



Privacy Notice

Effective from June 20, 2025

Before you hit play, let's talk privacy.

Your privacy, your call. Remember, we value your trust in us. Your privacy is at the forefront of everything we do.

We get it – legal texts aren't everyone's cup of tea. While we're legally obliged to dive into the details, we're also committed to making sure you can navigate this like a pro. Our goal is to arm you with the knowledge you need to make informed choices while using our platform. From what personal data we collect to how it's used and when it's shared – it's all there, in a language that won't make your eyes glaze over. So, take a moment before your next binge-watch and read our Privacy Notice.

1. About us

Viaplay is a personalised streaming service provided by **Viaplay Group Sweden AB**, corporate identification number 556304-7041 with address Box 171 04, 104 62 Stockholm, Sweden ("Viaplay Group"). Viaplay Group is the data controller for the processing of your data according to this Privacy Notice.

This Privacy Notice applies to you when you create an account on Viaplay, visit our websites or apps, join surveys, contests or user groups, subscribe to our newsletters or chat with us on social media or our dedicated channels.

You must be at least 18 years old to create a Viaplay account. We don't knowingly market towards or collect personal data from minors. If you're younger than 18, you can only use Viaplay with the involvement, supervision, and approval of your parent or legal guardian. We suggest parents or guardians set up a kid's profile first. This way, we can block any content that's deemed inappropriate for minors.

Sometimes, when you're enjoying Viaplay on your game console, smart TV or other smart device, the company that made that device may also use your personal data. They're in charge of their own rules about privacy. The same goes if you click on a link that takes you to another website. We advise you to read their corresponding information on data protection that will also apply to you.

2. What categories of personal data we collect

We collect different types of data about you. The following provides examples of the categories of data we may collect.

Contact and identification: name, email address, phone number, address, date of birth or age, gender.

Payment information: payment card details, payment history, billing address, promotional codes.

Account information: username, password, profile name, preferences and other information you provide under the respective user profiles.

Communication: messages when you communicate with our Customer Service, phone call recordings, feedback, interactions with messages sent by Viaplay Group through email, SMS, push messages, in-product notifications, social media.

Usage information: interactions with Viaplay, behavioural data while using the service, location you're accessing Viaplay from (country, region, city).

Advertisement information: ad vendor preferences, defined purposes for ad vendor's processing of data.

Cookies, device and network information: cookie preferences, device number and other unique identifiers, network devices, IP address, device type and configuration, web browser information, screen resolution, crash log information.

Audiovisual data: photos, audio, and video recordings when you participate in user research.

3. How we collect your personal data

We collect your personal data in three ways.

Data you provide us. We collect information directly from you when you create and maintain your account, when you contact us, when you sign up to receive marketing communications from us, when you participate in a contest or surveys, or when you share our content on social media.

Data we collect when you use Viaplay. While you're enjoying our Viaplay content, we collect information about how you use the service. We use this data to give you a better experience. We look at things like what you watch and how you use Viaplay, and we connect it to your profile. This helps us give you personalised recommendations.

You can create separate profiles for the members of your household, so everyone gets recommendations tailored to them. Just remember, everyone who uses your account can see all the profiles. Also, depending on your cookie settings, we might remember what you looked at after you log out. This helps us give you personalized recommendations next time you log in.

Data we receive from third parties. Sometimes, we get your personal data from other places. We do this in several ways, from:

- *Our companies within our Group.* We might get your data from other companies in our Group to help with our business and marketing goals.
- *Payment providers.* When you pay for our service and products, we get some information from the payment providers to enable this.
- *Ad partners.* Information about your interests, demographics, and what you've viewed or done on websites or apps, how you've interacted with our ads, as well as hashed identifiers may be received from our ad partners.
- *Business partnerships.* We might receive information to give you access to Viaplay through our business partners, distributors or other third parties where Viaplay is integrated.
- *Official bodies.* We might need to get information about you from official bodies and institutions regarding claims that concern us directly or indirectly.

