

NETGEAR Privacy Policy

Last Updated: March 5, 2026

NETGEAR Inc. and its affiliates and subsidiaries (collectively, “NETGEAR” “we” “us” or “our”) take your privacy seriously. This Privacy Policy (“Policy”) describes how we collect, use, disclose, transfer, and otherwise process the Personal Information of website visitors, customers, and other individuals who interact with us (“you”, “yourself” or “your”). It also tells you about your rights with respect to your Personal Information, and how you can reach us to update it or get answers to questions you may have about our privacy practices. If you do not agree to this Policy, please do not use the Services.

1. Scope

This Policy provides information required under applicable privacy laws. This Policy applies to NETGEAR's processing of Personal Information, which means any information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an identified or identifiable natural person. Personal information does not include information that is de-identified or is in an aggregate, non-personally identifiable form.

This Policy applies to the following:

- a. NETGEAR hardware products, including our routers, modems, access points, gateways, switches, and our Meural products (“Products”),
- b. All NETGEAR-owned websites and domains and website(s) that link to this Policy (“Sites”),
- c. NETGEAR services, including technical support and other services accessible through the Sites (“Web Apps”),
- d. NETGEAR software that may be downloaded to your computer, smartphone, or tablet to access services (“Mobile Apps”), and
- e. NETGEAR subscription services, including services you can access using the Web Apps and Mobile Apps (“Subscription Services”),
- f. When you otherwise interact with us or receive a communication from us related to the Services (defined below),
- g. NETGEAR business relationships to the extent we incorporate this Policy by reference,
- h. Any other instance where we incorporate this Policy by reference, and
- i. For our customers and website visitors in Japan, this Policy also applies to our handling of your membership information provided when you register as a

member of the NETGEAR Store (operated by Techwind Co., Ltd.). For information about Techwind Co., Ltd.'s handling of such membership information, please refer to the NETGEAR Store's " Privacy Policy (Techwind)."

(a. through i. above, collectively, the “**Services**”).

This Policy does not apply to the following:

- Candidates applying for a position with NETGEAR. A separate job applicant privacy policy is available during the application process.
- **Third parties may also integrate NETGEAR’s Products and Services into their websites, products and services and we are not responsible for this integration.** Please remember that the manner in which these third parties use, store and disclose your information is governed by the policies that apply to these third parties' websites, products and services. Since NETGEAR does not control the privacy policy of third parties, we encourage you to review the policies of any third party to whom you choose to share your Personal Information directly.
- We may also provide privacy notices with respect to other information collection practices not within the scope of this Privacy Policy, in which case this Privacy Policy will not apply. For example, if you are a NETGEAR employee, separate privacy policies apply. NETGEAR employees may visit our internal portal or contact their local human resources department to get a copy of the applicable employee privacy policy.

Additional information on our privacy practices may be provided in other documents such as offer descriptions, supplemental privacy statements, or notices provided prior to or at the time of data collection.

2. Quick links

We recommend that you read this Privacy Policy in full to ensure you are fully informed. However, if you only want to access a particular section of this Privacy Policy, then you can click on the relevant link below to jump to that section.

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3. NETGEAR's data collection practices

The information we collect varies depending on which NETGEAR product or service you use and the choices you make. We collect the following categories of personal information (including in the past twelve (12) months):

- **Identifiers:**
 - This includes contact details, like your name, alias, mailing address, phone number or e-mail address, as well as your User ID, password hints and similar security information required for authentication and access to our platforms such as MyNETGEAR, NETGEAR Academy, Meural, Mobile Apps (such as our apps Orbi, Nighthawk, Insight, Engage, or NETGEAR app), or other account or product registrations. We collect this information directly from you. For example, we ask you to provide your contact details in order to register an account with us (for example, on MyNETGEAR, NETGEAR Academy, or Meural), to subscribe to marketing communications from us, apply for a giveaway or promotion or become a beta tester, and/or to submit inquiries to us.
 - We collect information you provide when you interact with us in-person, online, or by phone or mail with our help desks, online store and customer support channels, our responses to customer surveys or contests or additional information you provide to us to facilitate the delivery of our products and services, and to respond to your inquiries.
 - When you visit our Sites or use our Products and Services, we may also collect certain information automatically from your device, Web App(s) and/or Mobile App(s), such as your IP address, online identifiers, unique device identifiers, advertising identifiers, broad geographic location (e.g. country or city-level location) and other technical information.

