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August 26, 2010

The Honorable Edward Markey and The Honorable Joe Barton
Co-Chairmen
Bi-Partisan Privacy Caucus
U.S. House of Representatives
Washington, D.C. 20515

Re: Data Collection on Comcast.net

Dear Representatives Markey and Barton:

I am responding to your letter dated August 5, 2010 to Mr. Brian L. Roberts, Chairman and CEO of Comcast Corporation, regarding data collection on the Comcast.net website.

Comcast.net aggregates information and services from a diverse array of sources and serves over 15 million users each month. It offers all visitors to the website valuable content, such as news, entertainment, and sports, as well as a variety of services, such as search, casual gaming, and dating. In addition, for subscribers to Comcast's high-speed Internet, television, or telephone services, the site offers access to online account features, such as e-mail, voicemail, and account settings.

Comcast takes customer privacy very seriously, and we work hard to ensure that our practices comply with all applicable laws. We also believe that our relationship with our users is central to the success of our business, and we view the protection of our users' information as fundamental to continuing to be a trusted provider of services. Accordingly, Comcast strives at all times to maintain privacy practices that are among the best practices of the industry. To that end, on the Comcast.net website, we:

- fully explain the data collection and use practices for the Comcast.net website by posting on its web pages an explicit, clear, and comprehensive privacy policy that we voluntarily submit for review and certification by TRUSTe ("Privacy Policy"), together with additional information to help users understand our Privacy Policy and practices, such as a summary of the Privacy Policy and "Frequently Asked Questions" (all of which are available at <http://www.comcast.net/privacy/>, and which have been attached hereto as Attachment 1) and a page specifically devoted to the advertising practices on Comcast.net (available at <http://www.comcast.net/adinformation/>, and which has been attached hereto as Attachment 2);

- give users choice and control over when and how their personal information may be used, when it is used for purposes other than to deliver the services available on Comcast.net;
- only share the information we collect through Comcast.net with third parties that provide services on Comcast.net, and limit those third parties' use of that information to what is necessary to provide those services;
- disclose to users which third parties we use for analytics and advertising services on Comcast.net, and direct users to the privacy policies and available opt-out pages for those third parties; and
- do not sell the information we collect through Comcast.net.

With that background, please see the specific responses to your questions below. In addition, we are available to work with you and your staff to ensure that you have the information you need:

1. *What specific information about consumers does your company collect, either through your own website or through business relationships with third parties?*

Any visitor to Comcast.net can view most of the site's content without registering for a Comcast.net account. For these unregistered users, the Comcast.net site automatically logs commonplace information about how the user interacted with the site. These logs include, for example, the Internet Protocol ("IP") address of the user's computer, type of web browser (including the version number of the browser and the HTTP version supported by the browser), the requested URL (web page location), a timestamp, and whether the requested URL was properly delivered to the user by Comcast.net. Unregistered users may also customize certain Comcast.net features by setting up preferences relating to how they want Comcast.net to appear to them, such as the types of articles they would prefer to see on the Comcast.net homepage, their preferred ZIP code for weather reports and local news, and background color.

Users of Comcast.net may also choose to create an account with the site, or to use their existing Comcast cable television services account, to access certain premium services through Comcast.net as well as to further customize their preferences and experience on the site. For these registered users, the Comcast.net site collects the contact information that the user supplies (e.g., first name, e-mail address), the user's expressed preference to receive or not receive promotional e-mail from Comcast, and, if the user purchases cable television, high-speed Internet, or voice services from Comcast, the specifics of the user's services.

The Privacy Policy clearly explains what information the Comcast.net website collects from users and what controls they have over that information.

2. *If you have business relationships with third parties, please list the names of those third parties, including analytics firms.*

The Comcast.net website, like virtually all major similar websites, works directly with a number of trusted third parties to provide a wide array of content, products, and services to its users. The third parties with whom Comcast has relationships that involve collection or sharing of specific Comcast.net end user information fall into one of the following three categories:

- Third parties that act as vendors for Comcast, providing services to Comcast or to Comcast.net end users on Comcast's behalf without attribution to their own brand, and under obligation to keep all information collected or otherwise obtained through their provision of the service confidential and use it only for delivering services on Comcast.net or to Comcast ("Vendors").
- Third parties that deliver their service to Comcast.net end users using both the third party's brand and Comcast's brand (e.g., a dating or job search webpage that includes the Comcast brand, together with the brand of the third party) ("Co-Brand Providers"). Comcast obligates Co-Brand Providers to include their own brand on the service offering and post their privacy policies and terms of service on the web page(s) on which the service is offered to Comcast.net end users.
- Third parties that collect information as part of the delivery of their analytics, advertising, or search services on Comcast.net ("Analytics and Advertising Providers"). Comcast lists the Analytics and Advertising Providers for Comcast.net in the Privacy Policy, along with a link to the Analytics and Advertising Providers' own information collection practices and any opt-out offered by them.

Specifically, Comcast currently works with the following third parties to deliver the Comcast.net website and its services:

Vendors. [REDACTED]

Co-Brand Providers. Comcast has contracted with the following Co-Brand Providers: Bankrate, Inc. (personal finance); Blockbuster, Inc. (DVDs by mail); CDM Fantasy Sports Corp. (fantasy sports); Center.com, Inc. (horoscopes); ConsumerInfo.com, Inc. (credit scores); eHarmony, Inc. (dating); ESPN Internet Ventures, Inc. (sports content); Evolution Finance, Inc. (credit card services); Hewlett-Packard Company (Snapfish photo storage and printing); Kayak Software Corporation (travel); Kidzui, Inc. (family-friendly Internet software); Monster, Inc. (jobs); Move Sales, Inc. (moving); PriceGrabber.com, LLC (shopping); SurfMyAds.com, Inc. (coupons); The Weather Channel Interactive, Inc. (weather); Terra, Inc. (Hispanic content); and Vehix, Inc. (automotive).

Analytics and Advertising Providers. Comcast has contracted with the following Analytics and Advertising Providers: ComScore, Inc. (analytics); Google, Inc. (search and text advertisements); Omniture, Inc. (analytics); Pulse360, Inc. (text advertisements); Yahoo!, Inc. (display and video advertisements).

In addition to the specific relationships discussed above, Comcast has a number of business relationships that do not involve sharing or collection of specific user information, such as our relationships with providers of text, video, photographic, and data content available on Comcast.net. Representative providers include the Associated Press, Thomson Reuters, ABCNews, and Fox Sports.

3. *How does your company collect consumer information (e.g., direct consumer input, cookies, beacons, Flash cookies, other surveillance technologies)?*

Comcast collects information from Comcast.net users through a number of commonplace industry-standard methods, including: direct user input; activity logs created by the servers operating Comcast.net; HTTP cookies; and beacons. Comcast does not use Flash local shared objects (sometimes referred to as “Flash cookies”) as a surveillance technology or to collect information to create a behavior “profile” for a specific user. Comcast does, however, use Flash local shared objects to store information related to a user’s video playback experience on Comcast.net (e.g., the bitrate capability of the player, whether subtitles have been enabled).

4. *How does your company use the information it collects, both directly or through third parties, if applicable?*

Comcast uses the information it collects from a user of Comcast.net to deliver the features and functionality of the site to that user and to communicate by e-mail with that user. In addition, Comcast uses the information it collects from a user of Comcast.net to enforce Comcast.net’s terms of service and detect abuse of the site. As further described in the answer to Question #7, Comcast uses ZIP code and IP address to deliver local advertisements to users.

Comcast employs site usage information to help make editorial, product development, and technology decisions relating to Comcast.net.

5. *Does your posted privacy policy fully explain these data collection and use practices?*

Yes. The Privacy Policy fully explains the data collection and use practices for the Comcast.net website. In an effort to make the Privacy Policy easier for users to understand, Comcast also offers users a summary of the policy that contains a short description of each of the core sections of the Privacy Policy and a set of “Frequently Asked Questions” that offers questions and answers to Privacy Policy questions, such as “How can I control my web browser’s cookie settings?”. All of these documents are accessible from the web page <http://www.comcast.net/privacy/>, a link to which appears in the footer of Comcast.net (the standard position for a link to a website’s privacy policy), among other places.

As an additional element of making the Privacy Policy clear and reflective of industry standard best practices, Comcast voluntarily submits its data collection and use practices on Comcast.net, and the Privacy Policy, to TRUSTe for review and certification. Comcast has sought and received TRUSTe certification for Comcast.net every year since 2002. TRUSTe is the leading Internet privacy services provider, certifying websites and their privacy policies that satisfy the TRUSTe privacy program requirements (which are based on the Federal Trade Commission's Fair Information Principles).

6. *Does your posted privacy policy identify for consumers all affiliated and unaffiliated entities with which you share or provide access to consumer data, whether through direct disclosures, cookies, or some other means?*

The Privacy Policy lists the Analytics and Advertising Providers that Comcast uses on Comcast.net, and contains a hyperlink to each Analytics and Advertising Providers' privacy policy and any available opt-out. The list is available at the bottom of the web page <http://www.comcast.net/privacy/> and is available through the privacy section of the "Frequently Asked Questions" on Comcast.net.