4. Why we use your personal data

We use your information for various purposes, all aimed at enhancing your experience with Viaplay. Each purpose is supported by a legal basis, ensuring that we handle your data lawfully. Sometimes, the same piece of information can be used in various ways to provide you with our service. To make it easier to understand, we'll describe the main ways we use your data. If you have any questions that aren't answered, feel free to get in touch with us.

Outside these purposes, your data may also be processed when required by law, such as for bookkeeping obligations or to respond to requests from courts and other authorities.

4.1. Provide and operate our services

We use your personal data to provide you access to Viaplay and manage the service. This includes:

- Identifying you as a customer or user.
- Charging you for the services you use and making sure your subscription payments are processed without interruptions.
- Making sure Viaplay works properly from a technical standpoint.
- Offering you personalised content based on what you watch and browse, as well as other information about your preferences that you share with us.
- Providing customer support services.
- Fixing issues and handling any complaints you might have.
- Keeping you informed about any changes to our services.

Legal basis

Art.6(1)(b) GDPR – Performance of contract, where we process your data to be able to meet our obligations from our contract with you when you subscribe to use our services.

Art.6(1)(f) GDPR – Legitimate interest in providing you with the accessory services while ensuring our platform is functioning properly and you are kept informed of any significant changes.

Categories of data

Contact and identification
Account information
Cookies, device and network information
Communication
Payment information

Source

Data you provide us
Data we collect when you use Viaplay
Data we receive from third parties

Retention

Your data is stored for as long as you have an agreement with Viaplay Group. More information about our retention practices can be found below.

4.2. Improve our services

We use your personal data, in most cases pseudonymised, to further develop and improve our services. This includes:

- Compiling various data, like viewing behaviour, into statistics for analysis. This helps us understand what content is popular, what needs improvement, and how to make the service easier to use.
- Conducting research by allowing you to give feedback through surveys, sometimes based on your activity on Viaplay. This helps us meet your expectations and improve customer satisfaction.
- Testing our product and services by running various product testing techniques. This helps us improve our content and understand what works best for our customers and users.

Legal basis

Art.6(1)(f) GDPR – Legitimate interest in enhancing the user experience and satisfaction, which contributes to maintaining and growing our customer base.

Art.6(1)(a) GDPR – Consent you provide us by accepting our performance and functional cookies.

Categories of data

Usage information

Contact and identification

Account information

Cookies, device and network information

Communication

Source

Data you provide us

Data we collect when you use Viaplay

Retention

We keep your data for up to 48 months after you become inactive user. More information about our retention practices can be found below.

4.3. Market our services and deliver advertisements

We may use your contact information to send you offers and news about our services, and sometimes, in cases you have specifically consented to, our partners' services too. We might personalise these based on your activity on our platform. If you join our marketing campaigns, like Refer-a-Friend, we may also use your personal data. You can opt out of receiving marketing communication at any time by unsubscribing through the link in our emails or changing your settings in “My Account”.

Additionally, we might use your personal data for digital marketing purposes, like creating target groups, segments, sending you (personalised) ads on social media and digital ad spaces, as well as measuring and monitoring performance of our ad campaigns. This is done using information from cookies or other tracking technologies based on your choices made when you visit our websites or open our apps. Our advertising partners may use enhanced automation or AI technology to optimise our campaign performance, but this is exclusively done on aggregated and anonymised data.

If you have a subscription for packages that contain ads, Viaplay Group as a publisher will collaborate with advertising vendors to deliver ads based on your consent preferences and interests. Our ad placement practices follow the principles outlined in the Transparency and Consent Framework 2.2 (TCF) ensuring that your personal data is processed for the purposes you have explicitly agreed to through our consent management platform. In accordance with TCF, our ad vendors may rely on legitimate interests as a legal basis for certain processing activities. This means that they have assessed that their interests in processing your data are not overridden by your rights and interests. We only partner with advertising vendors that comply with the TCF, and we maintain an up-to-date list of advertising technology vendors and partners, allowing you to review and manage your consent preferences for each vendor. You can update your consent preferences and vendor choices or object to the processing of your personal data based on legitimate interests at any time by clicking on Cookie Settings.