- **Customer records information:**
 - From our current or prospective business partners, this includes information such as your name, signature, address, telephone number, employment, employment history, bank account number, credit card number, debit card number, or any other information which constitutes customer records in accordance with applicable law. We collect this information directly from you.
 - From our customers, we collect, for example, your name, signature, address, telephone number, debit or credit card number when you buy products or purchase a subscription to use one of our products or services, for shipping services related to a warranty replacement, or when you buy/license an application from the NETGEAR App Marketplace.
- **Demographic information:** This includes information collected in voluntary surveys such as income range, gender, and age range.
- **Commercial information:** This includes information such as records of NETGEAR products or services that you purchased, obtained, or considered. This also includes information about the courses, training, or certifications you have obtained on NETGEAR Academy. We collect this information directly from you.
- **Internet or other network activity information:**
 - This includes information such as Internet service provider, Internet speed, error rates, app download and usage, firmware version, configuration settings, WiFi settings, Internet speed, voltage information, storage information, error rates, App download and usage, services and feature usage, the time and duration of your use, your interaction with content (such as where you click on our site), crash diagnostics, Academy course progress, course completion records, and interactions with course materials, and other performance information. We collect this information directly from your device. Please note, except for our Smart Parental Control service, we do not collect information about your interactions with non-NETGEAR sites.
- **Electronic and usage information:**
 - When you visit our Site, we collect information about the device you used to access our Site and Your actions on our Sites such as the pages accessed and links clicked, or our products. Specifically, the information we collect automatically may include information like your IP address, device type,

unique device identifiers, firmware and software versions, registration and configuration settings, services and feature usage, crash diagnostics and performance information, advertising identifiers, browser-type, broad geographic location (e.g. country or city-level location) and other technical information.

- From your NETGEAR device, we may collect software and network activity information such as software and hardware usage and analytics, device connections and status, IP address, MAC address, serial number, wireless and wired network status and technical information, performance information such as Internet disconnection events, CPU usage, memory usage, reboot analytics, modem status, de-bug logs, and similar technical data about the functioning and use of the NETGEAR's products and services.
- From our Mobile Apps and Services, we may collect information to enable the service or function you choose to use. For example, from our Enterprise apps (such as Insight or Engage) we collect information about the NETGEAR Products you choose to manage. Likewise for our parental controls service, we may collect your preferences and information about online activities to enable the service.
- We also collect functional data if you use our Meural products, including product type, device type, controller operating system, software version, information about WiFi antennas, backlight settings, product orientation, the names you have given your Meural product in different rooms, and error information. We collect this information to help ensure that your Meural product(s) and devices are working properly, to provide you with customer support and to honor your visual art preferences. We also collect this information to guide product and device improvement and customer support decisions.
- In addition, our Meural products collect activity information, such as duration of image viewing, image downloads, device grouping (if multiple devices on a single registered account) information, command information (such as image rotation, brightness adjustment, schedule settings, and image rotation), information about playlist data; and Meural playlist or Meural favorites information; each correlated to individual Meural devices. If you enable voice control, we will collect comparable information about usage and control. We collect this information directly from your device.

- **Geolocation data:** When you interact with our Site, and from your NETGEAR device, we infer broad geographic location (e.g. country or city-level location) from your IP address. We collect this information directly from your device.
- **Audio, electronic, visual or similar information:** When you contact customer service, we may collect chat, images, audio, video, or call recordings. We record your chats and audio calls with customer service for quality control and for internal business purposes. You may also send us images of your purchase receipt (which may contain your name, address, or other personal information) or images of product packaging or labels to aid your customer support request. We may also receive video or images when you choose to video chat with customer support or if you use features of our Services where collection or use of such data is a function of the Service. We collect this information directly from you.
- **Business Partner professional or employment-related information:** From our Enterprise customers (or potential Enterprise customers) we collect business contact details in order to provide services at a business level. We may also collect your contact details and information about your professional qualifications, including your curriculum vitae and references to evaluate entering into a business relationship with you. We collect this information directly from you.
- **Inferences:** This includes information inferred from any of the personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics.
- **Sensitive personal information, as defined in the California Consumer Privacy Act (CCPA):** This includes your NETGEAR account login (such as to the MyNETGEAR, NETGEAR Academy, or Meural platforms), in combination with the associated password or credentials allowing access to such account. We use a variety of measures to help secure Your account login information and we do not use or disclose sensitive personal information for any purpose not expressly permitted by applicable law.

We may also collect other personal information outside of these categories in instances where you contact us or interact with us in-person, online, or by phone or mail, for example in the context of:

- Receiving help through our help desks or other customer support channels;
- Participation in voluntary customer surveys or contests; and
- Facilitation in the delivery of our services and to respond to your inquiries.

In these instances, we collect this information directly from you.

Some of this internet or other network activity information, electronic and usage information and geolocation information may be collected using cookies and similar tracking technology (“**Cookies**”). A Cookie is a piece of text that is placed on your computer that allows us to provide information to improve the Services, recognize new or past customers, store your password (if you are registered on our sites), better understand the interests of our customers and visitors, advertise and market to you (including on other sites), recognize if you have opened an e-mail that we sent, test new website designs, and help our business partners or other websites engage in these activities. Third parties may also collect information using Cookies. You can make certain choices about Cookies as set forth in Your Rights and Choices below. To learn more about the cookies we use, click “Cookie Preferences” in the footer of the Site.