As described in the answer to Question #2, Vendors with whom Comcast shares or gives access to specific user information are obligated to keep this information confidential and are only permitted to use it to deliver a service on Comcast.net. They have no independent rights to use the information. Vendors are not listed in the Privacy Policy.

In addition, Co-Brand Providers described in the answer to Question #2 are directly identified to users of the Comcast.net website as part of users' interaction with the Co-Brand Providers' services. For example, many of those providers require users to review and accept terms of service and a privacy policy that are specific to the Co-Brand Provider prior to using the co-branded service. Because those providers are directly and obviously identifiable by users, so that users are notified of their presence and practices when accessing their services, Comcast does not identify them in the Privacy Policy. Instead, Comcast requires Co-Brand Providers to make available their terms of service and privacy policies in the footers of the applicable provider's web pages.

7. *Does your company sell or otherwise monetize the information it collects?*

Comcast does not sell the information it collects through Comcast.net. Comcast.net, like many free websites, is supported by advertising. The advertising revenue generated by Comcast.net generally increases as the number of people that visit Comcast.net increases. Comcast uses information about how its users interact with Comcast.net to make editorial and product decisions about how to improve Comcast.net in the future (e.g., determining which types of content and which features and services are popular). Therefore, it could be said that Comcast.net "monetizes" user information by analyzing aggregate past user behavior on Comcast.net to build a better Comcast.net in the future, which increases the number of visitors to Comcast.net, and accordingly, increases the advertising revenue generated by Comcast.net

Comcast does not customize the advertising it displays on Comcast.net based on the identity of a specific user. Comcast does sell geographically customized advertising on Comcast.net, which is displayed based on either the ZIP code associated with a user's cable billing account, or the IP address of a user's computer, which can be used to approximate the location of the user in a general way (roughly the greater metropolitan area).

7a. *If yes, to which companies does it sell or otherwise disclose the personal information it collects?*

When an advertisement is customized based on ZIP code, Comcast.net discloses the ZIP code of an otherwise unidentified user to 24/7 Real Media U.S., Inc. and Pulse360, Inc., which are the third parties that deliver ZIP-code-specific graphical and text advertisements, respectively, on Comcast.net ("Third-Party Ad Servers"). These Third-Party Ad Servers are not permitted to use the ZIP code for any purpose other than providing advertising on Comcast.net, and are not permitted to associate the ZIP code with the user's name or contact information.

Comcast does not share any information with a Third-Party Ad Server when Comcast.net delivers an advertisement to a user that is customized based on an approximation of the user's general location, which is derived from the IP address of a user's computer. When the user's computer asks the Third-Party Ad Server to send the computer an advertisement, the computer gives the Third-Party Ad Server its IP address. The Third-Party Ad Server uses this IP address to approximate the user's greater metropolitan area, and then sends an advertisement that is relevant to that area back to that IP address.

7b. *What were the revenues associated with this sale or monetization for the last 12 months, or the most recent year for which your firm has such data?*

[REDACTED]

8. *Is your company aware of all third-party tracking devices that may be installed on a user's computer when the user visits your site?*

Comcast is aware of the tracking technologies that it employs to collect user information on Comcast.net. However, Comcast's ability to be aware of all third-party technologies used to collect user information through Comcast.net is limited because of the presence of third-party hosted or served content on the Comcast.net website. For example, it is common practice on the Internet today, and on Comcast.net, for display advertisements to be hosted and served by third parties. The tracking devices being used by those third parties are not fully within Comcast's control. Regardless, Comcast views the protection of its users' information as fundamental to continuing to be a trusted provider of services. Therefore, Comcast restricts the Analytics and Advertising Providers on Comcast.net from using certain technologies, like Flash local shared objects, to collect information, and, as described in the answer to question #14, Comcast offers its users a

list of the identities of those Analytics and Advertising Providers and offers its users hyperlinks directly to those third parties' privacy policies and any available opt-out. In addition, Comcast independently evaluates the Comcast.net website on a daily basis for third-party tracking technologies and has contracted with TRUSTe to perform a quarterly website safety review of Comcast.net on Comcast's behalf.

8a. *If yes, what evaluations does your company perform to discover such devices? If no, why not?*

Comcast scans the Comcast.net website daily in order to identify the third-party tracking technologies that are used on it. In addition, Comcast has contracted with TRUSTe to perform a quarterly website safety review of Comcast.net on Comcast's behalf.

8b. *What actions does your company take upon discovery of a previously unknown third party tracking device?*

If Comcast discovers a previously unknown third-party tracking technology, it promptly investigates the source of the technology and determines whether the technology should remain or be removed.

9. *Does your company serve different pages, content, or advertisements to visitors, based on information derived from tracking devices?*

No. Comcast does not serve different versions of Comcast.net, or different content or advertisements within Comcast.net, based on information derived from tracking devices.

10. *Does your company target individuals based on their health or financial status?*

No. Comcast does not target content to individuals on Comcast.net based on their health or financial status.

11. *Are there any user search or use habits that your company will not use for targeting purposes or tracking? If yes, what are they?*

Yes. Comcast does not target content or advertising to users of Comcast.net based on search or use habits.

12. *Has your company conducted a legal analysis of the applicability of communications and consumer privacy laws to the targeting and/or tracking practices utilized by your firm? If yes, please explain what this analysis concluded?*

Comcast has a long history of compliance with privacy laws, and respects and upholds applicable privacy laws. Comcast in-house counsel as well as outside privacy counsel periodically review the Privacy Policy and the operations of Comcast.net for compliance with applicable privacy laws. In 2009, for example, Comcast took the initiative to review the state of privacy practices in the industry, and generated a completely new and improved

Privacy Policy that it intended would make it a leader in the areas of user notice and control relating to the collection and use of information through Comcast.net.

In addition, on an ongoing basis, Comcast counsel reviews proposed business and technical initiatives involving customer information and data collection. Counsel then works with Comcast.net's business and technical teams to ensure compliance with applicable privacy laws before the initiative is implemented for users of the Comcast.net website.

13. *If your company tracks or targets visitors, how does it notify visitors to your company's site of this practice? If it does not provide notification, why not?*

Between the logs generated by the servers that operate Comcast.net, and the reports generated by the analytics providers listed in the answer to Question #2, Comcast is generally aware of all of the interaction between Comcast and end users that occurs through Comcast.net. This practice is disclosed to users in Section 3 of the Privacy Policy, Collection of Information. Comcast does not target the content or advertising shown to a specific user on Comcast.net based on this information.

14. *If a user does not want to be tracked or targeted upon visiting your site, how would the user effectuate this preference?*

Comcast offers users a number of options for controlling customized content on Comcast.net and Comcast provides users with information regarding the technologies used generally by Comcast.net so that users can make choices about those technologies. Specifically:

- Comcast offers users the ability to opt-out of having advertisements customized to their cable billing ZIP code through Comcast.net's Ad Information page (available at <http://www.comcast.net/adinformation/>). This Ad Information page also includes links to the privacy policies and available opt-outs of third-party advertising networks used on Comcast.net. A hyperlink to this Ad Information page is displayed to users below each display advertisement on Comcast.net, and is also included within the Privacy Policy and the privacy section of the "Frequently Asked Questions" on Comcast.net.
- Comcast also maintains, in the Privacy Policy, a list of Analytics and Advertising Providers used by Comcast on Comcast.net. That list contains a hyperlink to each Analytics and Advertising Providers' privacy policy, and a hyperlink to any available opt-out. The list is available at the bottom of the web page <http://www.comcast.net/privacy/> and is available through the privacy section of the "Frequently Asked Questions" on Comcast.net.
- Comcast also provides users of Comcast.net with a "Customer Control" section of the Comcast.net "Frequently Asked Questions," that contains the information set forth in the preceding two paragraphs, as well as additional information about, including how to control the use of, HTTP cookies and Flash local shared objects.

15. Please explain whether your company provides the ability of consumers to “opt-in” to the use of these practices or “opt-out”, including whether they have an option to prevent both collection and use of their data. If your company provides the opportunity to opt-out, how many visitors have chosen this option according to your company’s most recent data?

Comcast offers users a number of options for controlling the level of customization on Comcast.net, as set forth in the answer to Question #14. As of August 6, 2010, approximately 65,000 users have opted out of receiving ZIP-code-specific advertisements on Comcast.net, which represents approximately 0.9% of the total users to whom Comcast could potentially show ZIP-code-specific advertisements on Comcast.net.

TRUSTe, whose seal is prominently displayed in the Privacy Policy, offers a dispute resolution process through which users of Comcast.net can use TRUSTe as an intermediary to answer a question or resolve a complaint relating to the Privacy Policy. Out of the 15 million people who use Comcast.net every month, only a handful have used this dispute resolution process since January 1, 2010.