Legal basis

Art.6(1)(f) GDPR – Legitimate interest in marketing our services, where we balance your rights and took your expectations into consideration to ensure you are not disturbed by our marketing.

Art.6(1)(a) GDPR – Consent you provide us by subscribing to our marketing or accepting our targeting and advertising cookies.

Categories of data

Contact and identification

Account information

Cookies, device and network information

Communication

Advertisement information (if you have a subscription for packages that contain ads)

Usage information

Source

Data you provide us

Data we collect when you use Viaplay

Data we receive from third parties

Retention

We keep your data for as long as you have an agreement with Viaplay Group or until you notify us that you do not want to receive marketing communications from us. More information about our retention practices can be found below.

4.4. Communicate with you

We use your personal data when we communicate with you, whether it's by phone, email, or social media. This includes surveys, contests, and tests we run. We might record these conversations to improve our service and keep track of what we agree on. If you contact us through social media, note that their platform's rules on data processing apply too. We may utilise AI tools to assist in processing and responding to your inquiries with the aim to enhance our service efficiency. We protect your personal data by adhering to our strict privacy standards and you have the right to object to this processing at any time.

Our customer service is managed by professionals from a separate company, but they process your data on our behalf. We've ensured through contracts that they handle your data according to our instructions, just as if we were managing it ourselves.

Legal basis

Art.6(1)(f) GDPR – Legitimate interest in ensuring effective customer support, service improvement, and adherence to contractual agreements.

Art.6(1)(b) GDPR – Performance of contract to meet our obligations when you agree to enter our contests.

Categories of data

Contact and identification

Account information

Communication

Source

Data you provide us

Data we receive from third parties

Retention

We keep your data for up to 3 years from data collection. More information about our retention practices can be found below.

4.5. Foster safe, secure, and compliant use of our services

We use your personal data to keep all our services secure. This includes detecting and preventing any unlawful or unauthorised use of our services, as well as violations of our terms. We also use data to prevent abuse, fraud, malware attacks, copyright violations or other illegal activity. If needed, we may use your data to exercise our legal rights or defend ourselves in legal proceedings, which might involve requesting and reviewing official documents.

Legal basis

Art.6(1)(f) GDPR – Legitimate interest in ensuring our services and networks are secure and safe, as well as preventing fraud and misuse of our services.

Art.6(1)(b) GDPR – Performance of contract to ensure you meet your obligations when you agree to use our services legally and under the given conditions.

Categories of data

Account information

Cookies, device and network information

Usage information

Source

Data you provide us

Data we collect when you use Viaplay

Retention

We keep your data for as long as you have an agreement with Viaplay Group or longer if national laws require us to do so. More information about our retention practices can be found below

4.6. Charge for our services

Your payment details are processed directly by our payment providers. They are independently responsible for your data and process it according to their own privacy rules, solely for the purpose of charging you for our services and content. However, we process some of that data for a number of reasons:

- the first six and last four digits of your credit card number to help you if you forget your username,
- expiration date to send you reminders when your payment card is close to expiring and needs update,
- card alias to identify if your payment card has been used by another account,
- issuing country to confirm your home country,
- card type and last four digits of your card number to allow you to identify which payment card you've registered.

Legal basis

Art.6(1)(f) GDPR – Legitimate interest in executing secure payments for the services you agree to be charged for.

Art.6(1)(c) GDPR – Legal obligation to keep receipts and transactions for a defined period according to accounting and bookkeeping national rules.

Categories of data

Contact and identification

Payment information

Source

Data you provide us

Data we receive from third parties

Retention

We keep your data for as long as you have an agreement with Viaplay Group. More information about our retention practices can be found below.

4.7. Carry out user research

We use information you share with us during an interview to conduct research and troubleshooting. Such research may include video recordings in which you voluntarily participate. You also have the opportunity to join Viaplay Group's user research panel, enabling you to get invitations to participate in our research activities. We will always provide you with detailed information about the research beforehand so that you can make an informed decision before we collect your data.

Legal basis

Art.6(1)(b) GDPR – Performance of contract when you agree to participate in our research activities.

