

BT NINETY-FIVE PRIVACY NOTICE

UPDATED: 21 November 2022

This Privacy Notice ("Privacy Notice") describes the privacy practices of BT Ninety-Five Limited ("BT Ninety-Five," "we" or "us") with regard to its UK market sport offerings which can be accessed via the discovery+ UK streaming service, specifically including two product tiers on discovery+ UK: Entertainment & Sport (featuring Eurosport sport content) and Entertainment & Sport "Premium" (featuring Eurosport and BT Sport content) which is available through our websites or our mobile and connected television applications in the United Kingdom ("UK") (the "discovery+ UK Services"). The discovery+ UK Services include our websites, our apps, and anything made available on our websites and our apps, including all features, functionalities and user interfaces, as well as any content and materials you can view or access, such as images, photos, sounds, music, text, articles, games, graphics, software, videos, programmes, live streams and channels.

This Privacy Notice also describes the privacy practices of BT Ninety-Five with regard to the BT Sport Box Office app and website ("Box Office Services"). The discovery+ UK Services and Box Office Services shall be referred to throughout this Privacy Notice as the "Services".

Unless stated otherwise herein, we are a data controller of the personal data collected from you in connection with the Services which we process for our own purposes. We are a joint venture company established by Discovery Corporate Services Ltd. ("Discovery") and British Telecommunications Public Limited Company ("BT"), and we are incorporated in England and Wales, with registered number 13545383 whose registered office is at Chiswick Park Building 2, 566 Chiswick High Road, London, England, W4 5YB. Dplay Entertainment Limited ("DEL"), which operates the discovery+ UK service, is an independent data controller of the personal data collected from you in connection with the discovery+ UK service. To learn about DEL's privacy practices see its [privacy notice](#).

If you have any questions or need any help in relation to this Privacy Notice, please contact discoveryplussport.dpo@discovery.com.

This Privacy Notice explains how personal data is collected, used, and shared data about users who interact with the Services. This Privacy Notice does not apply to the collection of information from other services, or sources (unless specifically stated), or to third parties that provide information to us, Discovery or BT.

Where we refer to the General Data Protection Regulation ("GDPR"), unless explicitly stated otherwise, we refer to the UK GDPR and the EU GDPR (as applicable to the particular processing of your personal data).

Your rights to object: You have various rights in respect of our use of your personal data as set out in section 3 below. Two of the fundamental rights to be aware of are that you may:

- ask us to stop using your personal data for direct marketing purposes. If you exercise this right, we will stop using your personal data for this purpose (Art. 21 (2) GDPR); and

- ask us to consider any valid objections which you have to our use of your personal data where we process your personal data on the basis of our, or another person's, legitimate interest (Art. 21 (1) GDPR).

This Privacy Notice explains:

1. PERSONAL DATA WE COLLECT AND PROCESS
2. INTERNATIONAL TRANSFERS OF YOUR PERSONAL DATA
3. YOUR RIGHTS
4. HOW WE PROTECT CHILDREN'S DATA
5. FOR HOW LONG WE MAINTAIN PERSONAL DATA
6. THIRD-PARTY SITES, SERVICES AND FEATURES
7. HOW TO CONTACT US

1. PERSONAL DATA WE COLLECT AND PROCESS

When you interact with the Services, information that directly identifies you is collected (i.e., information that would allow someone to identify you or contact you, such as your full name, postal address, e-mail address or telephone number), as well as information about your use of the Services. Below we describe the different types of information that are collected from you and the devices you use when you interact with the Services.

Information obtained from you is also combined with information from other third-party sources, such as our partners and advertisers, interactive applications offered through our Services (such as embedded video players), and commercially available sources such as data aggregators and public databases. For additional information about our partners, including any that may be joint controllers of your data, please refer to the section "Additional information about our Partners" below and / or contact discoveryplussport.dpo@discovery.com.

