Outs for Do Not Sell My Personal Information or Share for Cross-Contextual Behavioral Advertising

SiriusXM engages third parties in online advertising practices, which may be considered a sale or sharing for cross-context behavioral advertising, as defined in the CCPA and CPRA. You may opt out of cookies set by third parties by launching the Cookie Settings from the footer of our web pages. In addition, the Digital Advertising Alliance also offers tools for California consumers to send requests under the CCPA and CPRA to opt out of the sale of personal information by some or all of the participating companies. For more information, visit <https://www.privacyrights.info/>.

Right to Know

As a California Consumer, you have the right to know the categories of personal information we have collected about you, the categories of sources from which personal information is collected, our business and commercial purposes for collecting or selling personal information, and the categories of personal information we have disclosed for a business purpose, 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, in the 12-month period preceding our receipt of your request. You also have the right to request access to the specific pieces of personal information we have collected about you in the preceding 12-month period, or upon specific request, since January 1, 2022, which we will deliver to you electronically, in a portable format where feasible. If you are a California Consumer and would like to exercise your Right to Know, please submit your request [here](#) or call 1-800-869-5593.

You can submit up to two requests to know within a 12-month period. In order to have us provide specific pieces of information, we may require a signed declaration under penalty of perjury that

you are the consumer whose Personal Information is the subject of the request.

Right to Delete

California Consumers have the right to request deletion of the personal information about you that we have collected from you, subject to the exceptions set forth under the CCPA. If you are a California Consumer and would like to exercise your Right to Delete, please submit your request at [here](#) or call 1-800-869-5593.

Please note that as part of the verification process, once you submit a request to delete, we may follow up and require you to confirm that you want your information deleted. Please note that if you have an active subscription to any of the 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. However, you may cancel your subscription anytime [here](#) or by calling us at 1-866-635-5020 M-F, 8 am – 8 pm ET.

Please note that even in light of a request for deletion, we are unable to delete information needed to:

- Continue to provide service(s) if you have an active trial, paid or other subscription to the Services, fulfill the terms of a written warranty, provide goods or services you've requested, complete a transaction or perform a contract ;
- Help ensure security and integrity;
- Identify, repair, and debug errors that impair the Services, our 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 or CPRA.

Right to Correct Inaccurate Information

California Consumers have the right to request that we correct inaccurate information we hold about you. If you are a California Consumer and would like to exercise your Right to Correct, you may do so directly online through your account or by contacting an agent at 1-800-869-5593.

Right to Nondiscrimination for the Exercise of a Consumer's Privacy Rights

California consumers have the right to not receive discriminatory treatment for exercising CCPA and CPRA rights. We will not discriminate against you for exercising any of your CCPA and CPRA rights.

Verification

We will take reasonable steps to verify your identity based upon the information you provide and the type of request you are making.

For your protection, you must provide sufficient information to verify your identity in order for us to fulfill a request to access, delete or correct Personal Information. We may ask that you provide us with information, beyond your full name and email address in order to verify your identity and fulfill your request. If we are unable to verify that the individual submitting the request is the same individual about whom we have collected information (or someone authorized by that individual to act on their behalf), we will not be able to process the request.

Authorized Agents

If you are an authorized representative submitting a request on a California Consumer's behalf, please submit the applicable request pursuant to these instructions along with a written permission signed by the individual who is the subject of the request, authorizing you to make the request on their behalf. The written permission must state your full legal name and the full legal name of the individual who is the subject of the request and needs to be clear about the permission granted. Alternatively, you may submit a copy of a power of attorney under Probate Code sections 4000-4465. In either case, please also indicate in your submission the nature of your request. Both your identity and that of the consumer may be independently verified before we fulfill your request. We may ask the consumer to verify their identity directly with us, unless as an authorized agent, you are acting specifically pursuant to a power of attorney under the California Probate Code. Please keep in mind that if we do not receive adequate proof that you are authorized to act on the consumer's behalf, we may deny the request. For the safety and security of our customers, any specific pieces of Personal Information requested under a CCPA Right to Access request will be returned to the requesting customer and not to an authorized agent, unless the authorized agent is acting specifically pursuant to a power of attorney under the California Probate Code.

