

# Boost Infinite Privacy Notice

Effective Date: 01 May, 2024

Before we get started, we'd like to point out that some terms in this Privacy Notice ("Notice") are defined in The Deal at [boostinfinite.com/terms/policy](https://boostinfinite.com/terms/policy). You need to review those to make sure we're on the same page.

The point of this Notice is to be transparent about what we're doing with your data.

In general, this Notice describes how we will collect, access, use, or disclose your personal information when you use your Phone, or our Services and websites (the "Services"). Keep in mind that some Products and Services may be covered by different privacy notices, so the product or service-specific notice will apply.

## California Notice at Collection

We collect the categories of personal information (as defined in the California Consumer Privacy Act (CCPA)) listed in the table below.

Category of Personal Information Collected	Sold or Shared
Identifiers, including names, postal addresses, email addresses, online identifiers, IP addresses, account names, and other similar identifiers.	Yes
Personal information categories listed in the California Customer Records statute, including names, postal addresses, telephone numbers, bank account numbers, credit/debit card numbers, and other financial information.	No
Protected classification characteristics under California law, including sex/gender, marital status, and age (over 40).	No
Commercial information, including information regarding products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
Internet or other electronic network activity information, including information regarding interactions with an internet website, application, or advertisement.	Yes
Imprecise geolocation data, such as general location of devices or IP address.	Yes
Audio, electronic, visual, or similar information, including phone call recordings, chat recordings, and chatbot recordings.	No

Professional or employment-related information, including employment status and history.	No
Education information, including education history.	No
Inferences, meaning inferences drawn from any of the information in the above-listed categories of information to create profiles about consumers.	Yes
Sensitive personal information, including account log-in information in combination with passwords and precise geolocation.	No

As further described in this Notice, we generally collect and use the above-listed categories of personal information to provide and manage the Services and achieve legitimate business or commercial purposes.

As noted in the table above, we “sell” or “share” (as these terms are defined in the CCPA) certain categories of personal information, and you may exercise your right to opt out of such disclosures by following the instructions provided in the footer link at <https://www.boostinfinite.com/yourprivacychoices>.

We retain each category of personal information that we collect for as long as necessary to fulfill the purposes described in this Notice, including to satisfy legal or reporting requirements.

More information, including a description of your legal rights, can be found below in the “[State Privacy Rights](#)” section.

- [Personal Information We Collect](#)
- [How We Use Personal Information](#)
- [Personal Information We Disclose](#)
- [Information We Use for Advertising Purposes](#)
- [Network and Information Security](#)
- [Information Choices and Changes](#)
- [Third-Party Services and Websites](#)
- [State Privacy Rights](#)
- [Boost Family Guard](#)
- [Questions or Concerns](#)
- [Changes to This Notice](#)

# Personal Information We Collect

Ways you may give us information include when you sign up for, register, or use your Phone and Services, or communicate with Customer Care. For starters, we collect things like your:

- Name
- Postal address
- Telephone number
- Email
- Birthdate
- Social security number or other government identification number
- Demographic information
- Activities
- Location information
- Personal preferences

We use the contact information you provide to let you know if your order fails, to provide you with updates regarding your current Phone or Service, and to provide you with information about any promotion or special offers we've got going on. We also use it to notify you of certain things. Some of the reasons we might do this are described elsewhere in the Deal.

Also, this Notice will apply to any personal information you give us for entry into a contest, giveaway, or other promotions, unless the rules say otherwise.

If you use our Services or websites to access services provided by others (stuff like social media or other apps), then those providing the services might also collect information. If they do collect any personal information from you, their privacy policy will apply.

## **Information we automatically collect:**

We automatically collect certain types of information including:

- Phone Information such as device type, operating system version, signal strength, whether it's on, and how it's functioning.
- Data about how you use our Products and Services, like call history and other types of Customer Proprietary Network Information, data usage and history, your location, websites you visit, app purchases and downloads, etc.

This stuff helps us hone our Services by taking a look at how people are actually using them.

**Cookies and other technologies:**

We and/or other companies we work with may use cookies, web beacons, pixels, tags, and similar technologies on or through our Services, as well as third parties' websites, platforms, and electronic communications to understand users online behavior and to collect certain information, including statistics about website and platform usage, broad demographic information, IP addresses, browser type, device type, Internet Service Provider, referring/exit pages, platform type, date/time stamp, number of clicks, and other similar information. We also may use session replay software, which collects information about your interaction with the Services, including keystrokes, mouse movements, and form field entries, and may monitor your interactions with the Services, including for our compliance verification purposes. If you use our website chat function or chatbot function, we collect and store information in connection with your use of that function, including personal identifiers and the content of the chat. You can access our Services even when you've disabled certain cookies, but you may not be automatically recognized upon revisiting.