References in the table below to the following terms have the following meaning:

- **Device information and identifiers** include IP address or global user ID, log-in information, EC-ID, advertising ID, device ID, video ID, cookie ID, profile ID, screen name, social media handle, user agent, location, browser type and language, operating system, mobile network carrier name, platform type, device type, software and hardware attributes, and app version number and identifiers.
- **Contact information** includes your e-mail address, postal address, post code, name, phone number, year of birth, gender and for purchases and gifts this includes purchaser name and e-mail address and giftee e-mail address.
- **Payment information** includes payment card information (e.g. credit or debit card number, verification number, expiration date, card issuer and issuing country) and billing address.
- **Subscription information** includes subscription plan, purchase and billing history including date and time of purchase, receipts, payment method, payment method-user ID, payment method-vendor user ID, billing address).

- **Customer identifiers** include customer account identification number and country of origin, IP address, SIM card geography.
- **Analytics and behavioural data** includes app and website usage (e.g. date, time and referrer URL of a request), browsing behaviour, search history, content viewed, content favourites, web logs, telemetry data, consumer profiles, inference data.
- **Preferences** includes your preferences for receiving marketing communications from us (including your marketing consent status) and cookies and tracking technologies consent choices.

Purposes for which personal data are processed	Personal data that are processed	Legal basis of the processing (and legitimate interests pursued, if applicable)	Categories of third party recipients of the personal data	Source from which the personal data originate
Provision of our Services and operation of our platform (including service provision related communications).	Device information and identifiers Your contact information Subscription information	Necessary to fulfil our contract with you (Art. 6 (1) (b) GDPR) (your subscription and our Terms of Use).	Our service providers who enable the Service (in particular the hosting provider for our website and app). Other services and partners at your request.	You. Our service providers who enable the Service (in particular the hosting provider for our website and app). Other services and partners at your request.
Managing your registration and subscription (including respective communication such as password reminders, update notifications for our Services or legal terms etc.).	Subscription information Your contact information Device information and identifiers	Necessary to fulfil our contract with you (Art. 6 (1) (b) GDPR) (your subscription and our Terms of Use).	Our service providers who enable the Service (in particular the hosting provider for our website and app). Other services and partners at your request.	You. Our service providers who enable the Service (in particular the hosting provider for our website and app). Other services and partners at your request.
To authenticate users accessing our Services via the subscription of our partners.	Customer identifiers	Necessary to fulfil our contract with you (Art. 6 (1) (b) GDPR) (your subscription and our Terms of Use).	Our service providers who enable the Service (in particular the hosting provider for our website and app). Our partners if you are accessing our Services via our partners.	Our service providers who enable the Service (in particular the hosting provider for our website and app). Our partners if you are accessing our Services via our partners.
Payment processing to subscribe to or gift premium content on the Services and providing you with information about your	Contact information Payment information	Necessary to fulfil our contract with you (Art. 6 (1) (b) GDPR) (your subscription) and for gifts in addition our legitimate interest	Payment platforms and payment processors who collect this information on our behalf and who may also have an	You. Payment platforms and payment processors who collect this information on our behalf and who may also have an