From time to time, we may receive personal information about you from third party sources such as:

- **Social Media Platforms** for example, if you access our Services using your Facebook account login, we may receive Personal Information about you such as your name, email address, and gender. Any Personal Information that we collect from your Facebook account may depend on your Facebook account’s privacy settings.
- **Online Stores, Retail Stores, Authorized Resellers, Distribution Partners** if you purchase NETGEAR Products or Services from one of these partners, we may receive information about you and your purchase.
- **Service partners** with whom we offer co-branded services such as security and parental control software, or engage in joint marketing activities.
- **Marketing partners** that work with us on social media and online channels to sponsor giveaways and promotions.
- **Third party personal information:** if you choose to provide us with a third party's Personal Information (such as name, email, and phone number), you must ensure that you have the third party's permission to do so. Examples include providing us with the names and images that you associate with account users, forwarding reference or marketing material to a friend, or sending job referrals.

We may combine the information we collect from or receive about you for the outlined purposes below. We may aggregate or deidentify your information and may process such information for any purpose, and such information is not subject to this Privacy Policy.

4. How We Use Your Personal Information

We only **process** (e.g., collect, use, store, share, delete, de-identify, or transfer) your Personal Information for legitimate business purposes. Such purposes include:

- **To provide you with the Services you requested or subscribed to and communicate with you in connection with those Services.** We will use your Personal Information to deliver our Services and to interact with you directly.

The types of Personal Information (refer to section 3 above) that are processed for this purpose include: Identifiers, Customer records information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Geolocation data, Audio, electronic, visual or similar information, Business Partner professional or employment-related information. To the extent relevant or applicable in your country or state, the legal basis for this processing is performance of a contract and, where that does not apply, our legitimate interests in achieving the purposes identified above.

- **To maintain, improve and develop our Products and Services.** We will use your Personal Information to ensure our Products and Services are working as intended and to make improvements to our Products and Services including by developing internal systems and models to support product improvement, cybersecurity resilience, and detecting and preventing fraud. We will also use the information we collect in existing Services to help us develop new ones or to customize Services for you.

The types of Personal Information (refer to section 3 above) that are processed for these purposes include: Identifiers, Customer records information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Geolocation data, and Audio, electronic, visual or similar information. To the extent relevant or applicable in your country or state, the legal basis for this processing is your separately obtained consent, or, if that is not applicable, our legitimate interests in achieving the purposes identified above.

- **Internal data analyses.** We use Personal Information for internal analytics to understand how our Products and Services are used.

The types of Personal Information (refer to section 3 above) that are processed for this purpose include: Identifiers, Customer records information, Demographic Information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Geolocation data, Audio, electronic, visual or similar information,

Business Partner professional or employment-related information, and Inferences. To the extent relevant or applicable in your country or state, the legal basis for this processing is your separately obtained consent or, if that is not applicable, our legitimate interests in achieving the purposes named above.

- **Marketing and advertising.** We may send you marketing communications about products, services, offers, programs and promotions (including contests, sweepstakes and any other marketing activities) either directly from us or from our partners. These might be our own offers or Products and Services, or offers for third-party products we think you might find interesting, but we do not share information with third parties for their independent marketing or promotional purposes. We may also use Personal Information to deliver you ads that, depending on your settings, may be personalized to you and may appear on other sites and services.

The types of Personal Information (refer to section 3 above) that are processed for these purposes include: Identifiers, Customer records information, Demographic Information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Geolocation data, Business Partner professional or employment-related information, and Inferences. To the extent relevant or applicable in your country or state, the legal basis for this processing is your separately obtained consent or, if that is not applicable, our legitimate interests in achieving the purposes named above.

- **Protect our company, prevent fraud and securing our products.** We may use your Personal Information to protect our company, our customers, or our Products and Sites including to establish, exercise or defend legal claims.

The types of Personal Information (refer to section 3 above) that are processed for this purpose include: Identifiers, Customer records information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Geolocation data, and Business Partner professional or employment-related information. To the extent relevant or applicable in your country or state, the legal basis for this processing is our legitimate interest in achieving the purposes named above.

- **Compliance with law and other standards.** We may use your Personal Information as required by applicable laws, regulations, internal policies, or as requested by any judicial process or governmental agency having or claiming jurisdiction over NETGEAR or its affiliates.

The types of Personal Information that are processed for this purpose may include any of the types included in section 3 above, depending on the requirement. To the extent relevant or applicable in your country or state, the legal basis for this processing is legal obligation

or, if that is not applicable, then our legitimate interests in achieving the purposes named above.

- **To fulfill or meet the reason you provided the information.** For example, if you share your name and contact information to ask a question about our products or services, we will use that information to respond to your inquiry. If you contact us in relation to support for a Product or Service, we will use your Personal Information to provide you with support and to respond to your inquiries, including investigating, addressing your concerns, monitoring and improving our responses.

The types of Personal Information (refer to section 3 above) that are processed for this purpose include: Identifiers, Customer records information, Commercial information, Internet or Other Network Activity Information, Electronic and usage information, Audio, electronic, visual or similar information, Business Partner professional or employment-related information, and Inferences. To the extent relevant or applicable in your country or state, the legal basis for this processing is performance of contract or, if that is not applicable, then our legitimate interests in achieving the purposes named above.