Art.6(1)(a) GDPR – Consent you provide us when you choose to join Viaplay Group's user research panel.

Categories of data

Contact and identification
Audiovisual data

Source

Data you provide us

Retention

We keep your data for up to 6 months after the research ends. More information about our retention practices can be found below.

5. Who we share your data with

Sometimes, we need to share your personal data to achieve the purposes for which we collected it. To help you understand how we share your information and for what reasons, we'll walk you through the parties we may share your information with.

Companies within Viaplay Group. We may share your personal data with companies we own to provide our products or services, market our products or services or develop and improve new or existing products or services.

Service providers. We may share your data with our service providers that we've contracted with to provide services on our behalf, such as assistance in customer service, marketing, analysis and statistics, IT and other infrastructure, payment services, protection of our property and rights, fraud detection and security of our customers.

Business partners and advertisers. We may share your data with our business partners to assist us with marketing, surveys, or competitions. We also collaborate with advertising vendors to deliver ads, and we disclose your preferences regarding how they can use your data. If you consent to their cookies or plugins on our website, they will gather specific information about your interaction with their ads.

Prospective buyers of our business. We may share or transfer information about you if we sell or negotiate to sell our operations or assets to a buyer or prospective buyer. We may also share your personal data in case of reorganisation or bankruptcy. We will always inform you when a transfer of your data is carried out to a buyer and a different privacy policy applies.

Authorities. We may share your data with public authorities or other official institutions or bodies when we are required to do so by law, regulations, official decision, or governmental request.

International data transfers

We always aim to process your data within the EU/EEA. However, in certain cases, your data may be transferred outside this area if our subcontractors or service providers are located outside the EU/EEA. We take special precautions to assess the impact of these transfers and take protective measures to ensure that your data gets an appropriate level of protection when transferred outside the EU/EEA. These measures include:

- Choosing subcontractors or service providers operating in a country that has been recognised by the European Commission to have an [adequate level of data protection](#).

- Implementing EU Commission's [standard contractual clauses](#) between Viaplay Group and the recipient of personal data outside the EU/EEA.
- Implementing technical and organisational measures to safeguard the transfer and protect the data as if it were processed within the EU/EEA.

6. How long we keep your data

We store your personal data for as long as necessary to achieve the specific purposes for which it was collected or as required by law, after which period it is either deleted or anonymised. Here's an overview of our different retention periods:

Data collected as part of your use of Viaplay

- *Account-related data.* We keep account-related information for the duration of your account. If your account is deleted due to inactivity or upon request, your personal data will be anonymised. If you've been inactive on our services for 48 months, your account and associated personal data will be deleted, unless you've purchased content with a valid license period. You're considered inactive if you haven't bought any content, logged in, or used Viaplay in any way for the prescribed period.
- *Crash logs and files.* We keep information about errors and service crashes to ensure the technical functionality of our service for up to 3 months from collection.
- *Transaction data and purchases.* We process information about transactions related to your account and done in connection with purchases through Viaplay for a period of 10 years after the transaction date.

Data collected through customer service or communications with you

- Personal data collected when responding to inquiries, complaints, or requests is retained for the duration necessary to address them, up to a maximum of 3 years for logs and text dialogues, and 1 month for voice recordings. If a particular message constitutes or may constitute evidence in a proceeding before a court or other authority, we may keep such messages until such proceeding becomes final.

Data collected from surveys, competitions, testing, or user research

- Information from surveys you participate in is retained for as long as you have an account with us or for the time as described in the particular survey. We keep your data when you participate in a competition or user research for a period of 6 months after the competition or research has ended. When you participate in usability testing, we process your data for a period of 12 months after completion.

Data collected for direct marketing

- Data processed for direct marketing purposes is retained until you opt out or object to such processing. You can always opt out from direct marketing by contacting us.

Data collected to comply with our legal obligations and enforcement requests

- We process your personal data for a period specified in applicable laws when fulfilling legal obligations (e.g., bookkeeping, issuing invoices) or responding to legal enforcement requests, warrants, search orders or subpoenas.