Thank you for the opportunity to provide this information. Providing the best customer experience is of paramount importance to Comcast, and we appreciate the opportunity to assist the House Bi-Partisan Privacy Caucus to ensure that consumers have the best possible experience on Comcast.net.

Please let us know we can be of any further assistance in your inquiry.

Sincerely,



David L. Cohen
Executive Vice President
Comcast

Attachment 1

Privacy Policy and Frequently Asked Questions

Privacy Policy

[Privacy Policy Archive \(Previous Versions\)](#)

Effective February 16, 2010
[Learn More](#)

Web Services Privacy Policy February 16, 2010

Summary ([Jump to Full Policy](#))

What the Privacy Policy does

The Web Services Privacy Policy describes the information Comcast collects about you, how Comcast uses that information, and how Comcast protects your privacy when you use these Websites and the services and software we offer there: <http://www.comcast.net/>, <http://www.fancast.com/>, <http://www.xfinity.com/>, <http://www.chirp.com/>, and <http://www.plaxo.com/>.

This summary gives you some key points from the Privacy Policy, but you should read the whole Privacy Policy to get a full understanding of our privacy practices.

What the Privacy Policy does not do

Please note: the Privacy Policy *does not* tell you what information we collect and how we use it when you use other Comcast services (Comcast Digital Cable with On Demand, Comcast Digital Voice or Comcast High speed Internet). These services have their own privacy policy, which we post at <http://www.comcast.com/customerprivacy/> and mail to subscribers.

The TRUSTe Seal

Our two most widely used Websites - comcast.net and plaxo.com - post the TRUSTe Seal. This means that TRUSTe has reviewed the privacy practices on these Websites, and you can contact TRUSTe about a privacy concern if we don't resolve it to your satisfaction. We are working with TRUSTe to add the Seal to other Comcast Websites as well.



The Information Comcast Collects and How It is Used and Shared

We want you to understand what kinds of information may be collected about your use of the Websites and Web Services, and what we might do with that information.

Comcast collects two types of information from people who use its Websites: (i) information that identifies a particular person using a Website, and (ii) information that provides facts about a person without identifying him or her (i.e., anonymously).

Information that Identifies Someone

Information that identifies a particular person could be a name, address or Social Security number, for example. We will not share this information with an advertiser, and we will not share it with another Website or company, unless you tell us to (for example, if you want to post information from your Plaxo page on your Facebook page).

We also use this kind of identifying information to provide services to you. For example, we may use it to bill you for services, to check your credit, to confirm your identity when you login, or to communicate with you. Sometimes we use other companies to help us provide our services. We may share your information with these companies, but they are required to protect it and to use it only to provide services to you.

Information that Does Not Identify a Specific Person

Information that *does not* identify a person could be an anonymous record of online activity, or information you put in a profile - like your zip code, your age or your gender (when it's used without your name). We routinely collect this kind of information and use it to improve your experience, -for example, by showing you content and advertising that may be more relevant and interesting to someone like you. Sometimes we share this kind of anonymous information with other companies that help us deliver and improve our services.

Your Information May be Shared Among Comcast Companies

The Web Services are provided by various companies that are part of Comcast. We may share your information among these Comcast companies so we can make it easier for you to use several Web Services seamlessly. Also, if you use the Web Services in connection with other Comcast services (for example, to set your DVR online to record a show on your television), we may need to share your information with the Comcast companies that offer those services, too.

Disclosure of your Information

We respect and protect your privacy, but it is possible that we may be required to provide information about you to a court or law enforcement agency. We will only disclose your information if we are legally required to do so— if we receive a valid subpoena, court order, or search warrant, for example.

Your Choices

We want you to know how you can control the personal information that we may collect. When you use the Websites and Services that post the Privacy Policy, you are agreeing that the policy applies to you.

Registering

You may choose not to register for any one of the Web Services (or for all of them) if you do not want to share information that identifies you when you use that Website.

If you do register, we will give you a chance to create a profile. We may use some of the information in that profile to choose the content and advertising we think you would like to see.

When you register, we may also send you email about other products and services. You may choose not to receive these messages. However, we will still send you email with information about the specific services you use.

Plaxo

Plaxo users have several choices about how to share information from their address books and calendars. The Privacy Policy explains how you can make those choices.

Advertising Networks

Advertising networks help us display ads to you. They may use cookies and other technology to identify your interests so they can give you more useful ads. In the Privacy Policy, we give you the links to the "opt-out" pages for the ad networks that we use. You can elect to tell them not to collect information from you.

Blogs and Forums

If you choose to post information on blogs or forums on the Websites, it will not be private. Once the information is posted, other users may copy or store it.

Transferring Information to Social Networking Sites and Services

You may choose to use social networking Websites to share information from your Comcast profile, or information about what you do when you use the Comcast Web Services. If we get instructions to send your information to one of these Websites, with your valid Comcast login information included, we will accept the instructions to transfer your information.

Changes to Comcast's Business or the Privacy Policy

If Comcast's business changes—for example, if our company merges with another company or we sell one or more of the Comcast companies that provide the Web Services—we may give the new owners of the Web Services your information. If this happens, we will tell you. We will also let you know if the Privacy Policy changes for any other reason, so you can decide whether you want to continue using the Web Services.

Full Policy

1. About the Privacy Policy and the Comcast Web Services

The Comcast family of companies respects your privacy. Within this Web Services Privacy Policy ("Privacy Policy") the term "Comcast" or "we" will refer to Comcast Cable Communications Management, LLC, Comcast Interactive Media, LLC, and their respective subsidiaries and affiliates that own and operate Websites and Internet services on their behalf. The term "you" refers to you as a user of Comcast's Websites or Internet services described below. The term "Personally Identifiable Information" or "PII" refers to information that identifies a specific person, such as the person's name, address, social security number, financial account number, or phone number. The term "Non-Personally Identifiable Information" or "non-PII" refers to information that is anonymized, aggregated, or does not identify a specific person, such as a person's age, gender, ZIP code, or other information when that information is not used with Personally Identifiable Information.

What does this Privacy Policy cover?

This Privacy Policy explains how Comcast will use the information that you provide when you use these Comcast-owned and operated Websites and services:

- a. the Websites www.comcast.net, www.fancast.com, www.chirp.com, www.xfinity.com, and www.plaxo.com (the "Comcast Sites"); and
- b. the Plaxo Network (together with all other software and services provided directly or indirectly by Plaxo, including those services made available through application programming interfaces ("APIs") and services offered through third parties integrating Plaxo functionality, collectively the "Plaxo Service") (collectively, (a) and (b) the "Comcast Web Services").

What is outside the scope of this Privacy Policy?

This Privacy Policy **does not apply** to your use of any other products or services provided by Comcast such as Comcast Digital Cable with On Demand, Comcast Digital Voice, and Comcast High Speed Internet. If you subscribe to or use one or more of these services, you can see the privacy policy that applies to the residential versions of these services by visiting <http://www.comcast.com/customerprivacy/>.

This Privacy Policy also **does not apply** to Comcast's use of information provided by you when you sign up for or use the Fancast Store (store.fancast.com). Comcast's use of the information you provide through the Fancast Store is described in the Fancast Store Privacy Policy, available at <http://store.fancast.com/PrivacyPolicy.aspx>.

Some of the Comcast Web Services contain links to other Websites, including Websites of third parties who are acting on our behalf as our agents, suppliers, or providers. These other Websites are not operated by Comcast and have their own privacy policies that we encourage you to read before you use them. Other sites that we link to may contain Comcast branding, but these non-Comcast Websites and resources are provided by companies or persons other than Comcast. Examples of these non-Comcast Websites include Websites where you are required to log-in using a username and password other than your username and password for the Comcast Web Services, such as the Jobs channel and the Dating channel on Comcast.net. This Privacy Policy **does not apply** to those non-Comcast sites. Those sites will have their own policies that we encourage you to read before you use them.

2. Comcast is a Member of TRUSTe

Comcast is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent organization whose mission is to enable individuals and organizations to establish trusting relationships based on respect for personal identity and information by promoting the use of fair information practices. Comcast is committed to maintaining your privacy and believes that, as a user of the Comcast Web Services, you are entitled to know how Comcast gathers and uses information collected on its TRUSTe certified Websites. As a demonstration of Comcast's commitment to Comcast's users' privacy, Comcast has voluntarily agreed to have its privacy practices for the Websites <http://www.comcast.net/> and <http://www.plaxo.com/> reviewed for compliance by TRUSTe.

If you have privacy questions or concerns regarding the Websites <http://www.comcast.net/> and <http://www.plaxo.com/>, you should first contact Comcast. If you are not satisfied with our response, you can also contact TRUSTe through the TRUSTe Watchdog Dispute Resolution Process, at http://www.truste.org/consumers/watchdog_complaint.php. TRUSTe will serve as a liaison with Comcast to try to help resolve your concerns.



The TRUSTe program reviews and certifies only the information practices on the Websites <http://www.comcast.net/> and <http://www.plaxo.com/>. TRUSTe does not review or certify the privacy practices related to any other Comcast Websites, software programs, products, or services including Comcast Digital Cable with On Demand, Comcast Digital Voice, Comcast High Speed Internet, or the Fancast Store.