We may link information we automatically collect with other personal information, such as information you give us at registration and check out. This helps us get a better picture of how you use our Services.

**Google Analytics:**

We use Google Analytics and Signals in Google Analytics. This updates existing Google Analytics features (advertising reports, remarketing, cross-device reports, and reports on interests and demographics) to provide aggregated and anonymized information about you, provided you have allowed personalized ads in your Google Account. You can learn more about Google's data practices and your privacy choices by visiting <https://www.google.com/policies/privacy/partners/>. Google provides an opt out of Google Analytics by downloading and installing the browser add-on located here <https://tools.google.com/dlpage/gaoptout/>.

**Information from other sources:**

We may get information about you from outside sources, including public sources, and combine it with your account information. For example, we often receive information from the retailer that you purchased your Phone from before you started your Service. We also may use demographic and marketing information we get from third parties to help us better serve you or tell you about products or services we think might interest you.

**Children's information:**

We do not knowingly collect personal information from children under the age of 16 without the permission of their parent or guardian. We do not knowingly sell the personal data of children under 16. We also do not knowingly share the personal data of children under 16 for advertising purposes.

**How long we keep your information:**

We maintain personal information about you in our regular business records if you're shopping for our Services and while you are a subscriber to any of our Services. We also maintain personal information about you for a period of time after you are no longer a subscriber to satisfy legal or tax requirements, for fraud prevention, or for business purposes.

[-Back to the Top](#)

## How We Use Personal Information

These are some of the ways we use, and sometimes disclose, your personal information:

- To provide you with the Products and Services you request, to customize or personalize the Products and Services, and to process your orders
- Protect our rights and property and those of our customers
- Respond to legal process and emergencies
- Develop or tell you about new Products and Services
- Monitor, evaluate, or improve our Products and Services, systems, or networks
- Deliver advertising or communications about us or other products or services that are tailored to your interests. This can be by email, telemarketing, wireless messages, direct mail, or through other websites, apps, or other platforms
- Prevent or detect security incidents, fraud, and criminal activity
- Report to consumer reporting agencies
- Conduct internal business operations, including customer services and for our internal compliance
- If necessary or appropriate, subject to our discretion, in connection with legal compliance, such as to comply with legal process (for example, a subpoena from a court) or a government request, to enforce or protect our rights, privacy, safety, or property, and/or those of our affiliates, you, or others, including upholding The Deal, and pursuing available remedies or limit our damages.

[-Back to the Top](#)

## Personal Information We Disclose

We may share your personal information as follows:

**DISH Affiliates:**

We disclose your personal information to DISH affiliates, such as AirTV, DISH, Boost Mobile, and Sling TV.

**Payment History and Credit-Check:**

We may share credit-related, payment history, and transactional information while checking eligibility for some of our Services.

**With Advertisers and Advertising Networks:**

We may share personal information with advertisers and advertising networks that serve ads on our sites. They sometimes use cookies, web beacons, pixels, and other technologies to collect information about your use of our websites and other websites. The goal is to better understand your interests and to target advertising and content to those interests and improve your overall experience.

**Boost Infinite Service Providers:**

We may share personal information with companies that perform services for us — including advertising on our websites and mobile apps. These companies include billing processors, subcontractors, software providers, and marketing companies.

**Our analytics providers:**

We disclose your personal information to parties that assist us in performing analytics and help us measure the effectiveness of the Services and our marketing and advertising efforts.

**Mailing list partners:**

We may disclose your name and postal address to other parties, such as charities, marketing organizations, corporate affiliates, or other businesses for “mailing list” purposes.

**Corporate entities for business transfers:**

We may transfer your personal information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy, or other change of ownership or control. For example, if another entity acquires us or any of our assets, personal information we have collected may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, personal information we have collected may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information we have collected in connection with the Services in a manner that is consistent with this Notice.

### **Law Enforcement or other third parties for legal, compliance, and safety purposes:**

We may be required by law to comply with a valid legal process, such as a subpoena, court order, or search warrant, or where there is a lawful request, to disclose information about you. We may also disclose information about you to protect our customers, employees, or property; in emergency situations; and to enforce our rights under our terms of service and policies, in court or elsewhere.