Users Younger Than 16

SiriusXM does not knowingly collect, sell or share Personal Information of users under 16 years of age.

Collection and Sharing of Personal Information

Categories of Personal Information We Collect

The Personal Information we collect about you will depend upon how you access and use the SiriusXM Services or otherwise interact with us. Accordingly, we may not collect all of the below information about you.

In addition to the below, we may collect and/or use additional types of information and will do so after providing notice to you and obtaining your consent to the extent such notice and consent is required by the CCPA and CPRA.

Below are the categories of Personal Information collected by Sirius XM after January 1, 2022:

Category of PI collected	Categories of Sources of PI	Business or Commercial Purposes for which PI is Collected	Categories of Third Parties to whom this type of PI May Be Disclosed for a Business Purpose	Categories of Third Parties to whom this type of PI May Be Sold or Shared for Cross Contextual Behavioral Advertising
<p>Identifiers and Contact Information (such as name, email address, account name or alias, username, password, IP address, account ID, vehicle identification number (VIN), electronic serial number (ESN), radio ID, other device and other technological identifiers)</p>	<ul style="list-style-type: none"> • You • Other users of the Services • Subsidiaries and affiliated companies • Service providers • Third parties such as automakers, vehicle dealers and repair providers, product retailers, analytics providers, marketing companies, advertising agencies and other entities, data providers • Third party social media companies • Cookies and tracking technologies • Governmental or quasi-governmental organizations 	<ul style="list-style-type: none"> • Facilitate your access to the Services; • Administer and improve the Services, and for internal business purposes such as market research and auditing; • Understand how you use the Services, including identifying popular areas and analyzing trends and usage patterns; • Identify and recognize you across the Services and across your Internet-enabled Devices; • Enhance your experience on the Services and to tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • Investigate and prevent fraudulent transactions and other illegal activities or activities that violate our policies; • Maintain the security and integrity of the data and our systems; • Identify, diagnose and address technical issues; • Contact you with messages related to the 	<ul style="list-style-type: none"> • Users of the Services on your account/subscription • Service providers • Subsidiaries and affiliated companies • Third party business partners such as automakers, dealers, product retailers, parties we partner with for contests, sweepstakes, or promotions, unaffiliated parties with whom we have joint marketing agreements, licensing agreements and similar arrangements • Third party advertising and analytics companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition • Third parties or affiliated companies when you agree to or request that we share your information with them, • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners including unaffiliated entities with whom we have marketing or licensing agreements, may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.

		<p>Services and your account;</p> <ul style="list-style-type: none"> • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies; • For purposes disclosed at the time you provide your PI or otherwise with your consent. 		
<p>Payment Information (<i>if you purchase a product or Service directly from Sirius XM, this include the digits of your payment card, expiration date, billing zip code, and a secure payment token associated with your payment card</i>)</p>	<ul style="list-style-type: none"> • You • Service providers • Payment card issuers 	<ul style="list-style-type: none"> • Execute your payment for the Services; • Administer the Services, and for internal business purposes such as market research and auditing; • Investigate and prevent fraudulent transactions and other illegal activities or activities that violate our policies; • Maintain the security and integrity of the data and our systems; • Contact you with messages related to the Services and your account; • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies; • For purposes disclosed at the time you provide your PI or otherwise with your consent. 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) 	<p>We do not sell or share this Personal Information.</p>