transactions and purchases with us.	Subscription information Customer identifiers	(Art. 6 (1) (f) GDPR) (to send the gift to the gift recipient).	independent relationship with you. Our service providers who enable the Service (in particular our hosting provider). Third party partners or co-branded partners.	independent relationship with you. Third party partners or co-branded partners.
Security and legal compliance of our Services and IT systems (including fraud detection and prevention, error/bug detection and reporting, auditing user interactions, and blocking unauthorized users).	Customer identifiers Preferences Device information and identifiers)	Our legitimate interests (Art. 6 (1) (f) GDPR) (to manage consents for cookies and similar technologies and to keep our systems secure (e.g. against fraud, spam, malware and other security risks) and efficient and to block unauthorized users).	Our service providers who enable the Service (in particular who provide security and compliance tools (such as our tool to manage consents for cookies and similar tracking technologies and our bug monitoring tool)).	You. Other users who provide information about you. Our service providers who enable the Service (in particular in particular who provide security and compliance tools).
Analyse your usage to understand our users. Improve our Services (including our content, features, programs, technology and products) make them more appealing to our users. Develop new products which our users are interested.	Your contact information. Analytics and behavioural data Your device information and identifiers Subscription information	Your consent (Art. 6 (1) (a) GDPR) where such consent is required and obtained otherwise our legitimate interests (Art. 6 (1) (f) GDPR) (to improve and market our Services).	Our service providers (in particular for analytics tools and our hosting providers). Our partners (e.g. if you are accessing our Services via our partners).	You. Our service providers (in particular for analytics tools and our hosting provider). Our partners (e.g. if you are accessing our Services via our partners).
To provide personalised content and recommendations for customers/ users (based on the user's country or region or user device (such as laptop, phone, TV app)) through us or third parties.	Contact information Subscription information Preferences Device information and identifiers Analytics and behavioural data	Your consent (Art. 6 (1) (a) GDPR) where such consent is required and obtained otherwise our legitimate interests (Art. 6 (1) (f) GDPR) (to market our Services).	Partners and service providers (in particular for personalised services).	You (e.g. when you enter your email address on our website (either to log in, or to sign up to a service, newsletter, or similar)). Data marketers.
To ensure that our advertising and marketing is relevant and interesting to customers/ users (e.g. personalised third-party advertising).	Contact information Subscription information	Your consent (Art. 6 (1) (a) GDPR) where such consent is required and obtained otherwise our legitimate interests (Art. 6 (1) (f) GDPR) (to market our Services).	Third party technology companies. Advertising networks, platforms, partners and service providers.	You. Our advertising platforms, partners and service providers (in particular for personalised advertising).

<p>To create and update inferences about our customers/ users and audience segments that can be used for targeted advertising and marketing on the Services.</p> <p>To measure the placement, frequency, efficacy, and compliance of advertising and ad impressions.</p> <p>To identify the ads that are served to customers/ users and what they do after seeing those ads.</p> <p>To further our commercial interests by marketing and advertising our Services.</p> <p>To determine the effectiveness of our promotional campaigns, and contextual (non-data driven) marketing and advertising.</p>	<p>Device information and identifiers</p> <p>Analytics and behavioural data</p> <p>Customer identifiers</p>	<p>GDPR) (to market our Services).</p>	<p>Providers of web analytics tools.</p> <p>Data management platforms.</p> <p>Data marketers.</p> <p>Research organisations.</p>	<p>Data marketers.</p>
<p>To provide support to you and communicate with you and our customer service representatives (for example, when you contact us by telephone, email, chat boxes, forms, letter, website or via a social media network) to respond to your inquiries, complaints (including troubleshooting) and requests.</p> <p>Track the progress and effectiveness of our response.</p> <p>Improve our customer services.</p>	<p>Contact information</p> <p>Device information and identifiers</p> <p>Any correspondence/ user generated content you send to us by e-mail or other means (e.g., online forms or by mail)</p> <p>Subscription information</p> <p>Payment information</p>	<p>Necessary to fulfil our contract with you (Art. 6 (1) (b) GDPR)</p> <p>To comply with our legal obligations (Art. 6 (1) (c) GDPR).</p> <p>Our legitimate interests (Art. 6 (1) (f) GDPR) (to provide you with our Services, answer your questions and improve our relationship with you).</p>	<p>Our service providers (in particular for our customer support platform and for the management and execution of customer communications, such as e-mail and chatbot providers and social media networks through which you contact us).</p>	<p>You.</p> <p>Our service providers (in particular for our execution of customer communications, such as e-mail and chatbot providers and social media networks through which you contact us).</p>
<p>Improve our customer service with summaries or voice recordings of your interactions with customer service.</p>	<p>Summaries or voice recordings of your interactions with customer service</p>	<p>Your consent (Art. 6 (1) (a) GDPR) where such consent is required and obtained otherwise our legitimate interests (Art. 6 (1) (f) GDPR) (to train, improve and monitor our customer services for quality purposes and where relevant to establish, exercise or defend against legal claims).</p> <p>Where applicable, we may also keep</p>	<p>Our service providers (in particular for customer services).</p>	<p>You.</p> <p>Our service providers (in particular for customer services).</p>