3. Collection of Information

All Users

Comcast, or third parties acting on Comcast's behalf, routinely logs Non-Personally Identifiable Information that is automatically generated when all users visit or use the Comcast Sites, as a by-product of the user's activities ("**Web Log Data**"). This information includes, but is not limited to, Internet protocol ("IP") header information that is automatically passed between a user's computer and the Comcast Sites, such as the computer's IP address, the browser being used at the time, and the URL of the webpage on the Comcast Sites that the browser requested. This information may also include details relating to the activities users perform within the Comcast Sites, such as what links they click on, in what order they access specific web pages within the Comcast Sites, and the search queries they perform on the Comcast Sites.

Some of the Comcast Web Services allow you to store certain details and preferences that help you personalize that Comcast Service ("**Preference Data**"). This Non-Personally Identifiable Information may include ZIP code, age, gender, favorite genre to watch on television, and preferred type of news. Comcast stores Preference Data in a cookie that it places on your computer. We do this so that you do not have to enter this data every time you return to the Comcast Sites. We may also use the Preference Data to deliver other personalized services and features of the Comcast Web Services.

Registered Users

Comcast asks you to provide certain information when you initially register to use the Comcast Web Services and then afterwards may ask you to provide additional information when you use certain Comcast Web Services for the first time. In addition, Comcast also collects information about your use of the Comcast Web Services as a registered user. This table summarizes the different types of information that we may collect from you when you register for the Comcast Web Services and use the Comcast Web Services as a registered user.

Type/Name	When Collected	Representative Examples
Registration Data	When you create an account for the Comcast Web Services or subsequently modify your Registration Data	First and last name, username, password, e-mail address, mailing address, phone number, gender, and date of birth
Profile Data	The first time you access certain Comcast Web Services after you have created an account or subsequently modify your Profile Data	Additional e-mail addresses, lists of people to connect with through certain Comcast Web Services, school affiliations, movie genre preferences, and notification preferences for products and services made available by Comcast
Activity Data	When you log-in to your account and use the Comcast Web Services	Flagging or rating news articles, movies, television shows or other content, posting blog entries or comments, sharing URLs, and content and data feeds from non-Comcast social networks or services that you choose

Collectively, your Registration Data, Profile Data, Activity Data, and any other generally available demographic data about you that Comcast gathers from other sources is referred to as "**Your Data**." Your Data does not include information that third parties may independently gather from other Websites about you using their own cookies, as further described in this Privacy Policy.

Most Comcast Sites have their own pages where you can manage certain portions of your Registration Data and Profile Data relevant to that specific Comcast Site. For your reference, those pages can be found here:

<https://preferences.comcast.net/>

<http://www.fancast.com/myfancast/home>

<http://www.plaxo.com/settings/account>

4. Use of Information

Comcast uses Web Log Data, Preferences Data, and Your Data, including both Personally Identifiable Information and Non-Personally Identifiable Information in both aggregated and individual forms, to provide the Comcast Web Services and support them. We may process and use this data for purposes consistent with this Privacy Policy including, but not limited to:

- Customize, measure, and improve the Comcast Web Services, and the content and advertising provided through them;
- Enforce our Web Services Terms of Service and detect fraud and other illegal activities;
- Bill and collect for any applicable fees or charges;
- Let you know about new products or services from Comcast or other companies we work with as well as promotional offers, based on your preference settings;
- Let you know about changes to the Comcast Web Services, the Web Services Terms of Service, this Privacy Policy, and other terms that apply to our services; and
- Update any programs or other tools that we provide in conjunction with the Comcast Web Services.

Comcast may use Web Log Data, Preferences Data, and Your Data in these forms for internal business purposes, such as determining how much traffic certain portions of the Comcast Web Services receive, for license reporting and assessment of service levels, to better understand how the Comcast Web Services are used, to gauge traffic patterns and determine what types of content and services are most popular with users of the Comcast Web Services, or determining which search queries on certain Comcast Service are the most popular.

Comcast may also use Web Log Data, Preferences Data, and Your Data to customize the Comcast Sites and Services and make them more relevant to you. For example, Comcast may use such data to determine which news articles, movies, or television shows to recommend to you.

Comcast may use your Registration Data to verify that you are the person authorized to use the Comcast Web Services or to manage your account. Comcast may also use your Registration Data to determine whether your Comcast Digital Cable with On Demand subscription allows you to access premium content or services offered through some of the Comcast Sites. For example, Comcast may use this subscription information to permit you to access, via one or more of the Comcast Web Services, certain programming included in your Comcast Digital Cable with On Demand package or to recommend additional Comcast products and services that it thinks may be of interest to you.

5. Sharing of Information

Comcast uses third parties to assist us in delivering parts of the Comcast Web Services to you. We may share portions of Your Data with these third parties to the extent necessary for them to provide these services. These companies are acting on Comcast's behalf and are required, by contract with Comcast, to keep this information confidential and are only authorized to use it for specific purposes. As described in more detail below, Comcast may also provide Non-Personally Identifiable Information elements of Your Data to third parties who deliver ads to you on Comcast's behalf. Comcast will not provide your Personally

Identifiable Information to these advertisers unless you expressly authorize us to do so.

Comcast may also share Web Log Data and Preference Data, which do not contain Personally Identifiable Information, with third parties. For example, Comcast may share traffic data for one of the Comcast Sites with a third party that analyzes and publishes Website traffic surveys. Or, Comcast may share Web Log Data and Preference Data with one of the providers of movies on www.fancast.com, so that Comcast and the provider can determine what additional movies that provider should show on www.fancast.com.

Comcast may also share Web Log Data, Preference Data, and Your Data within its internal family of companies solely to provide you with the Comcast Web Services, other cross-platform services, and advertising it thinks may be of interest to you. For example, Comcast will share your Registration Data within its internal family of companies to provide you with online access to content from premium networks that are part of your Comcast Digital Cable with On Demand subscription if you have signed up for that service, and to make you aware of other Comcast products and services it thinks may be of interest to you. This sharing occurs when you sign up for and use these other services, and may be necessary for us to provide them. If you do not want Your Data shared with a specific service, then you may choose not to sign up for that service or stop using it at any time if you have already signed up for it.

You may authorize other Internet sites such as MySpace or Facebook to access and publish on their Websites some of Your Data, including your Activity Data. For example, you may enable a Facebook widget to access and publish to your Facebook page what shows you watch on www.fancast.com. In addition, certain Comcast Web Services allow you to use your contact lists from Internet sites such as MySpace or Facebook to share portions of Your Data, including your Activity Data, with others. For example, www.chirp.com may allow you to comment on your favorite television show on www.fancast.com, and then share that comment with all of your Facebook friends. If you provide Comcast with your credentials for this kind of Internet service and use the features of the Comcast Service that share information across these Internet services, or, if one of these Internet service contacts Comcast using your Comcast Web Services credentials and asks to have access to certain portions of Your Data, Comcast will treat this as your authorization to share such portions of Your Data with that Internet service.

6. Advertisements

Comcast, or advertising network providers acting at Comcast's request, may deliver advertisements to you through the Comcast Web Services, depending on whether you are a registered user or not, as described in more detail below.

All Users

We, or our advertising providers, automatically deliver ads to all users of the Comcast Sites, whether they are registered or not, based on anonymous information including: (i) the IP address associated with your computer for purposes of determining your approximate geographic location; (ii) the type of web page that is being displayed, such as a news or sports page, for example; or (iii) the content on the page that is shown, such as a sports article about a certain team or a movie review for a particular movie. Because this advertising activity automatically applies to all users and it is purely contextual, this type of advertising delivery cannot be customized or controlled by individual users.

Registered Users

If you are a registered user, Comcast may use Your Data, regardless of where we gathered such information, to determine what type of ad to display to you on the Comcast Sites. For example, Comcast may use portions of Your Data that it gathered on www.comcast.net to determine which ad to show you when you visit www.fancast.com. In addition, Comcast may send certain demographic information, like ZIP code, age, and gender to its advertising network providers, so that the advertising you see is more relevant to you. These advertising network providers will only use such information to display an ad to you on the Comcast Sites.

7. Advertising Networks and Other Service Provider Networks

The advertising companies who deliver ads for us on the Comcast Sites may use cookies to uniquely distinguish your web browser and keep track of information relating to serving ads on your web browser, such as the type of ads shown and the web pages on which the ads appeared. In addition, the third parties that provide Web Log services for Comcast may use cookies to uniquely distinguish your web browser and to keep track of the Websites that your web browser visits across the service provider's network of Websites. These companies may combine this information with other information they have independently collected from other Websites relating to your web browser's activities across their network of Websites. These companies collect and use information under their own privacy policies. Comcast encourages you to be aware of the privacy policies of these companies before you choose to allow them to place a cookie for your web browser. The list of our partners that operate their own networks can be found [here](#).