- **As part of merger and acquisition processes.** We may be involved in merger or acquisition processes from time to time (as both a buyer or seller) and it may be necessary for us to process data about you in connection with these processes.

The types of Personal Information that are processed for this purpose may include any of the types included in section 3, above. To the extent relevant or applicable in your country or state, the legal basis for this processing is our legitimate interests in achieving the purposes named above.

- **Technical support.** We will process personal data about you if this is necessary to provide technical support in relation to any of the Services.

The types of Personal Information that are processed for this purpose may include any of the types included in section 3 above. To the extent relevant or applicable in your country or state, the legal basis for this processing is performance of contract, or, if that is not applicable, then our legitimate interests in achieving the purpose named above.

- **Other activities.** We may process your Personal Information for other purposes for which we provide specific notice at the time of collection.

The types of Personal Information (refer to section 3 above) that are processed for this purpose, and, to the extent relevant or applicable in your country or state, the legal basis, depends on the circumstances.

We also process sensitive personal information described in this Privacy Policy for the following purposes:

- Performing the services or providing the goods reasonably expected by an average consumer who requests those goods or services;
- Helping ensure security and integrity to the extent the use of the consumer's sensitive personal information is reasonably necessary and proportionate for these purposes;
- Performing services on our behalf, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, or providing similar services on our behalf;
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us.

The types of Personal Information (refer to section 3 above) that are processed for this purpose are sensitive personal information. To the extent relevant or applicable in your country or state, the legal basis for this processing is performance of contract, or, if that is not applicable, then our legitimate interests in achieving the purposes named above.

5. How We Disclose Your Personal Information

At NETGEAR, we only disclose your Personal Information when we have legitimate business reasons for doing so, for instance, with third parties acting on our behalf who are contractually obligated to ensure such information is used only for purposes of providing services to NETGEAR. We disclose the following categories of Personal Information (in each case, the categories of Personal Information are further explained in Section 3 above titled "NETGEAR's data collection practices"):

- Identifiers;
- Customer records information;
- Demographic information;
- Commercial information;
- Internet or other electronic network activity information;
- Geolocation data;

- Audio, electronic, visual or similar information;
- Professional or employment-related information;
- Inferences;
- Sensitive personal information; and
- Electronic and usage information.

We disclose these categories of Personal Information for our business purposes (listed in Section 4 above, titled "How We Use Your Personal Information") in the following ways, or as otherwise disclosed to you at the time of data collection:

- **Within the NETGEAR family of companies worldwide.** We may share the Personal Information we collect with our headquarters and affiliates.
- **With our vendors, service providers, agents and representatives.** We may disclose Personal Information with our vendors, service providers, agents, representatives, resellers, distributors, referral partners and integrators who support our business and perform services on our behalf based on our instructions and in compliance with appropriate confidentiality and security measures. Examples of services include: processing of orders and credit card transactions, detecting and preventing fraud, providing customer support, creating and delivering marketing content, and assisting us with sales-related efforts or post-sales support. This also includes our service partners with whom we offer co-branded services such as security software, or engage in joint marketing activities. For example, if you purchase our 'Netgear Armor Powered by Bitdefender' solution, we share Personal Information with Bitdefender in connection with your subscription and the operation of the solution.
- **Advertising partners.** To advertise our Services, we may disclose non-sensitive Personal Information about you and how you use the Services to advertising partners such as online ad networks and social media platforms. These third parties may use their own tracking technologies to process information about you, please see Cookies below for additional details.
- **With the administrators authorized by your organization (if you access our services through a subscription administered by your organization).** For example, if your organization has subscribed to one of our Software-as-a-Service (SaaS) platforms, we may share Personal Information with the administrators

authorized by your organization to manage the use of the platform within your organization.

- **We may disclose information with any successor to all or part of our business.** We may sell, transfer or otherwise share some or all of its assets, including Personal Information, in connection with a merger, acquisition, reorganization, sale of assets, divestiture or spin off of assets into a separate business, or similar transaction, or in the event of insolvency or bankruptcy. Should such an event occur, we will use reasonable efforts to direct the transferee to use Personal Information you have provided to us in a manner that is consistent with this Privacy Policy.
- **We may disclose information for legal reasons.** We will share Personal Information with companies, organizations or individuals outside of NETGEAR if we have a good faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
 - meet any applicable law, regulation, legal process or enforceable governmental request;
 - enforce applicable Terms of Use, including investigation of potential violations;
 - detect, prevent, or otherwise address fraud, security or technical issues;
 - protect or defend our rights, or for our operational business purposes; or
 - protect against harm to the rights, property or safety of NETGEAR and its employees, our users or the public as required or permitted by law.
- **Third Party NETGEAR Academy certifications.** If you complete a third-party certification posted on NETGEAR Academy, we will share the following Personal Information with the third-party course provider: first and last name, username, certificate title and result (e.g., pass/fail), date of certificate issuance, and certificate code.
- **Other.** If we otherwise notify you and you consent to the sharing.