### **Disclosure of De-identified or Aggregated Information:**

#### **1. Aggregated and de-identified information**

We may disclose information collected or received from or about you in de-identified and/or aggregate formats. We may disclose this information to companies that collect and compile consumer data, including those that create reports about what programs people watch.

#### **2. To advertisers and companies that provide advertising services**

We may also disclose information with our advertisers and our advertising service providers about when, where, and how (e.g., streaming device, mobile device, or computer) an advertisement was viewed. We may also tell them certain pieces of demographic information about your household. We will not tell the advertiser which individuals or households watched the advertisement. Advertisers, advertising technology companies, and service providers that perform advertising-related services for us and our business partners may use cookies, web beacons, tags, and other technologies to collect information from or about you to tailor advertisements, measure advertising effectiveness, and enable other enhancements. For more information about advertising, see the “Information We Use for Advertising Purposes” section below.

### **Third-Party Verification Services:**

We may share personal information (e.g., address, phone number) with non-Boost Infinite entities to assist with identity verification. This helps us prevent fraud and identity theft.

### **Group Account Holders:**

For business and government customers, family customers, and other group account holders ("Group Accounts"), the account holder will have access to certain personal information of others using the account. The account holder is the person who buys the service or product for its employees, family members, or other authorized users.

### **Other Third Parties With Your Consent:**

In addition to other ways we say we might disclose your personal information in this Notice, we may share information with others: for reasons we told you about when we collected your personal information; if you request that we do so; or if you give us permission. Use of the

information you agree to share will be subject to the separate privacy policies of those we share the information with.

### **Disclosures to Applications and Services of Others that You Choose to Use:**

You may choose to use services and products offered by other providers through our Services or devices such as other software applications (like TikTok). When you leave our network, you may also use mobile roaming services not provided by us. If you use those services and applications, those providers may collect your personal information from you and from us, including location information. You may also choose to give personal information directly to others when using our Services. In each case, the terms, conditions, and policies of whoever offers the services or applications will apply, rather than ours.

[-Back to the Top](#)

## **Information We Use for Advertising Purposes**

We may use information about you for marketing or advertising purposes in the following ways:

- **To provide you with advertising for our Services.** We may use information we have collected or received from or about you through use of the Service or from third parties to provide you with marketing information, offers and advertisements for our Services or to exclude you from receiving certain marketing information, offers or advertisements. Our activities with respect to such marketing information, offers and advertisements may occur through our Services or third-party websites and platforms.
- **To provide you with more relevant online advertising.** We and our advertising partners may also use information obtained about you through your use of our Services or from third-parties, or gathered through cookies and similar technologies, to deliver more relevant online advertising to you across other computers, devices, websites, and online services that you may use (“interest-based advertising”). Advertisers, advertising technology companies, and service providers that perform advertising-related services for us and our business partners may use cookies, web beacons, tags, and other technologies to collect information from or about you to tailor advertisements, measure advertising effectiveness, and enable other enhancements. You may be able to opt out of certain types of interest-based advertising as described below in the “Information Choices and Changes” section.
- **To provide others with more relevant advertising.** We and our advertising partners may also use information collected from or about you by us or our advertising partners and information we obtain about you from third parties to deliver advertising that is targeted for individuals with similar interests. We may combine aggregated and/or

de-identified information to create groups based on actual or assumed shared interests and/or factual characteristics.

## Network and Information Security

We use safeguards to help protect your personal information from loss, misuse and unauthorized access, disclosure, alteration, and destruction. Be sure to use a strong password (no, password123 *isn't* a strong password). To be more secure, it's best if you don't use the same password that you're using in other places.

[-Back to the Top](#)

## Information Choices and Changes

**Marketing Contacts:** You have choices about how we contact you for marketing-related communications.

- If you don't want us to contact you for marketing, call Boost Customer Care toll-free at 1-866-957-7772 or go to our website at <https://www.dish.com/donotcontact/wireless/>.
- If you ask us not to contact you about marketing, we still may contact you for non-promotional purposes, like using emails or wireless messages related to your account or our ongoing business relations.

### Advertising:

We work with advertisers and advertising networks that serve ads on our sites, use cookies, web beacons, and other technologies to collect information about your use of our sites and other websites.

You can learn more about interest-based advertising, and opt out of certain uses of personal information, by visiting the sites below:

- The Digital Advertising Alliance (DAA) lists participating companies and provides an opt-out at <http://www.aboutads.info/choices/>. To opt out of targeted advertising through mobile applications, please visit <https://youradchoices.com/appchoices>.
- The Network Advertising Alliance provides an interest-based advertising opt-out for its member companies at <http://www.networkadvertising.org/choices/>.