8. Communicating with You

Comcast may use your Registration Data to send you a confirmation e-mail verifying the ownership of the e-mail addresses provided in your Registration Data and to send you service-related communications about the Comcast Web Services. In addition, Comcast may send you promotional or commercial e-mail relating to each Comcast Site for which you have activated your account as permitted by applicable law. You can opt-out from receiving such promotional or commercial e-mail by following the instructions contained in the e-mails or by going to:

<http://www.comcast.net/subscribe/>

<https://preferences.comcast.net/>

<http://www.plaxo.com/settings/email>

and following the directions there.

Non-members may elect to permanently opt-out from receiving invite requests from members to join Plaxo. When you register for permanent opt-out, you provide us with a validated e-mail address at which you no longer wish to receive Plaxo invite requests. Comcast may send you an opt-out confirmation e-mail to the address you enter. If you are sent an opt-out confirmation e-mail, you must respond to that e-mail to complete the opt-out process. The opt-out is available here:

http://www.plaxo.com/opt_out

9. Signing in Using Non-Comcast Credentials

Comcast may allow you to access portions of the Comcast Web Services by signing in using your username or other identifier from another Internet service ("**Non-Comcast Username**"). Comcast will treat your Non-Comcast Username and any additional data that the relevant Internet service provides to Comcast about you as Your Data.

10. Participating in Blogs and Forums

If you post comments to any of the blogs, forums, or other editorial sections of the Comcast Web Services, any information you submit there can be read, collected, or used by other users of the Comcast Web Services and any PII you post could be used to contact you. We are not responsible for PII you choose to submit through these features.

Children under the age of 13 should not post in any of the blogs, forums, or other editorial sections of the Comcast Web Services.

11. Security

Comcast uses industry standard approaches to securely store, control access to, and make appropriate use of Your Data, and we require our contractors and other providers to do so as well. However, no security measure is completely effective and Comcast cannot guarantee the complete security of Your Data. If you don't want Comcast to know any particular information about you, you should not register to use the Comcast Web Services or include it in anything that you submit or post to Comcast, including posts on the Comcast Sites or e-mails to Comcast. More information on Internet security can be found here: <http://security.comcast.net/>.

Comcast also takes additional steps to increase the security and reliability of customer communications. We do not read your outgoing or incoming e-mail, file attachments, video mail, private chat, or instant messages. However, we (along with our third party providers) use software and hardware tools to help prevent and block "spam" e-mails, viruses, spyware, and other harmful or unwanted communications and programs from being sent and received over Comcast.net e-mail and the Comcast Sites. These tools may automatically scan your e-mails, video mails, instant messages, file attachments, and other files and communications in order to help us protect you and the Service against these harmful or unwanted communications and programs. You can learn more about Comcast's anti-spam approach at <http://help.comcast.net/content/faq/What-is-Comcast-doing-about-spam>.

As an additional security precaution, neither Comcast nor any of our authorized service providers will ask you for your Comcast password in an e-mail, over the telephone, or in an online support forum or chat area. **Do not give your Comcast password to anyone in an e-mail, over the telephone, or in an online support area.**

12. Disclosures of Information

Comcast holds customer privacy in the highest regard and we make every reasonable effort to protect your privacy as described in this Privacy Policy. Nevertheless, we may be required by law to disclose Personally Identifiable Information or other information about you or other users of the Comcast Web Services. These disclosures may be made with or without your consent, and with or without notice, in compliance with the terms of a subpoena, court order, search warrant, or other valid legal process. We may also disclose information about you or users of the Comcast Web Services when we believe in good faith that the disclosure of information is necessary to prevent financial loss, address suspected illegal activity, protect our rights or property, or prevent imminent physical harm.

13. Special Note About Children

Comcast does not knowingly collect Personally Identifiable Information from anyone under the age of 13 without first obtaining parental consent. For those portions of the Comcast Web Services that do collect information from children under the age of 13 after obtaining parental consent, Comcast or its contractors will provide a special notice or other information describing any additional privacy protections that may apply. Children should always get permission from a parent or legal guardian before sending any information about themselves (such as their names, e-mail addresses, and telephone numbers) over the Internet, to Comcast or to anyone else.

14. Your California Privacy Rights

California law permits its residents to request and receive information about a business' disclosure of certain categories of PII to other companies for their use for direct marketing. If you are a California resident and a user of any of the Comcast Web Services, you can request a copy of this information from Comcast Interactive Media, LLC by sending e-mail to CIM_Privacy@comcast.com or a letter to Comcast Interactive Media, LLC, Attn: California Direct Marketing Information, One Comcast Center, Philadelphia, PA 19103. Please include your name and e-mail address in e-mail requests, and your name and postal address in mail requests.

15. Change of Ownership or Other Business Transaction

In the event Comcast enters into a business transition, such as a merger, acquisition, or the sale of all or part of its assets (a "**Business Transition**"), Your Data (including PII and non-PII associated with the Comcast Web Services) will likely be part of the assets transferred.

In this event, we will notify you of any Business Transition. We will also notify you of any subsequent material changes to this Privacy Policy as a result of a Business Transaction and give you the opportunity to opt-out for information that we have collected before, or may collect after, a new Privacy Policy containing material changes takes effect.

16. Plaxo

The following terms in this section apply only to your use of the Plaxo Service, the Plaxo Software, and www.plaxo.com (collectively the "**Plaxo Offerings**").

Plaxo is a participant in the Safe Harbor program developed by the U.S. Department of Commerce and the European Union. Plaxo has certified that it adheres to the Safe Harbor Privacy Principles agreed upon by the U.S. and the E.U. For more information about the Safe Harbor and to view our certification, visit the U.S. Department of Commerce's Safe Harbor Website.

Comcast uses Your Data to enable you to use the Plaxo Offerings as follows.

- **Registration Data and Profile Data.** The name you put in your Registration Data and the photo (if you have uploaded one) in your Profile Data will be displayed to members; and to non-members of the Plaxo Network if you choose to make the data publicly accessible. This is primarily so your friends, family or business colleagues can find you and connect with you. All users can control whether or not their names are listed in the Plaxo people search listings. You also control how all other information in your Registration Data and Profile Data is shared with others through your Plaxo privacy settings (for example, friends, family, business) located at <http://www.plaxo.com/settings/account>. You control whether or not you have a public profile. If you have a public profile you choose which information from your Registration Data and Profile Data is part of your public profile. Public profiles are viewable by any member or non-member of the Plaxo Network.
- **Activity Data.** You control with whom your Activity Data is shared. Once you share data with someone, however, you cannot control what those recipients do with your data.

17. Changes to this Privacy Policy

Comcast reserves the right to change this Privacy Policy from time to time consistent with applicable privacy laws. When we do change it, we will make a copy of the updated Privacy Policy available to you before it takes effect. If we make material changes to this Privacy Policy, we will also notify you by e-mail, direct mail, or other reasonable methods that we select. In the event of material changes to this Privacy Policy, we will give you the opportunity to opt-out for information that we have collected before, or may collect after, a new Privacy Policy containing material changes takes effect.

You understand and agree that if you use the Comcast Web Services after the effective date of the updated Privacy Policy, Comcast will consider your use as acceptance of the updated Privacy Policy.

18. International Visitors

Our computer systems are currently based in the United States, so your PII will be processed by us in the United States, where data protection and privacy regulations may be different than other parts of the world, such as the European Union. If you create an online account to use the Comcast Sites as a visitor from outside the United States, you will have agreed to the terms of the Privacy Policy and our Web Services Terms of Service and you will have consented to the transfer to and processing of all such information in the United States, which many not offer an equivalent level of protection of that in the European Union or certain other countries.

19. Contacting Comcast & Customer Support

You can direct questions regarding this Privacy Policy to Comcast by e-mailing us at [CIM_privacy](mailto:CIM_privacy@comcast.com) at Comcast dot com. You can also send a letter by mail to Comcast Interactive Media, LLC, Attn: Privacy Policy Questions, One Comcast Center, Philadelphia, PA 19103 USA.

You can find customer support and help information at <http://customer.comcast.com/Pages/Help.aspx>. Some online support areas and tools may ask you to provide information to Comcast to help us address your questions or problems. We may also make software tools available to help configure your computer's or network's settings, or collect information from your computer or network to help us provide support to you. If you choose to provide this information to Comcast or use these tools, we will use the information only for customer support purposes.

Revised and Effective: February 16, 2010

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This table summarizes our partners that operate their own networks and where you can go to get more information about their policies and practices and opt out of their networks in many cases. You may also opt out of additional third party advertising networks by going to the Network Advertising Initiative's Website at http://www.networkadvertising.org/managing/opt_out.asp and following the directions there.