6. Your Rights and Choices

Depending on your country or state of residence, you have certain rights regarding the Personal Information we maintain about you and certain choices about what Personal Information we collect from you, how we use it, and how we communicate with you. Below is information about your rights and choices. You may exercise any of your rights and choices at any time as follows:

- Complete this [Web Form](#)
- E-mail: privacypolicy@netgear.com
- Use our toll-free telephone number: 1-866-203-9039
- You may also contact our Data Protection Officer at dpo.netgear@fieldfisher-tech.com.

Please note that there are a variety of scenarios where we cannot fulfill your request or can only partially fulfill it (for example, when you request your Personal Information be deleted but it is subject to a legal obligation for NETGEAR to maintain). In such scenario, we'll comply with law and inform you that we cannot fulfill or can only partially fulfill your request.

You can request one or more of the below under applicable law:

- The **right of access** means that you have the right to request access to the personal information we have processed about you. Additionally,
 - We recognize the laws of California and Oregon that enable their residents to request information about the categories of Personal Information we collected about you, the categories of sources from which we collected it, the business or commercial purpose for collecting it, the categories of Personal Information about you that we disclosed or sold or shared and the categories of third Parties with whom we disclosed or sold or share it; and
 - We recognize the laws of Minnesota and Oregon that enable their residents to request access a list of the specific third parties, other than natural persons, to which we have disclosed personal information by clicking the link, "Cookie Preferences" in the footer of the Site.
- The **right of deletion or erasure** means that you have the right to request that we delete personal information collected or maintained by us, subject to certain exceptions. Please note that in some cases, deleting your personal information would require you to close your account and/or cancel your subscription.
- The **right to correction** means that you have the right to request that we correct any inaccurate Personal Information we maintain about you, subject to certain exceptions.
- We recognize that the laws of UK, EEA, and Switzerland that enable their residents to **object to the processing** of their personal information; ask us to **restrict processing** of their personal information or **request the portability** of their

personal information. Please note that in some cases, objecting or restricting the processing of your personal information may require you to close your account and/or cancel your subscription.

- You have the right to **not be retaliated against** for exercising any of your privacy rights.
- For those who receive NETGEAR marketing, we provide a variety of controls empowering you to **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. You can also opt-out of personalized online advertising [HERE](#). To opt-out of other forms of marketing (such as postal marketing or telemarketing), please contact us using the contact details provided under the "[How to Contact Us](#)" heading below.
- Similarly, if we have collected and process your personal information with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the **right to complain to a data protection authority** about our collection and use of your personal information. For more information, please contact your local data protection authority.
- **To appeal** our denial of a request you have made under applicable law, you may contact us using the contact details provided under the "How to Contact Us" heading below. Please enclose a copy of, or otherwise specifically reference, our decision on your request, so that we may adequately address your appeal. We will respond to your appeal in accordance with applicable law.
- We recognize the law in California enables residents to **limit the use or disclosure of their “sensitive personal information”** (as defined in the CCPA) if it is used for certain purposes. In the limited circumstances that we process sensitive personal information as defined by the CCPA, we do not use or disclose it other than for disclosed and permitted business purposes for which there is not a right to limit under the CCPA.
- We do not sell personal information in the traditional sense (i.e., for money). However, some laws define “sale” and “targeted advertising” broadly which may include some types of personalized advertising and analytics. Such laws allow

residents to **opt you out of the “sale” or processing of Personal Information for “targeted advertising” purposes**. We enable all US residents to exercise this right, and non-US residents can use the similar right to restrict our processing [HERE](#).

- **Global Privacy Control & Do Not Track.** Some browsers and browser extensions support the “Global Privacy Control” (GPC) that can send a signal to the websites you visit indicating your choice to opt-out from certain types of data processing, including data sales and/or targeted advertising, as specified by applicable law. When we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPC setting that is recognized by regulation or otherwise widely acknowledged as a valid opt-out preference signal. Please note the GPC does not work to opt you out for personal information that is associated solely with non-device identifier data such as your name or email address. If you would like more information about opt-out preference signals, including how to use them, the GPC website has additional information (<https://globalprivacycontrol.org/>).

Unlike GPC, some websites have “do not track” features that allow you to tell a website not to track you, but such features are not all uniform. We do not currently respond to “do not track” signals.

- **Profiling and Automated Decision Making.** We do not engage in profiling of consumers in furtherance of automated decisions that produce legal or similarly significant effects, as those terms are defined under applicable law.

Please note: Your rights and our responses may vary based on your state or country of residency. Depending on your country or state, you may be able to designate an authorized agent to exercise these rights on your behalf. Please note that to protect your Personal Information, we will take reasonable steps to verify your identity by a method appropriate to the type of request you are making. For example, this could include sending an e-mail to an account on record, or asking you to identify a recent transaction or communication. We may also request that your authorized agent have written permission from you to make requests on your behalf, and we may also need to verify your authorized agent's identity (in addition to your own identity) to protect your Personal Information.