Data collected via cookie files or similar technologies

- Personal data contained in cookie files or other tracking technologies is stored for the life cycle of specific cookie files on your devices. You can read more on how we use cookies or other tracking technologies [here](#).

We reserve the right to process your data beyond these retention periods if we believe the data is necessary for the establishment, exercise or defence of legal claims or complaints before a court or other authority. We always delete the data immediately after such claim or complaint has become final.

7. How we protect your data

We make sure your personal data stays safe through stringent technical and organisational measures, which are also applied to our suppliers. Our policies cover retention, information security, access rights, and we teach our staff how to keep your data secure regularly. In case a third party processes your personal data on behalf of Viaplay Group, we ensure that your data is protected with at least the same strict privacy standards.

When you make payments, we use industry-standard technologies to keep your information safe. They meet the security standards set by the Payment Card Industry Security Standards Council.

Your account is also protected by your password. We advise you against using the same password across multiple accounts or applications.

8. Your rights and how to exercise them

You have the right to control your data and receive information from us on how we use this data. You can read about your rights below. To exercise them, please submit your request [here](#).

You have the following data protection rights:

- **Right of access.** You have the right to find out if we process your personal data and, in that case, have access to it. This is called a data subject access request. It helps you see what information we have about you and how we use it.
- **Right to rectification.** You have the right to request that we correct inaccurate or incomplete information about you, and that we supplement your information.
- **Right to erasure.** In certain cases, you have the right to have your personal data deleted. This applies when:
 - your data is no longer necessary to process for the purpose for which it was collected,
 - you withdraw your consent to a processing,
 - you object to a processing that is based on legitimate interest, and our interest in processing your personal data does not balance your interest,
 - you object to having your data processed for direct marketing,
 - your personal data has been processed in an unlawful manner or,
 - your personal data must be deleted in order to fulfil compliance with a legal obligation.

We cannot always accommodate your request for deletion if, for example, there are legal demands for us to keep your data or if the data is needed to fulfil an agreement with you.

- **Right to restriction of processing.** You have the right to request that we restrict the processing of your personal data if:
 - you believe that the data we hold about you is inaccurate, and you want to restrict the processing during the time we investigate if the data is correct,
 - you believe we process your data against the law, or
 - you believe we no longer need your data for a specific purpose.
- **Right to data portability.** You have the right to request from us a copy of your data in a machine-readable format and the right to move it to another recipient. This right is applicable for personal data you have provided to us and that we process based on consent or performance of contract.
- **Right to object.** You have the right to object to our processing that we base on legitimate interest, including profiling. In this case we will not process your personal data further if we can't demonstrate compelling legitimate interest in continuing the processing.

If we process your personal data for direct marketing purposes you have the right to object to said processing, including profiling.

- **Right to withdraw your consent.** When we base the processing on your consent, you can withdraw it at any time without affecting the lawfulness of processing before its withdrawal.

If you think we're not following the data protection laws when we use your personal information, please tell us so we can look into it. You also have the right to file a complaint to a data protection authority in the country where you usually live or work, or where you feel most secure. You can contact the Danish Data Protection Authority at:

Datatilsynet

Tel. +45 3319 3200

www.datatilsynet.dk

dt@datatilsynet.dk

Our lead data protection authority is the Swedish Data Protection Authority ([Integritetsskyddsmyndigheten](https://www.integritetsskyddsmyndigheten.se)). You can email them at imy@imy.se or call at 08-657 61 00.

9. Updates to this Privacy Notice

We regularly update this Privacy Notice. Our use of personal data may change, for example we may collect personal data for new purposes, collect additional categories of personal data or share your data with other recipients than outlined in this Privacy Notice.

We reserve the right to change this Privacy Notice at any time. If any changes are significant regarding the way we process your personal data, we will inform you prior to the changes take effect, for example by sending you an email or by providing you with a clear notice when you access Viaplay.

You can read more about Viaplay Group's privacy work [here](#). For any questions about this Privacy Notice, please contact our Data Protection Officer at dpo@viaplaygroup.com.

This Privacy Notice was last updated on June 20, 2025.