		records for compliance with our legal obligations (Art. 6 (1) (c) GDPR).		
Displaying our marketing and relevant content for you and others on social media (e.g. via Facebook Custom Audiences). We can include you in a custom audience to serve relevant marketing content or create an audience of other social media users based on the information in your social media profile.	Contact information Preferences Device information and identifiers You can manage the data which is shared by such social media networks with us by amending your preferences, using the privacy settings which these social media platforms provide on their platforms	Your consent (Art. 6 (1) (a) GDPR) where such consent is required and obtained otherwise our legitimate interests (Art. 6 (1) (f) GDPR) (to market our Services).	Social media networks, in accordance with your privacy preferences on such social media networks.	Social media networks, in accordance with your privacy preferences on such social media networks.

Additional information about cookies and similar tracking technologies:

We and our partners collect personal data via cookies and similar technologies, you can find further information in this regard which supplements the above information: 1) for the discovery+ UK Services in the discovery+ UK Cookies & Ad Choices Preference Centre (which you can navigate to via the “Cookies & Ad Choices” link available in the footer of our website or the settings menu of the discovery+ UK app) and discovery+ UK [Cookies & Tracking Technologies Notice](#) and 2) for the Box Office Services in the BT Sport Manage Cookie Settings (which you can navigate to from the BT Sport Cookies Policy under “Manage Cookie Settings”) and the BT Sport [Cookies Policy](#). Generally, cookies and similar technologies will only be used (i) with your consent or (ii) without your consent only where those cookies and similar technologies are strictly necessary to provide our Services to you. You can object to the use of these cookies and revoke your relevant consents in our Cookies & Ad Choices Preference Centre, and, in some cases, by using your browser settings or the settings on your mobile device.

Additional information about our partners:

In addition to our relationship with Discovery and BT, we have arrangements in place with certain TV, internet service providers, and streaming media device providers, which mean that those partners can make our Services available to their customers. If you access the Services via one of our partners (including Discovery and BT), we will receive certain personal data from the partner which, in most cases, will be limited to a hashed user identification number, product code and country of origin information (“**API Data**”). We collect API Data from partners to allow / authenticate your access to the Services. Together with the partner, we are joint data controllers of API Data, which means that we are both responsible for ensuring that API Data is handled in accordance with applicable data protection laws – you may exercise your rights in relation to API Data against either one of us.

In some, more limited cases, we will also receive your registration information from partners (for example, your name and e-mail address) rather than you registering with us directly. We will use that information for the purposes explained to you when you register with those partners (usually, account management and marketing).

Where we have these arrangements in place with partners, the types of information we collect about you, and how we use it, will usually be more limited than when you register with us directly and, therefore, some sections of this Privacy Notice may not be relevant. Those partners will separately use your personal data in accordance with their own privacy notices. We are not responsible for the privacy practices of our partners, and we urge you to read their privacy notices carefully.

Additional information about marketing:

Marketing messages from us:

We would like to send you marketing communications, which includes our newsletters, promotional e-mails, and information about products, services and promotions offered by us, our partners, and other organisations with which we work. You will receive marketing communications from us if you created an account and we obtained your prior opt-in consent to send you marketing.