Network	Customer Info Page	Opt-Out Page
Google	http://www.google.com/privacy.html	http://www.google.com/privacy_ads.html
Yahoo!	http://info.yahoo.com/privacy/us/yahoo/details.html	http://info.yahoo.com/privacy/us/yahoo/opt_out/targeting/details.html
Pulse360	http://www.pulse360.com/privacy.html	http://www.pulse360.com/behavior/opt.html
Bizo	http://www.bizo.com/business_audience/privacy_policy	http://www.bizo.com/business_audience/opt_out
Zedo	http://www.zedo.com/company/privacy.htm	http://www.zedo.com/company/optout.htm
Platform-A	http://www.platform-a.com/privacy-policy	http://www.networkadvertising.org/managing/opt_out.asp
Specific Media	http://www.specificmedia.com/privacy.php	http://www.networkadvertising.org/managing/opt_out.asp
Casale Media	http://www.casalemedia.com/privacy.html	http://www.casalemedia.com/optout/
Omniture	http://www.omniture.com/en/privacy/product	Opt-out currently not available.
Quantcast	http://www.quantcast.com/docs/display/legal/Privacy+Policy	http://www.quantcast.com/docs/display/legal/Opt-out+of+Quantcast+Delivery
ComScore	http://www.comscore.com/About_comScore/Privacy_Policy	Opt-out currently not available.

Revised and Effective: February 16, 2010

Have You Tried

- Site Index
- Horoscopes
- Community Forums
- Anti-Virus and Firewall
- Photo Center
- Help

Quick Links

- Weather
- Local
- Comcast.net Blog
- Travel
- Jobs
- Games

Cool Tools

- TV Listings
- What's On Demand?
- Free Credit Score
- Mobile Email & Ringtones
- Comcast Toolbar
- Coupons

Get More

- Entertainment
- Finance
- News
- Sports
- Music
- TV

More Sites From Comcast:

- | | | | | | |
|-------------|---------------|-------------------|--------------|------------|-----------------|
| Comcast.com | Comcast.net | Comcast SportsNet | DailyCandy | E! Online | Exercise TV |
| Fandango | Fearnet | G4 | Golf Channel | Movies.com | PBS Kids Sprout |
| Plaxo | Style Network | TV One | Versus | XFINITY TV | |

Add Comcast Services:

- | | | | |
|----------------------------|---------------|---------------|--------------------|
| Faster High-Speed Internet | Digital Cable | Digital Voice | High Definition TV |
|----------------------------|---------------|---------------|--------------------|



Comcast Web Services Terms of Service and Privacy Policy FAQs

Introduction

As Comcast's Web Services expand, we're introducing a single unified Privacy Policy and Terms of Service. Our goal is to deliver a consistent experience across the Comcast Websites and Services and explain to you, in plain English and all in one place, how we will use information to deliver new products and features - for example, by providing you a single sign-on that allows you to access and use all the Comcast Web Services. A single unified Privacy Policy and Terms of Service for our Web Services will give you easy access to clear and simple disclosure about our business practices so that you can understand how your information is used and make decisions about sharing your personal information with Comcast.

The new Terms of Service and Privacy Policy only apply to the specific Comcast Web Services listed below. Please note that the current Visitor Agreement and Privacy Statement on Comcast.com,¹ and your current Subscriber Agreement and the Customer Privacy Notice if you use Comcast Digital Cable, Digital Voice, High-Speed Internet services, XFINITY TV, XFINITY Internet, or XFINITY Voice are not changing at this time.²

While we've tried to use the clearest language possible, there are a few key terms that are used throughout the questions and answers that may need more detailed explanation. Those terms are defined below:

- **"Comcast Web Services"** means the Websites Comcast.net, Xfinity.com, customer.comcast.com, Fancast.com, Plaxo.com, Tunerfish.com, and Chirp.com, and the services and software available through them, such as your Comcast.net e-mail, the Comcast iPhone application, the Comcast.net Toolbar, and the Plaxo address book management software.
- **"Personally Identifiable Information" or "PII"** means information that identifies a specific person, such as the person's name, address, Social Security number, financial account number, or phone number.
- **"Non-Personally Identifiable Information" or "non-PII"** means information that is aggregated or does not, by itself, identify a specific person, such as age, gender, or ZIP code, as long as that information is not used together with Personally Identifiable Information (such as a name). Information that Comcast may record regarding a User's activity on the Comcast Web Services is considered Non-Personally Identifiable Information when it is recorded on an anonymous basis (for example, when Comcast records that three separate Users clicked on a certain link on Comcast.net, Comcast does not record who exactly those Users were).
- **"Comcast Customer"** means a person who purchases ("subscribes to") Comcast Digital Cable, Digital Voice, High-Speed Internet XFINITY TV, XFINITY Internet, or XFINITY Voice services.
- **"User"** means a person who uses a Comcast Web Service.

FAQ Categories

- General
- Privacy Policy
- Information Comcast Collects
- How Comcast Uses Information
- Advertising
- Non-Comcast Social Networking Sites
- Customer Control
- E-mail From Comcast
- Information Security and Children
- Terms of Service

General

Q. Do these new policies apply to me?

A. The Web Services Terms of Service and Privacy Policy apply when you use Comcast.net, Xfinity.com, customer.comcast.com, Fancast, Plaxo, Tunerfish, and Chirp. They also apply when you access Web Services through those Websites, including the Comcast iPhone application, the Comcast.net e-mail, the SmartZone Communications Center, the Comcast.net Toolbar, or the Plaxo address book management software. These policies do not apply to other Websites operated by Comcast companies, such as www.comcast.com, or to the Digital Cable, Digital Voice, High-Speed Internet, XFINITY TV, XFINITY Voice, and XFINITY Internet services provided to Comcast Customers. You can click on the

Top FAQs

- [Making a One-Time Payment Online](#)
- [What can I do from my Email toolbar in the SmartZone Communications Center?](#)
- [Getting started with Personal Web Pages](#)
- [How do I prevent spam?](#)
- [How do I determine my blocked IP address?](#)
- [Want to change sign in options?](#)
- [What does "keep me signed in" mean?](#)
- [Sign-In Security Info](#)

More FAQs

links below to the Subscriber Agreement and Customer Privacy Notice for those services:

<http://www.comcast.net/terms/subscriber/>

<http://www.comcast.com/customerprivacy/>

Q. Why are the policies for Comcast's Web Services separate from the policies for my other Comcast services?

A. Comcast's Digital Cable, Digital Voice, High-Speed Internet, XFINITY TV, XFINITY Voice, and XFINITY Internet services operate differently than the Comcast Web Services. In addition, these services are only available to Comcast Customers. Comcast Web Services are available to both Comcast Customers and the general public. In order to present the terms of use and privacy policy for these separate services in a clear and concise manner, we separated them. There are also special questions, issues, or legal requirements that may affect certain of these individual services provided to Comcast Customers that may not be answered in detail in the general policies.

Q. Since there will be one set of terms and policies for multiple Comcast Web Services, will I automatically be registered for other Comcast Web Services I don't already use? As an example, if I use Comcast.net, will I automatically get a Fancast account?

A. No. You will only have accounts on the Comcast Web Services for which you have chosen to activate your registration, or may choose to activate in the future.

Q. What does it mean to me for Comcast to be a licensee of the TRUSTe Privacy Program?

A. The TRUSTe seal confirms that Comcast participates in the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization dedicated to building users' trust and confidence in the Internet by promoting the use of fair information practices. Comcast wants you to feel confident about your privacy when using our Websites, so we have TRUSTe review our most widely used Websites, Comcast.net and Plaxo, to be sure that we meet TRUSTe's standards and requirements for protecting Users' privacy. We are working with TRUSTe to review other Comcast Websites as well. You are always welcome to e-mail us at CIM_privacy@comcast.com if you have questions or concerns about our Web Services Privacy Policy and practices. If your question is about privacy for the Websites Comcast.net or Plaxo.com, you may also contact TRUSTe, which will try to help resolve your concerns.

Privacy Policy

Q. What information does the Web Services Privacy Policy cover?

A. The Web Services Privacy Policy explains how information is collected by Comcast through the Comcast Web Services, and how that information is used.

Q. What information is not covered by the Web Services Privacy Policy?

A. The Web Services Privacy Policy does not apply to information collected:

- by Comcast from Comcast Customers through Comcast's Digital Cable, Digital Voice, High-Speed Internet, XFINITY TV, XFINITY Voice, and XFINITY Internet services;
- through the Fancast Store (store.fancast.com); and
- on co-branded sites that Comcast may provide, but which are operated by other companies (for example, the job search site found at <http://jobsearch.comcast.monster.com/> and the dating site found at <http://dating.comcast.net/>). These sites link to their own privacy policies.

If you subscribe to Comcast's Digital Cable, Digital Voice, High-Speed Internet, XFINITY TV, XFINITY Voice, and XFINITY Internet services, you can see the Customer Privacy Notice that applies to these services at <http://www.comcast.com/customerprivacy/>.

If you purchase a movie or TV show through the Fancast Store, you can see the privacy policy that applies to that purchase at <http://store.fancast.com/PrivacyPolicy.aspx>.