While we will make reasonable efforts to accommodate your request, we reserve the right to impose certain restrictions or requirements on your request, if allowed by or required by applicable law, and we may decline to honor a request if an exception applies under applicable law. We will respond to your request consistent with applicable law. We may

need certain information in order to provide the Services to you; if you ask us to delete it, you may no longer be able to use the Services.

Cookies

Many browsers are set to accept Cookies by default. You can disable certain Cookies through our “Cookie Preferences” link that can be found on all of our webpages or by your browser or device settings. Please consult your browser “Help” menu and device settings for more information. Certain Cookies (“essential” or “strictly necessary” cookies) may not be disabled as they are essential for the Services to function.) If you disable Cookies using a browser or device setting, that setting will apply only to the browser or device you are using. If you disable some or all Cookies, the Services may not function as intended and some features may be unavailable.

- Analytics: We and our vendors may use third-party analytics services on the Services to help us understand how users engage with the Services, including Google Analytics. These parties may use Cookies to help collect, analyze, and provide us with reports and/or data. For more information about Google Analytics and how it collects and processes data, please visit: <https://policies.google.com/technologies/partner-sites>. To opt out of Google Analytics using your information for analytics purposes, see: <https://tools.google.com/dlpage/gaoptout>.
- Advertising: We and third parties may use certain of the information we collect to tailor the advertising you see online. Some tailored advertising is carried out using Cookies. For Services offered via an Internet browser, you may be able to set your browser to refuse certain types of cookies or alert you when they are being used, as explained above. In addition, you may go to the Digital Advertising Alliance (“DAA”) [Consumer Choice Page](#) for information about opting out of tailored advertising for DAA members. If you are a resident of the EEA, UK, and Switzerland, you may also visit the [Your Online Choices](#) website to learn more and manage your ad choices regarding participating companies. For Services offered via mobile devices, mobile devices often include settings to help you manage how your device collects and discloses information for advertising purposes. Opting out of tailored advertising does not prevent you from seeing ads online; instead, the ads you see are less likely to be customized to your interests.

We make no representation about the accuracy, effectiveness, or continued availability of these third-party opt-out mechanisms. Modifying your browser or device settings or opting out of tailored advertising via your browser or device may have different results depending on the type of device or web browser you use and the version of your device operating system. Opting out is generally effective only on a device-by-device, or browser-by-browser basis. If you use more than one browser or device, the effect of any opt-out mechanism may be limited to the device on which you used the mechanism.

7. Specific state disclosures for U.S. residents

Disclosures for California Residents

If you are a California resident, the California Consumer Privacy Act (“CCPA”) requires us to provide you with some additional information. Depending on how you use the Services:

- We collect, use, and disclose for our business and commercial purposes, the following categories of information about you or your use of the Services:
 - Identifiers (such as name, address, email address); commercial information (such as transaction data); financial data (such as credit card information); device information and identifiers (such as IP address); internet or other network or device activity (such as browsing on our site); professional and employment related information; location data; audio or visual information (such as if you call customer service); demographic data (such as gender); inference data; and other information that identifies or can be reasonably associated with you.
 - Please see “NETGEAR's data collection practices” above for more information
- We use the above categories of information:
 - to provide you with the Services; to maintain, improve and develop our Products and Services; internal data analyses; to market and advertise; to protect our company, prevent fraud and securing our products; for compliance with law; to fulfill or meet the reason you provided the information. Please see How We Use Information above for more information.
 - Please see “How We May Use Your Personal Information” for more information.
- **Disclosure About Selling or Sharing of Personal Information.** As mentioned above, NETGEAR may provide third parties with certain Personal Information for advertising or certain analytics purposes, including identifiers such as device identifiers or hashed contact information, certain internet and network activity information. California law has a broad definition of “selling” and “sharing” of personal information. We may also share your Personal Information with our affiliates and trusted partners in arrangements that may meet the broad definition of “sale” or “share” under California law. In these arrangements, use of the information we share is limited by policies, contracts, or similar restrictions. We do not,

however, have actual knowledge that we sell or share Personal Information of California consumers under 16 years of age. You may opt out of our use of your Personal Information for purposes that are considered a “sale” or “targeted advertising” by visiting this [link](#) and submitting the form. Please note that you must complete the opt-out on each browser or device you use. If you have a legally recognized browser-based opt out preference signal turned on through your browser, we recognize the preference expressed by this signal in accordance with applicable law.