Unsubscribe from marketing messages:

If you are a **discovery+ UK Services customer**, you may unsubscribe from marketing messages using one of the following methods:

- You can change your choices at any time by logging into the 'Account' area of the platform and adjusting your marketing preferences in the 'Communications' section of the 'Manage Your Account' page by clicking on 'Manage Communications'.
- You can also opt out of marketing by clicking on the unsubscribe link in our marketing e-mails, or by contacting us to opt out of marketing by e-mailing discoveryplussport.dpo@discovery.com.

If you are a **Box Office Services customer**, you may unsubscribe from marketing messages by clicking the unsubscribe link in our marketing e-mails, or by contacting us to opt out of marketing by e-mailing btboxfficesupport@endeavorstreaming.com.

To modify your push notification settings, navigate to your notification settings on your mobile device.

The Warner Bros. Discovery family of companies:

In addition to the third parties and partners referred to above, we may share your personal data with certain Warner Bros. Discovery companies, including their subsidiary and affiliated companies and joint venture partners ("Warner Bros. Discovery family of companies"), but only to the extent permissible according to data protection laws and to the extent necessary, in particular for the purposes listed in the table above such as to provide and improve our products and services, as well as to provide you with information about products or services that may interest you.

Legal requirements and protection of Services and users:

We will disclose the information we collect where we have a good faith belief that such disclosure is: (a) required by law (or to respond to subpoenas, warrants, government requests, or similar process served on us) or to establish or exercise our legal rights; and/or (b) necessary to protect or defend our legal

rights or property, our Services, you, or other third parties, or ensure the safety and security of our Services, systems, and of our customers or the general public.

Aggregate information:

We may aggregate and/or de-identify information such that it is no longer linked to you or your device. This Privacy Notice does not limit our ability to disclose aggregated or de-identified information that is not linked to you. We may use and disclose such information to our partners, advertisers, and any other third parties in our discretion.

No automated decision making:

We do not process your personal data to make you subject to decisions based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

2. INTERNATIONAL TRANSFERS OF YOUR PERSONAL DATA

We may transfer personal data that we collect from you to partners and / or third parties located in countries that are outside of the UK and the European Economic Area ("EEA") (including to the United States). Please be aware that countries which are outside the UK and the EEA may not offer the same level of data protection as the UK and the EEA, although our collection, storage and use of your personal data will continue to be governed by this Privacy Notice.

When transferring personal data outside the UK and the EEA, we will:

- include the standard contractual data protection clauses approved by the UK Government or the European Commission (as applicable) for transferring personal data outside the UK and the EEA into our contracts with those third parties (these are the clauses approved under Article 46(2) GDPR) – you may request a copy of such standard contractual data protection clauses from discoveryplussport.dpo@discovery.com; or
- ensure that the country in which your personal data will be handled has been deemed "adequate" by the UK Government or the European Commission (as applicable) under Article 45 of the GDPR and the UK version of it.

You can find out further information about the rules on data transfers outside the UK, including the mechanisms that we rely upon, on the Information Commissioner's Office website [here](#).

3. YOUR RIGHTS

You have certain rights regarding your personal data. These rights are described in more detail below. If you would like further information in relation to these rights or would like to exercise any of them, please contact discoveryplussport.dpo@discovery.com at any time or follow the below suggestions.

If you have given us your consent, you can withdraw it at any time (Art. 7 (3) GDPR). The withdrawal of your consent does not affect the lawfulness of the processing carried out on the basis of the consent prior to the withdrawal. You can withdraw consent regarding the use of cookies and similar technologies and regarding the processing of personal data collected by these means in particular via our Cookies &

Ad Choices Preference Centre (which you can navigate to via the “Cookies & Ad Choices” link available in the footer of our website or the settings menu of our app).