<p>Collected Characteristics (such as gender, age, ethnicity, marital status, number of drivers or individuals in your household, music and content preferences, and consumer interest segments)</p>	<ul style="list-style-type: none"> • You • Subsidiaries and affiliated companies • Service providers • Third parties such as analytics providers, marketing companies, advertising agencies and other entities, data providers • Third party social media companies • Cookies and tracking technologies • Governmental or quasi-governmental organizations 	<ul style="list-style-type: none"> • Facilitate your access to the Services; • Administer and improve the Services, and for internal business purposes such as research and auditing; • Understand how you use the Services, including identifying popular areas and analyzing trends and usage patterns; • Perform market research; • Enhance your experience on the Services and to tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • Personalize advertising and marketing. 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition • Third party companies with whom we have a business relationship such as parties we collaborate with for contests, sweepstakes, marketing or promotions, and similar arrangements • Third party advertising and analytics companies • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders). 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners including unaffiliated entities with whom we have marketing or licensing agreements may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.
<p>Commercial information (such as products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.)</p>	<ul style="list-style-type: none"> • You • Subsidiaries and affiliated companies • Service providers • Third parties such as automakers, vehicle dealers and repair providers, product retailers, analytics providers, marketing companies, 	<ul style="list-style-type: none"> • Facilitate your access to the Services; • Administer and improve the Services, and for internal business purposes such as market research and auditing; • Understand how you use the Services, including identifying popular areas and analyzing trends and usage patterns; • Enhance your experience on the Services and to tailor 	<ul style="list-style-type: none"> • Users of the Services on your account/subscription • Service providers • Subsidiaries and affiliated companies. • Third party business partners such as automakers, dealers, product retailers, parties we partner with for contests, sweepstakes, or promotions, unaffiliated parties with whom we have joint marketing 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners including unaffiliated entities with whom we have marketing or licensing agreements, may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the

	<p>advertising agencies and other entities, data providers</p> <ul style="list-style-type: none"> • Third party social media companies • Cookies and tracking technology 	<p>listening and content recommendations;</p> <ul style="list-style-type: none"> • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • Investigate and prevent fraudulent transactions and other illegal activities or activities that violate our policies; • Maintain the security and integrity of the data and our systems; • Identify, diagnose and address technical issues; • Contact you with messages related to the Services and your account; • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies 	<p>agreements, licensing agreements and similar arrangements</p> <ul style="list-style-type: none"> • Third party advertising and analytics companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition • Third parties or affiliated companies when you agree to or request that we share your information with them • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders). 	<p>CCPA and CPRA under certain circumstances.</p>
<p>Internet or other activity information (such as hardware model, browser, internet service provider, operating system, listening behavior, interactions with content on the Services)</p>	<ul style="list-style-type: none"> • You • Subsidiaries and affiliated companies • Third parties such as automakers, product retailers, analytics providers, marketing companies, advertising agencies and other entities, data providers • Third party social media 	<ul style="list-style-type: none"> • Facilitate your access to the Services; • Administer and improve the Services, and for internal business purposes such as market research and auditing; • Understand how you use the Services, including identifying popular areas and analyzing trends and usage patterns; • Identify and recognize you across the Services and across your Internet-enabled Devices; 	<ul style="list-style-type: none"> • Users of the Services on your account/subscription; • Service providers; • Subsidiaries and affiliated companies; • Third party advertising and analytics companies; • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition; • Other third parties (including government 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners, including unaffiliated entities with whom we have marketing or licensing agreements may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain

	<p>companies</p> <ul style="list-style-type: none"> • Cookies and tracking technology 	<ul style="list-style-type: none"> • Enhance your experience on the Services and to tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • Investigate and prevent fraudulent transactions and other illegal activities or activities that violate our policies; • Maintain the security and integrity of the data and our systems; • Identify, diagnose and address technical issues; • Contact you with messages related to the Services and your account; • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies; • For purposes disclosed at the time you provide your PI or otherwise with your consent. 	<p>agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</p> <ul style="list-style-type: none"> • Others authorized by you or when you direct us to do so (such as making your listening history public) 	<p>circumstances.</p>
<p>Geolocation Information (<i>approximate or rough location, region, country</i>)</p>	<ul style="list-style-type: none"> • You • Subsidiaries and affiliated companies • Third party companies such as automakers, dealers, analytics providers, 	<ul style="list-style-type: none"> • Facilitate your access to the Services, or to exercise territorial limits where required; • Administer and improve the Services, and for internal business purposes such as market research and auditing; 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition, 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners, including unaffiliated entities with whom we have marketing or licensing agreements