- **Retention.** We keep your information as long as we determine reasonably necessary to fulfill the purposes described above, unless a longer retention is required or permitted by law. Our retention is based upon the amount, nature and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we process the information, applicable legal requirements, and our legitimate interests.
- **Disclosure About Direct Marketing.** California Civil Code § 1798.83 permits California residents to annually request certain information regarding our disclosure of Personal Information to third parties where the business knows or reasonably should know that the third parties used such Information for their own direct marketing purposes in the preceding calendar year. A business is not required to provide this information where it adopts and discloses, in its privacy policy, a policy of not disclosing such Personal Information to third parties for their “direct marketing purposes” 1) unless the resident first affirmatively agrees or 2) if the resident has exercised an option that prevents that information from being disclosed. We maintain such a policy. Specifically, we provide California residents the ability to exercise rights under the California Consumer Privacy Act (“CCPA”) to opt out of “sharing” of their personal information for cross-context behavioral advertising and “sales” of their personal information (as such terms are defined by the CCPA). Such opt out would apply to any disclosures covered by 1798.83 were they to occur. You can visit [here](#) to exercise those CCPA rights. That said, NETGEAR does not share Personal Information with third parties that we know or reasonably should know they use for their own direct marketing purposes (pursuant to California Civil Code Sec. 1798.83) without your affirmative agreement.
- **Disclosure about Financial Incentives.** From time to time, we may offer financial incentives, such as coupons, discounts or other price reductions, for our products and services in exchange for your enrolment in email updates, newsletter delivery, contests, or similar communications. The amount or nature of the coupon, discount

or other price reduction will be specified in each instance at the time the Personal Information is to be submitted. To receive these financial incentives, you will be asked to provide certain Personal Information, for example to provide your email address in order to receive a discount coupon or to provide your details in order to participate in a contest. You can opt into the financial incentive by submitting your Personal Information. If you do not wish to opt into the financial incentive, do not submit the Personal Information. You can opt out of the financial incentive at any time. To do so, please use the contact information provided below in Section 12 to submit a request, or by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you.

Disclosures for Nevada Residents

We do not sell Covered Information (as such term is defined under Nevada law), and we generally do not disclose or share Personal Information as defined under Nevada law for commercial purposes.

8. Data Transfers

NETGEAR is a global business. Accordingly, we may transfer your Personal Information to recipients in countries other than your country, including the United States, where we are headquartered. These countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your Personal Information to other countries, we will protect that information as described in this Privacy Policy or as disclosed to you at the time of data collection. By using our Sites, Products, and Services or providing any Personal Information, where applicable law permits, you agree to the transfers, processing, and storage of your Personal Information outside of your country of residence.

If you are located in the EEA, we comply with applicable legal requirements providing adequate safeguards for the transfer of Personal Information to countries other than the country where you are located. In particular, we use contractual protections for the transfer of Personal Information to third parties, such as the European Commission’s Standard Contractual Clauses. Please contact us using the details in section 12 if you would like to receive a copy of these.

In addition, NETGEAR has self-certified to the EU-U.S. Data Privacy Framework, the UK Extension to the EU-U.S. Data Privacy Framework and the Swiss-U.S. Data Privacy Framework. For more information, see our Data Privacy Framework Notice below.

9. Data Privacy Framework Notice

NETGEAR complies with the EU-U.S. Data Privacy Framework ("EU-U.S. DPF"), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework ("Swiss-U.S. DPF") as set forth by the U.S. Department of Commerce. NETGEAR has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles ("DPF Principles") with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF, from the United Kingdom in reliance on the UK Extension to the EU-U.S. DPF. NETGEAR has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF.

- The Federal Trade Commission has jurisdiction over NETGEAR's compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF. If there is any conflict between the terms in this NETGEAR privacy policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the DPF Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, please visit <https://www.dataprivacyframework.gov/>.
- We may employ third party service provider companies and individuals to provide, improve, and protect the Sites, Products and Services on our behalf. We maintain contracts with service providers that restrict their access, use, and disclosure of personal data in compliance with our DPF obligations, including the onward transfer provisions, and we may be liable if they fail to meet those obligations and we are responsible for the event giving rise to damage. If you are an EU, UK or Swiss individual, where we transfer your personal data to such service providers, NETGEAR remains responsible for the processing of that data by them and shall remain liable if they process data in a manner inconsistent with the DPF Principles, unless NETGEAR proves that it is not responsible for the event giving rise to the damage.
- We may be required to disclose personal data that we receive under the Data Privacy Framework in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.
- If personal data covered by this Policy is to be used for a materially different purpose from that for which it was originally collected or subsequently authorized, or is to be disclosed to a third party in a manner not specified in this Policy, NETGEAR will

provide you with an opportunity to choose whether to have your personal data so used or disclosed. Requests to opt out of such uses or disclosures of personal data should be sent to us via e-mail to privacypolicy@netgear.com.

- Certain personal data, such as information about medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, is considered "sensitive personal data". We will not use sensitive personal data for a purpose other than for the purpose for which it was originally collected or subsequently authorized unless we have received your explicit consent for such use.
- If you are an EU, UK or Swiss individual, you have the right to access and seek corrections and deletion of personal data and may make such requests [HERE](#), or by contacting us using the contact details provided under the "[How to Contact Us](#)" heading below. Please note that before we can provide you with any access to information, correct any inaccuracies, or delete your personal data, we may ask you to verify your identity and to provide other details to help us respond to your request.
- Individuals with questions or complaints regarding this Privacy Policy should first submit inquiries via e-mail to privacypolicy@netgear.com.
- We have further committed to refer unresolved privacy complaints under the DPF Principles to an independent dispute resolution mechanism, JAMS, based in the United States. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://www.jamsadr.com/dpf-dispute-resolution> for more information and to file a complaint. This service is provided free of charge to you.
- If your complaint cannot be resolved through the above channels, under limited circumstances, you may invoke a binding arbitration option before a Data Privacy Framework Panel for some residual claims not resolved by other redress mechanisms. Additional information on the arbitration process is available on the Data Privacy Framework website at <https://www.dataprivacyframework.gov/framework-article/ANNEX-I-introduction>.