In particular, you also have the right to **object to the processing of your personal data by us:**

- **in certain circumstances, if we process your data on the basis of Article 6 (1) (e) or (f) GDPR (including profiling) (Art. 21 (1) GDPR), or**
- **if we process your data for direct marketing purposes (Art. 21 (2) GDPR).**

Generally, you also have the right to request us to:

- access and obtain a copy of your personal data that we store (Art. 15 GDPR),
- provide some of your personal data to you or another data controller in a commonly used, machine-readable format (Art. 20 GDPR),
- update or correct your personal data if it is inaccurate (Art. 16 GDPR),
- delete your personal data (including your account) from our systems under certain circumstances (Art. 17 GDPR),
- restrict the processing of your personal data under certain circumstances (Art. 18 GDPR).

You also have the right to lodge a complaint with the [Information Commissioner’s Office](#) in the UK if you believe we have not complied with applicable data protection laws. You may under certain circumstances also seek a remedy through local courts, if you believe your rights have been breached.

4. HOW WE PROTECT CHILDREN’S DATA AND FAMILY PROFILES

Most of the Services are generally directed to adults and not intended for use by children under the age of sixteen (16). Generally, we do not and will not knowingly collect information from any unsupervised child under the age of 16, except if an adult from the discovery+ UK Services adult’s account creates a Family Profile and in the content rating settings activates “Kids Profile” for a child in the adult’s household, in such case the following applies:

Adult account holders must comply with all applicable laws regarding the child’s rights in creating Family Profiles on the discovery+ UK Services and in allowing children to use Family Profiles.

We have different practices for the personal data we collect through Family Profiles than we do for the other parts of our Services, which are intended for adults. We collect the following information through Family Profiles:

- Profile information including the name entered by the account holder to create the Family Profile;
- Parental control preferences such as the types of content that can be viewed on each Family Profile and the PIN to switch between profiles on the account;
- Limited technical and usage information including device information and identifiers (such as device and browser type used; IP address);
- Viewing habits (such as content viewed, searched, or added to a watchlist) and general information about how the Family Profile is used.

We use personal data collected through Family Profiles only for the purposes of providing the Services; communicating with the account holder; legal compliance purposes; and to support our internal operations, which includes improving our Services, performing analytics regarding usage of our Services, protecting against fraud, creating aggregate statistics about our users, displaying personalized content based on the content a user is viewing at a particular time.

We will only share the personal data we collect through Family Profiles with the account holder, the family of Warner Bros. Discovery companies and our service providers, or as otherwise required by law. If you have any questions about our practices with respect to children's privacy or to request that we delete personal data provided by your child, please contact us at discoveryplussport.dpo@discovery.com.

5. FOR HOW LONG WE MAINTAIN PERSONAL DATA

We maintain the information we collect for as long as necessary to provide the Services, for so as long as reasonably required to satisfy the purpose for which you submitted the information or for our business purposes, or as required by law.

After such period we will take steps to delete your personal data (including any account that you set up to use the Services).

For personal data collected via cookies and similar technologies, you may also find further information about how long your personal data is maintained: 1) **for discovery+ UK Services** in our Cookies & Ad Choices Preference Centre (which you can navigate to via the "Cookies & Ad Choices" link available in the footer of our website or the settings menu of our app), and 2) **for Box Office Services** in the Manage Cookie Settings page (which you can navigate to via the [Cookies Policy](#)).

In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this anonymised information indefinitely without further notice to you.

6. THIRD-PARTY SITES, SERVICES AND FEATURES

Our Services may contain links to third-party websites (e.g., online stores that offer products for purchase), third-party plug-ins (e.g., social-sharing buttons), and third-party features (e.g., banner advertisements). These third-party services may collect information from or about you when you interact with them, and in some cases, they may track your activity, including through the use of cookies or other tracking technologies, without you needing to interact with them. We are not responsible for the content or practices of such third parties, and their collection, use, and disclosure of your information will be subject to their privacy notices, and not this Privacy Notice. We urge you to read the privacy and security notices of these third parties.

7. HOW TO CONTACT US

If you have any questions about this Privacy Notice, you can contact us at discoveryplussport.dpo@discovery.com.