You also might continue to receive advertising from us and others we work with even if you use these opt-outs.

### **Cookies and Do Not Track:**

Certain parts of our Services require cookies. You may adjust your device or Internet browser settings to limit certain tracking or to decline cookies, but by doing so, you may not be automatically recognized upon revisiting and may not be able to use certain features of the Services or take full advantage of all of our offerings. Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences.

We might not recognize "Do Not Track" requests or headers from some or all Internet browsers.

### **Account Information:**

If you'd like to change certain Boost Infinite account information, create an online account and manage your account online. For more information, visit our website at [www.boostinfinite.com](http://www.boostinfinite.com).

[-Back to the Top](#)

## **Third-Party Services and Websites**

When you access a third-party service, application, or website, even when doing so through our Services, you should review the privacy statements of the third party to understand what information they may collect and keep. We are not responsible for the practices of such third parties.

You may also choose, when available, to connect your account with third-party accounts, including with third-party social networks. If you share information about your usage of or activities on our Services with such third-party accounts, then the collection, use, and disclosure of such information will be subject to that third party's privacy policies, which may differ from our own. We are not responsible for the practices of such third parties.

[-Back to Top](#)

## **State Privacy Rights**

# California, Colorado, Connecticut, Utah and Virginia

California, Colorado, Connecticut, Utah and Virginia give residents the right to know what categories of personal information are collected about them and how it will be used, disclosed, and sold or shared. The purpose of this section of the Notice is to provide residents of these states with a description of our practices regarding the collection, use, disclosure, correction, deletion, and sale or sharing of personal information.

## Categories of personal information collected:

We have collected the following categories of personal information about consumers in the preceding 12 months.

Types of Personal Information We Collect	Examples	Primary Purpose for Collection
Identifiers	Identifiers such as name, postal address, device identifiers, internet protocol (IP) address, email address, and account name.	Account creation, personalization and facilitating usage of the Service, internal marketing, to prevent fraud and detect security incidents, to communicate important information; internal operations and compliance.
Personal information categories listed in the California Customer Records statute	Name, postal address, telephone number, bank account number, and credit/debit card information, and other financial information	Account creation, personalization and facilitating usage of the Service, internal marketing, to prevent fraud and detect security incidents, to communicate important information; internal operations and compliance.
Characteristics of protected classifications under state or federal law	Gender, marital status, age	Account creation, personalization, and marketing
Commercial information	Information regarding products or services purchased, obtained, or	Account creation, personalization, internal

	considered, credit score, or demographic information	marketing, internal operations and compliance.
Audio, electronic, visual, thermal, olfactory, or similar information	Customer service call recordings and website chat interactions, or other communications with Boost Infinite, including personal identifiers, call, and chat and chatbot content and other website interactions.	Training, to prevent fraud and criminal activity, operational analytics, and to comply with applicable laws
Internet or other electronic network activity information	Information regarding a consumer's interaction with an internet website, application, or advertisement, browser information, web analytics, including IP address, time of visit, page(s) visited, cookies, pixel tags, and other similar technologies; information about your use of our network	Facilitating usage of the Services, personalization, internal marketing and operations, and to prevent fraud and detect security incidents
Geolocation data	Imprecise geolocation data, such as general location of devices or IP address	Provision, development, and optimization of our Services; marketing and interest-based advertising; and to comply with applicable laws
Education information	Education history	Account creation and facilitating usage of service
Professional or employment-related information	Employment status and history	Account creation and facilitating usage of service
Inferences drawn from any of the above information to create a profile about a consumer	Consumer preferences, characteristics, trends, and behavior	Development and optimization of Services, personalization, and internal marketing
Sensitive personal information	A consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account	Account creation/management

	Precise geolocation of children’s devices that have been enrolled in Boost Family Guard; internet usage of children’s devices that have been enrolled in Boost Family Guard	For users of Boost Family Guard services with consent of parent or guardian
	Precise Geolocation	Provision, development, and optimization of our Services

**Categories of personal information sold or shared:**

We sell or share the following categories of personal information: identifiers, imprecise geolocation such as IP address, inferences, commercial information and internet or other electronic network activity information. We sell or share these categories of personal information to data analytics providers, advertising partners and/or networks, social networks, and data brokers. We do not knowingly sell or share personal information about persons under the age of sixteen.