Q. What will change in the new Web Services Privacy Policy?

A. Our Web Services Privacy Policy consolidates the individual privacy policies of the Comcast Web Services and explains to you, in one place, how Comcast uses your information. Comcast wants to make clear to you that under the new Web Services Privacy Policy:

- No Personally Identifiable Information will be shared with other companies for advertising unless you tell us that you agree to share that information.
- The Comcast companies that operate the Comcast Web Services may share your Personally Identifiable and Non-Personally Identifiable Information among themselves.
- Comcast may share your Non-Personally Identifiable Information with other companies that Comcast trusts to help us provide content and advertising that is more interesting and relevant to our Users.

Information Comcast Collects

Q. What information does Comcast collect when I use the Comcast Web Services?

A. Comcast collects the following information from you, but Comcast does not associate this information with your identity. This information is collected whether or not you are registered to use the Comcast Web Services or have logged in:

- **Web Logs:** Non-Personally Identifiable Information that is automatically generated by your computer as you use the Comcast Web Services, such as the Internet protocol ("IP") header information that is automatically passed from your computer to the Comcast computer operating the Comcast Web Services. This information may also include information about how you use the Comcast Web Services, such as a search term you enter on the Comcast Web Services.
- **Preferences Data:** Non-Personally Identifiable details and preferences that you can set to personalize a specific Comcast Web Service, like your ZIP code, age, gender, favorite genre to watch on television, and preferred type of news.

In addition, Comcast only collects the following information from you if you are a registered User of the Comcast Web Services:

- **Registration Data:** Comcast asks you to provide certain information when you create an account for the Comcast Web Services, such as your first and last name, a user name you may create, a password, e-mail address, mailing address, phone number, and your gender, and date of birth.
- **Profile Data:** Comcast may ask you to provide additional information the first time you choose to access a specific Comcast Web Service, such as: additional contact e-mail addresses, lists of people to connect with through certain Comcast Web Services, movie genre preferences, and whether you would like us to communicate with you about other Comcast products and services.
- **Activity Data:** If you are a registered User and you are logged-in and using the Comcast Web Services, Comcast can associate what you do on the Comcast Web Services (such as flagging or rating news articles, movies, television shows or other content, posting blog entries or comments, and sharing URLs) with your registration information.

In addition to collecting information from you when you use the Comcast Web Services, Comcast may also obtain information about you from outside sources. For example, we may request credit history information about you from credit agencies when you purchase certain Comcast services, or we may obtain commercially available demographic and marketing information about you from other companies.

How Comcast Uses Information

Q. How does Comcast use my Personally Identifiable Information?

A. This information is used to confirm that you are the person authorized to use certain Comcast Web Services or manage your account. Comcast may also share Personally Identifiable Information among the Comcast companies that operate the Comcast Web Services and other Comcast services, like Comcast's Digital Cable, Digital Voice, and High-Speed Internet services, in order to provide you with cross-platform services along with the Comcast Web Services. For example, you must register with Comcast.net and subscribe to Comcast Digital Cable services in order to program your DVR via the Internet. If you authorize Comcast to make Personally Identifiable Information available to other companies, such as social networking sites, we will provide that information to those sites—but only if you tell us to do so. More on sharing information with social networking sites can be found below.

Q. Does Comcast sell my Personally Identifiable Information to non-Comcast companies?

A. No.

Q. Does Comcast share my Personally Identifiable Information with non-Comcast companies?

A. If you direct us to share your information with another Website or company (for example, a social networking site), we will do so. Comcast may also permit some companies that Comcast hires to perform services on Comcast's behalf to access certain information, but these companies are not permitted to keep this information or use it themselves. They are required by contract with Comcast to use this information only to deliver the services they have been hired to perform, and they are required to keep all information about Comcast's Users and Comcast's services completely confidential.

Q. Does Comcast share Non-Personally Identifiable Information with non-Comcast companies?

A. Comcast may share anonymous information about the use of the Comcast Web Services with other companies for marketing purposes, and to analyze and improve the Comcast Web Services, but Comcast does not share your Personally Identifiable Information with marketing or analytics companies. Comcast may share Non-Personally Identifiable information with companies that provide advertising on the Comcast Web Services, but Comcast does not give advertisers your Personally Identifiable Information. More information on this is available below.

Q. When is Comcast required by law to disclose Personally Identifiable Information?

A. Comcast holds your privacy in the highest regard and makes every reasonable effort to protect your privacy. However, we may be required by law to disclose Personally Identifiable Information or other information about you, with or without prior notice to you, to comply with a subpoena, court order, search warrant, or other valid legal process.

Q. What do you mean when you say information is "anonymous" or "anonymized?"

A. In order to protect our users' privacy when, for example, we analyze how our Web Services and the advertisements we present are used, we may use information about how users behave on an "anonymous" or "anonymized basis." This means that while we may know that an individual user viewed advertisements or used services on a Website, we do not use that data together with the identity of that user. We may substitute a "fake" or "random" identifier (a string of numbers or letters, for example) to help us distinguish one "anonymous" user from another without looking at names, email addresses or other information that immediately identifies someone.

Q: Can information that has been "anonymized" ever be "de-anonymized" or associated with a known individual?

A: No system of "anonymizing" information is perfectly secure. Our commitment to you is that we will communicate how we will use information we collect from you and we will ask for your permission or make clear from the context of the Web Service you're using when we collect Personally Identifiable Information. Our Privacy Policy explains more about how we collect and use Personally Identifiable Information. It is always possible, however, that a third party such as a Web site you visit or use or a software program you download, will collect "anonymous" information and combine it with information they have collected elsewhere on the Internet under different terms and conditions from Comcast in order to try to piece together user identities. You should be aware of the privacy policy and other terms that apply to third party Web sites, programs, and other services and how they may use anonymous information.

Advertising

Q. Does Comcast share my information with advertisers?

A. Comcast may provide Non-Personally Identifiable Information to companies that deliver ads to you on Comcast's behalf. Comcast will not provide your Personally Identifiable Information to these advertisers unless you expressly authorize us to do so. Some advertising companies, including those that deliver advertising through the Comcast Web Services, may collect information about Web users across many Websites and Web Services. You can opt out of their information collection by going to <http://www.comcast.net/privacy/2009-10/#partners>.

Q. Will Comcast use any of my information for targeted advertising? If so, what kind of information does Comcast use to decide which advertisements to show me?

A. We may deliver targeted advertising to improve your online experience. This means you might see ads that are more relevant, and therefore more valuable, to you.

We may show you ads that are customized based on your approximate geographic area, and the page that the ad is being viewed on.

In addition, if you provide us with profile information when you register to use the Comcast Web Services, we may show you ads based on Non-Personally Identifiable data (general demographic characteristics) you provided when you registered, such as ZIP code or gender.

Comcast, or third parties acting on our behalf, may also record and analyze your behavior across the Comcast Web Services in order to infer certain things about you, such as the type of car you might like to purchase, without identifying you. We may show you ads that are customized based upon these inferences.

Comcast also allows advertising networks (companies that deliver ads across a number of unrelated Websites) to deliver certain ads within the Comcast Web Services. These advertising networks may use their own technology, such as cookies, to analyze user behavior across all of the Websites where that company shows ads. While Comcast does not permit advertising networks to collect Personally Identifiable Information within the Comcast Web Services without User consent, Comcast does not control the ways in which advertising networks use or merge the information they collect about users across many Websites. Comcast does provide you with a list of advertising networks it uses on its Web Services, and links to information about how to opt-out of those advertising network's practices. This list can be found at <http://www.comcast.net/privacy/2009-10/#partners>.

Q: Does Comcast show me customized ads?

A: Yes. If you are a Comcast High-Speed Internet customer, Comcast currently shows you ads on Comcast.net that are customized based on your Comcast High-Speed Internet ZIP code.

Q: Can I opt out from seeing customized ads from Comcast on Comcast.net?

A: Yes. You can choose to opt out from seeing ads that have been customized to you based on your Comcast High-Speed Internet ZIP code (but not from seeing ads in general), by visiting <http://www.comcast.net/adinformation/> and following the instructions there.

Q: What happens if I opt out?

A: If you choose to opt out, you'll still see ads, but these ads will not be customized. If you choose to opt out, Comcast will store your choice on its servers. This means that you won't see customized ads from Comcast while you're signed in to Comcast.net. Comcast will also store your choice on the computer that you opt out on. For your choice to be effective on another computer, you must first log in to Comcast.net with that computer. Please note, after your opt out for the first time, it may take up to 72 hours for your opt out to take effect.

Q: Can I opt out of seeing customized ads from Comcast's ad serving partners?

A: Third-party advertising companies may present customized ads on the Comcast Sites based on information that these companies independently collect from cookies they place on your computer. These companies collect and use information under their own privacy policies. You can read each company's privacy policy and opt out of customized ads from our partners individually by visiting the table here: <http://www.comcast.net/privacy/2009-10/#partners>. Simply click on the links provided in the table and follow the instructions on each site. Please note, to opt out of seeing customized ads from these companies, you will need to be on the computer where you use the Comcast Sites.

