

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your company or personal information whenever you are in contact with Sharp and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising.

Here are some examples of the types of personal information Sharp may collect and how we may use it:

What personal information might we collect?

When you create a Sharp ID, register your subscription, purchase a product, download a software update, or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, and contact preferences.

How might we use your personal information?

The personal information we collect allows us to keep you posted on Sharp's latest product announcements, software updates, and upcoming events. It also helps us to improve our services and content. If you don't want to be on our mailing list, you can opt out anytime by sending an email to videxo@Sharp.com.

We may use personal information to help us develop, deliver, and improve our products, services, and content.

From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms of service, conditions, and policies. Because this information is important to your interaction with Sharp, you may not opt out of receiving these communications.

We may use personal information for internal purposes such as auditing, data analysis, and research to improve Sharp's products, services, and customer communications.

Collection and Use of Non-Personal Information

We also collect non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

We may collect information such as company, occupation, language, zip code, area code, location, and the time zone where a Sharp product is used so that we can better understand customer behavior and improve our products and services.

We may collect information regarding customer activities on our website and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

Sharp's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Sharp and our partners also use cookies and other technologies to remember personal information when you use our website,

online services, and applications. Our goal in these cases is to make your experience with Sharp more convenient and personal. For example, knowing your first name allows us to welcome you the next time you visit the Sharp portal.

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Sharp may use this information in our marketing and advertising services.

Disclosure to Third Parties

At times Sharp may make certain personal information available to strategic partners that work with Sharp to provide products and services, or that help Sharp with its service delivery. If you are approved for service, your account will be governed by Sharp and its partners and affiliates' respective privacy policies. Personal information will only be shared by Sharp to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

Service Providers

Sharp shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Sharp operates.

Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for Sharp to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms of service or protect our operations or users. Additionally, in the event of a re-organization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Protection of Personal Information

Sharp takes precautions— including administrative, technical, and physical measures— to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

Sharp online services use Secure

Sockets Layer (SSL) encryption on all web pages where personal information is collected. To make purchases from these services, you must use an SSL-enabled browser such as Safari, Firefox, or Internet Explorer. Doing so protects the confidentiality of your personal information while it's transmitted over the Internet.

Integrity and Retention of Personal Information

Sharp makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Access to Company and Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at Sharp.com . For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if Sharp is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made to Sharp@Sharp.com

Third-Party Sites and Services

Sharp websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties.

Information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy.

Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Sharp employees and strictly enforce privacy safeguards within the company.

Privacy Questions

If you have any questions or concerns about Sharp's Privacy Policy or data processing, please contact us at Sharp@Sharp.com

When deemed necessary, Sharp may update its Privacy Policy from time to time.