**Categories of sources of personal information:**

We collect the personal information identified in the chart above from the following categories of sources:

- From you and your transactions with us, such as when you request a product or service, or give us your contact information
- From our affiliates
- From others, including consumer reporting agencies and third parties that provide us with demographic and other information
- From publicly available sources

**Personal information we disclose for a business purpose:**

There are a number of circumstances where we disclose personal information to companies who work on our behalf to help us provide the Services. We disclose the categories of personal information described in the chart above to affiliates and other companies to provide the Services; measure the performance of our network and your devices; and for eligibility verification, fulfillment, and administrative purposes.

**Your Data Rights:**

Residents of California, Colorado, Connecticut, Utah and Virginia have the right to request certain actions with respect to their personal information. Residents of these states may:

- Request that we disclose what categories and specific pieces of personal information we collected about you in the preceding 12 months, the business purposes for such

collection, the categories of sources from which we collected the information, the categories of personal information we sold or disclosed for a business purpose, and the categories of recipients of such information

- Request deletion of any personal information about you that we have collected from you subject to certain legal exceptions
- Correct inaccuracies of any personal information we maintain about you
- Opt-out of the sale or sharing of your personal information, or of targeted advertising
- Appeal the denial of any of your access requests

If you choose to exercise these rights, you will not receive discriminatory treatment by us for your exercise of your rights.

**How to submit an access, deletion, or correction request:**

If you would like to submit a privacy rights request for access, deletion, or correction please contact us at (866-957-7772) or visit our Privacy Portal at [www.boostinfinite.com/yourprivacychoices](http://www.boostinfinite.com/yourprivacychoices).

**How to opt out of the sale or share of personal information, or of targeted advertising:**

To opt out of the sale or sharing of your personal information or targeted advertising, please please contact us at (866-957-7772) or visit our Privacy Portal at [www.boostinfinite.com/yourprivacychoices](http://www.boostinfinite.com/yourprivacychoices).

**Verification of your identity:**

To process your request for access, deletion, or correction we must be able to verify your identity to a reasonable degree of certainty. To do so, you must provide the required identifying information when completing the online request form or making a request through one of our customer service agents. We will ask you to provide your contact information and an additional identifier based on your relationship with us. Before we process your request, we will match these data points with data points we currently maintain to verify your identity and your relationship with us.

**Responding to your deletion requests:**

Please note that we may not be required to delete information under certain circumstances such as exemptions for data that is necessary to complete a transaction or for a legal compliance purpose, to detect security incidents, or for certain other internal purposes.

**Authorized agent requests:**

You can designate an authorized agent to make a request to know, delete, correct, or opt-out on your behalf. When you use an authorized agent to submit a request for access or deletion, you must provide the authorized agent with written permission to do so, and, in certain circumstances, we may ask you to verify your own identity directly with us. We may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

### **Limit the Use of My Sensitive Personal Information:**

California residents have the right to limit the use of their sensitive personal information. Boost Infinite does not use or disclose sensitive personal information without your consent for purposes other than those specified in the CCPA.

### **Nevada SB 220:**

Nevada law permits Nevada residents to make certain requests about how their personal information is shared with third parties or affiliated companies. To make such a request, please visit our Privacy Portal at [www.boostinfinite.com/yourprivacychoices](http://www.boostinfinite.com/yourprivacychoices).

[-Back to the Top](#)

## **Boost Family Guard**

Boost Family Guard is a service that allows parents or guardians to manage and control their children's online activities and the location of their children's devices. Boost Infinite and its service provider, Smith Micro, collect the following information with the consent of the parent or guardian:

Geolocation Data: this tells us the location of your child's device. This information is stored for 7 days.

Profile name and photo: these are used to customize the service.

Internet usage and history: this is used to provide content filtering services. This information is stored for 7 days.

Time zone: this is used to provide the service.

Boost Infinite uses the information it collects through Family Guard only to provide the service.

You can revoke your parental consent at any time and delete your child's data either by deleting your child's profile or canceling your Boost Family Guard subscription.

If you have questions regarding Boost Family Guard please contact us at [boostfamilyguard@dish.com](mailto:boostfamilyguard@dish.com).

## **Questions or Concerns**

If you have any questions or complaints about this Notice please click on the Customer Support tab or call Customer Care toll-free at 866-957-7772. If you prefer, you also may write us at **DISH Legal Department, Attn: Privacy, P.O. Box 6655, Englewood, CO 80155-6655.**

[-Back to the Top](#)

## **Changes to this Notice**

We may modify this Notice at any time. We will notify you of any material changes (or changes required by applicable law) through written, electronic, or other means as permitted by law.

[-Back to the Top](#)