	<p>advertising networks</p> <ul style="list-style-type: none"> • Cookies and tracking technologies 	<ul style="list-style-type: none"> • Understand how you use the Services, including identifying popular areas and analyzing trends and usage patterns; • Enhance your experience on the Services and to tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • Investigate and prevent fraudulent transactions and other illegal activities or activities that violate our policies; • Maintain the security and integrity of the data and our systems; • Identify, diagnose and address technical issues; • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies; • For purposes disclosed at the time you allow the collection of geolocation or otherwise with your consent. 	<ul style="list-style-type: none"> • Third party advertising and analytics companies • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders). 	<p>may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.</p>
<p>Audio and visual information (such as images, audio, or video recordings)</p>	<ul style="list-style-type: none"> • You (including when you use voice features of the Services) • Subsidiaries and affiliated 	<ul style="list-style-type: none"> • facilitate your access to the Services, including to understand and respond to voice commands; 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies • Third parties who may acquire your information as a result of a merger, 	<p>We do not sell or share this Personal Information.</p>

	<p>companies</p> <ul style="list-style-type: none"> • Third party social media companies 	<ul style="list-style-type: none"> • Administer and improve the Services, and for internal business purposes such as market research and auditing; • Identify, diagnose and address technical issues; • Comply with our policies, procedures, and legal obligations including complying with government authority requests, regulatory requirements, and enforcing our agreements and policies; • Market our products, events, or features or other purpose disclosed at the time of collection, with your consent. 	<p>acquisition or other ownership transition,</p> <ul style="list-style-type: none"> • Third parties or their affiliated companies when you agree to or request that we share your information with them, • Others authorized by you or when you direct us to do so • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders). 	
<p>Inferences drawn from information we collect (<i>These may relate to your perceived interests, preferences, characteristics, or behavior</i>)</p>	<p>We may draw inferences ourselves or acquire them from third parties such as advertising networks and data providers</p>	<ul style="list-style-type: none"> • Administer and improve the Services, and for internal business purposes such as market research and auditing; • Enhance your experience on the Services and to tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, special deals or services offered by us or third parties; • 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies. • Third party advertising and analytics companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition, • Third parties or affiliated companies when you agree to or request that we share your information with them, • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders). 	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies • Third party advertising, analytics, and business partners including unaffiliated entities with whom we have marketing or licensing agreements, may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.
<p>Sensitive Personal</p>	<p>We may collect SPI from:</p>	<p>We may use SPI to:</p>	<p>We may disclose SPI for business purposes to:</p>	<ul style="list-style-type: none"> • Subsidiaries and affiliated companies

<p>Information (“SPI”) (such as personal information that reveals an account log-in or debit or credit card number in combination with password or other credentials, racial or ethnic origin, religion, health, sexual orientation, precise geolocation)</p>	<ul style="list-style-type: none"> • You • Subsidiaries and affiliated companies • Third parties such as automakers, vehicle dealers and repair providers, product retailers, advertisers, agencies, and other advertising entities, and data providers • Market research service providers • Third party social media companies • Software development kits 	<ul style="list-style-type: none"> • Facilitate your access to the Services; • Enable you to manage your account and subscriptions • Administer and improve the Services, and for internal business purposes such as market research; • Understand how you use the Services, including analyzing trends and usage patterns; • Enhance your experience on the Services and tailor listening and content recommendations; • Provide you with information, content, products, offers, promotions, ads or services offered by us or of third parties that may be of interest to you; • Identify, diagnose and address technical issues; • Comply with our policies, procedures, and legal obligations; • For purposes disclosed at the time you provide your SPI or otherwise with your consent. 	<ul style="list-style-type: none"> • Service providers • Subsidiaries and affiliated companies • Third party analytics and research companies • Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition • Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) 	<ul style="list-style-type: none"> • Third party advertisers, advertising agencies, measurement companies and analytics companies, to serve you more relevant and sometimes location-based advertisements, which may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.
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CCPA Request Metrics

Metrics for Sirius XM’s receipt and handling of verified California consumer privacy requests for 2021 are set forth in the table below:

Request Type	Received	Complied with in whole or in part	Denied	Mean Number of Days For Processing
Request to Know/Access	13	9	4	30
Requests to Delete	68	67	1	20

Requests to Opt-Out of Sale	101,280	101,280	0	5
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QUESTIONS AND CONTACT INFORMATION

If you have any questions about any of the information on this page, contact us at privacy@siriusxm.com.