10. Legal Basis for Processing

We recognize that some laws require us to identify the legal basis for processing your personal information. To the extent relevant or applicable in your country or state, we identify the applicable legal basis for our processing in Section 4, above.

11. Alternate Privacy Policy Formats

If you are unable to access this Policy due to a disability or any physical or mental impairment, please contact us using the contact details in the next section below and we will arrange to supply you with the information you need in an alternative format that you can access. You can also access a printable version of this Policy [here](#).

12. How to Contact Us

If you have questions about this Policy or our practices you can contact us as follows:

E-mail: privacypolicy@netgear.com or write to us at:

NETGEAR Inc.
3553 N. First Street
San Jose, CA 95134 USA

Or

NETGEAR International Limited
6th Floor, Penrose Two,
Penrose Dock, T23 YY09
Cork, Ireland

You can also call our Toll-Free telephone number at: 1-866-203-9039.

You may also contact our Data Protection Officer at dpo.netgear@fieldfisher-tech.com.

Please note that NETGEAR, Inc, together with NETGEAR International Limited acting as its EU Representative, is the controller for the processing of your Personal Information when you are located in the EU, UK or Switzerland.

13. Children's Privacy

Our Products and Services are meant for adults. We do not knowingly allow children under 18 to set up NETGEAR or Meural accounts. If you are under 18, do not use the Sites or Services. If we learn that we have collected or received personal information from a minor under 18 without legally required consent, we will delete that information. If you believe

that we may have collected Personal Information from someone under 18, please let us know using the methods described in the How to Contact Us section and we will take appropriate measures to investigate and address the issue promptly.

Certain NETGEAR's products are also equipped with parental control features. To learn more about them, click [HERE](#).

14. How We Protect Your Personal Information

We intend to protect the Personal Information entrusted to us and treat it securely in accordance with this Privacy Policy. We maintain appropriate administrative, technical and physical safeguards to help protect Personal Information against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse, and any other unlawful form of processing of the Personal Information in our possession. We also contractually require that our suppliers protect such information from unauthorized access, use, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Sites or Services, you are responsible for keeping this password confidential and not sharing it with anyone. We also encourage you to use caution when using the Internet as it is not 100% secure. Accordingly, we cannot guarantee the security of your personal information transmitted electronically and we cannot promise that your use of our Sites and Services will be completely safe. Any transmission of personal information is at your own risk. We are also not responsible for circumvention of any privacy settings or security measures contained on the Sites.

If you participate in a discussion forum, local communities, or chat room on a NETGEAR website, you should be aware that the information you provide there (i.e. your public profile) will be made broadly available to others, and could be used to contact you, send you unsolicited messages, or for purposes neither NETGEAR nor you have control over. Also, please recognize that individual forums and chat rooms may have additional rules and conditions. NETGEAR is not responsible for the Personal Information or any other information you choose to submit in these forums. In some cases, we may not be able to remove your Personal Information, in which case we will let you know if we are unable to do so and why.

15. Retention of Personal Information

We retain your Personal Information for a period that is reasonably necessary in order that we can achieve the purposes for which the Personal Information was collected, including

to provide you the Services requested and to support our business purposes as listed above. As a result, different retention periods apply to different types of information.

We also take measures to delete your Personal Information or keep it in a form that does not permit identifying you when we determine this information is no longer necessary for the purposes for which we process it or when you request its deletion, unless we are allowed or required by law to keep the information for a longer period. We complete periodic reviews of our databases, and have established time limits for certain data deletion, taking into account the type of services provided in the context of the Products and Services, the length of our relationship with you, mandatory retention periods, and the statute of limitations.

16. Third Party Services

Our Services may contain features or links to websites and services provided by third parties. If you click on a link to a third-party site, you will be taken to a website(s) we do not control. These links are provided for your information and convenience only and are not an endorsement of the content of such linked websites or third parties. Any information you provide on third-party sites or services may be provided directly to the operators of such services and is subject to those operators' policies, if any, governing privacy and security, even if accessed through us. This Policy does not apply to the privacy practices of that website. We encourage you to read the privacy policy of such website carefully. We are not responsible for third party sites or services to which links or access are provided through our Services, nor are we responsible for their content or availability.

17. Updates to this Policy

We may update this Privacy Policy from time to time. If we modify our Privacy Policy, we will post the revised version here, with an updated revision date. We recommend that you visit these pages periodically to be aware of and review any such revisions. If we make material changes to our Privacy Policy, we may also notify you by other means as required by law prior to the changes taking effect, such as by posting a notice on our Sites or sending you a notification.