Non-Comcast Social Networking Sites

Q. Does Comcast share my information with non-Comcast social networking sites?

A. Comcast does not share your information with any non-Comcast social networking site without your explicit permission—in other words, unless you decide you want to share that information, and you direct us to make it available, we will not do so. You may authorize other Internet sites such as MySpace or Facebook to access and publish information about you from one or more of Comcast's Web Services. For example, you may use a Facebook widget to collect and publish on your Facebook page information about the content you watch on Fancast. In addition, certain Comcast Web Services allow you to use your contact lists from sites like MySpace or Facebook to share information with others.

Q. How does Comcast confirm that I have given my permission for my information to be shared with these social networking sites?

A. There are two ways Comcast confirms that you have agreed to allow your information to be shared with a non-Comcast social networking site. If you sign in to a Comcast Web Service using your credentials (name or user name and password) and use the features that share information with social networking sites, Comcast will follow your directions and allow the information to be shared. The opposite is also true: if one of these social networking sites contacts Comcast and provides the Comcast credentials you have supplied so that information can be shared (generally login and password), Comcast will treat this as your authorization to share the requested information.

Q. What happens to the information shared with social networking sites if I stop using Comcast Web Services?

A. You choose what content you want to share with other sites. If you share information from the Comcast Web Services with a non-Comcast social networking site, that information will be used by the non-Comcast social networking site in accordance with its terms of service and privacy policy. Those policies will determine what happens to the information on the social networking site if you stop using the Comcast Web Services. Comcast does not control the actions of these sites, so if you delete your account or other information on the Comcast Web Services, these other social networking sites may still keep and use copies of the information you shared with them. If you'd like to remove content from your social networking page, you should contact the company that operates that page.

Customer Control

Q. Is there some way I can control my information settings for the Comcast Web Services?

A. Yes. Each of the Comcast Web Services allow you to manage certain options. The pages from which you can manage these options are here:

Comcast promotional e-mail management: <https://preferences.comcast.net>

Comcast Forums profile management: http://community.comcast.net/comcastportal/user_profile

Comcast High-Speed Internet, Personal Web Pages, E-mail, and Voicemail management:

<https://customer.comcast.com/Secure/Home.aspx>

Comcast Games profile management: <http://www.comcast.net/games/register>

Fancast preferences management: <http://www.fancast.com/myfancast/home>

Plaxo account settings: <http://www.plaxo.com/settings/account>

Tunerfish account settings: <http://www.tunerfish.com/settings>

Q. How do I prevent information sharing between Comcast Web Services?

A. Comcast only shares information between Web Services when you activate your account on and subsequently use those Web Services. If you do not want information shared across Web Services, you can simply choose not to access those Web Services as a registered user. If you don't want your information shared with Fancast, for example, you do not have to activate your account on Fancast. You can still use Fancast as an unregistered user.

Q. What if I want to use the Comcast Web Services, but do so anonymously?

A. All of the Web Services, except for Plaxo, Tunerfish, and the SmartZone Communications Center (email), offer unregistered users basic features and functionality.

Q. How can I control my Web browser's cookie settings?

A. Comcast and third parties that provide certain features and functionality on the Comcast Sites use both standard and Flash cookies to provide you with the Comcast Services. For more detailed information on how cookies work, please see: <http://www.aboutcookies.org/Default.aspx?page=5>

Depending on the type of Web browser you are using, you may be able to control how that Web browser interacts with cookies. For more detailed information on controlling standard cookies, please see: <http://www.aboutcookies.org/default.aspx?page=1>

For more detailed information on deleting standard cookies that are currently stored by your Web browser, please see: <http://www.aboutcookies.org/default.aspx?page=2>

To manage and delete your Flash cookies, please see the Adobe Flash cookie control panel: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager06.html.

E-Mail From Comcast

Q. Will Comcast use information collected on the Comcast Web Services to send me email messages?

A. Comcast may use your Personally Identifiable Information to send you a confirmation e-mail when you register for any Comcast Web Service and may send you service-related communications about the Comcast Web Service. In addition, Comcast may send you promotional or commercial e-mail relating to

each Comcast Web Service for which you have activated your account, as permitted by law. You can opt-out of receiving promotional or commercial e-mail (but not service messages) by following the instructions in the e-mail messages you receive, or by going to:

- For Comcast.net: <https://customer.comcast.com/Secure/Users.aspx>
- For Plaxo: <http://www.plaxo.com/settings/e-mail>

Q. Will I automatically get e-mail from Comcast Web Services that I don't use when Comcast introduces a single-sign on feature?

A. No. Each Comcast Web Service manages its own communications. Users will only receive e-mail communications about Comcast sites and services for which they have registered and logged in, and only if they have not opted-out of receiving commercial messages about that Comcast Web Service. Of course, even if you are receiving commercial e-mail from Comcast, you can adjust these settings at any time by following the links shown above.

Information Security And Children

Q. How does Comcast secure Personally Identifiable data?

A. We use industry standard technology to protect our Users' Privacy, and for security reasons, we cannot disclose additional details.

Q. Do the Comcast Web Services collect information from children?

A. No. Comcast does not knowingly collect information from children. The Comcast Web Services are not directed to children under age 13, and Comcast does not want to collect Personally Identifiable Information from children under age 13. Children under 13 should not register for Comcast Web Services. If there are specific features or services that seek to collect this information, they will do so in compliance with applicable law.

Terms Of Service

Q. How do I confirm that I agree to the new Comcast Web Services Terms of Service?

A. When you use the Comcast Web Services, you are assumed to have accepted the Terms of Service. If you are a current user of Comcast's Web Services, and you continue to use the Web Services following the 30-day notice period before the new Web Services Terms of Service take effect, that will be considered your acceptance of the Web Services Terms of Service. Before you continue to use the Comcast Web Services, you should read the new Comcast Web Services Terms of Service and print (or save to your computer) a copy of each for your records.

Q. Who owns the content I post on Comcast's Web Services?

A. You retain full ownership of all content you post to the Comcast Web Services and any intellectual property rights or other proprietary rights associated with the content. Comcast will store and reproduce this information as necessary during the normal course of business to provide service to you on the Comcast Web Services and associated Websites where you have authorized this information to be included. By posting your information, you grant Comcast the right to store and copy it as needed.

Q. What happens to the content I have posted if I stop using Comcast's Web Services?

A. If you remove content that you have posted to the Comcast Web Services or terminate your Comcast Web Services account, Comcast may retain, but will not actively use, copies of your data that were archived in the normal course of Comcast's data backups. In addition, copies of content that you have shared with other Users of the Comcast Web Services may remain associated with those other Users' accounts.

Q. How can I avoid viewing objectionable content on Comcast's Web Services?

A. By using the Comcast Web Services, you may be exposed to content that you may find offensive, indecent or objectionable. There are commercially available services and software that can limit your (or your family's) exposure to material that you may find objectionable. Comcast High-Speed Internet Customers can download and install McAfee's privacy and security products at no additional charge to assist in limiting exposure to potentially objectionable material. They are available from the Comcast security pages which can be accessed at <http://security.comcast.net/>.

¹You can see the Visitor Agreement for Comcast.com at <http://www.comcast.com/corporate/legal/visitorAgreement.html>, and the Privacy Statement for Comcast.com at <http://www.comcast.com/corporate/legal/privacyStatement.html>.

²You can see the Subscriber Agreement for these services at <http://www.comcast.net/terms/subscriber/>. The Customer Privacy Notice for these services is at <http://www.comcast.com/customerprivacy/>.

[Feedback](#)

Add Comcast Services

Faster High-Speed Internet

High-Speed 2go

Digital Cable

Digital Voice

High Definition TV

Attachment 2

Advertising Information Page

xfinity xfinity tv Comcast comcast.net

Email Voice TV My Account

comcast.net Advertising

Comcast Ads

Comcast may present ads on Comcast.net that are customized to you based on the ZIP code of your Comcast High-Speed Internet service address. To opt in or out of seeing these and other types of customized ads from Comcast on Comcast.net, you'll need to [sign in](#) to Comcast.net first.

[Sign In](#)

[Privacy Policy](#) | [Terms of Service](#) | [Frequently Asked Questions](#)

At Comcast.net, we're committed to offering you a more compelling online experience by providing relevant and useful advertising. Your ability to make choices about your experience is also of great importance to us. You can choose to opt out of seeing customized ads on Comcast.net from Comcast and/or our partner companies listed below.

TRUSTe Symbol  [Your Info and Ads](#)

Note: If you choose to opt out, you'll still see ads, but these ads will not be customized based on your interests.

Partner Ads

Third-party advertising companies may present customized ads on Comcast.net based on information that these companies independently collect from cookies they place on your computer. These companies collect and use information under their own privacy policies. You can read each company's privacy policy and opt out of customized ads from our partners individually via the links to their websites below.

Google | [Privacy Policy](#) | [Opt-Out Page](#)

Yahoo | [Privacy Policy](#) | [Opt-Out Page](#)

Pulse 360 | [Privacy Policy](#) | [Opt-Out Page](#)

If you have any questions about this page, please call 1-800-COMCAST

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