

ANALYTICS DATA POLICY

We are committed to protecting your privacy and your data. This notice explains what data we collect, the purposes for which we use the data and your choices about NETGEAR's data processing. If you are unable to access this notice due to a disability or any physical or mental impairment, please contact us and we will arrange to supply you with the information you need in an alternative format that you can access.

These disclosures form part of our general Privacy Policy. To learn more about our general privacy practices, including your rights to this data, please visit our NETGEAR Privacy Policy at <https://www.netgear.com/about/privacy-policy>.

Data We Collect

Upon installation and/or activation of your product, NETGEAR may collect the following types of data:

Data Category	Data Types	
Identifiers	Such as your IP Address, device or serial number.	
Geolocation Data	Such as your device geolocation, city, and internet service provider.	
Inferences	Such as electronic network information, in the context of diagnostics and security support.	
Other Data	Such as language used and similar preferences.	
Software and Electronic Network Activity Information (e.g., software/app usage and analytics, device connections and status, IP address, MAC address, serial number, network status, and similar technical data about the functioning and use of the product and its network)	Data Sub-Category	Data Types
	Software Usage Analytics	Such as usage of NETGEAR Armor, Smart Parental Control, gaming features, as well as and other software, mobile apps, and features.
	Hardware Usage Analytics	Such as LAN port, USB device, hardware health (e.g., thermal, heater, fan status)
	Wireless Information	Such as band, channel, security type, broadcast.
	User Device Usage	Such as device Installation using GUI or App.
	Connected Client Devices Analytics	Such as connection type, device type, RSSI, brand.
	Satellite Analytics	Such as number of connected Orbi satellites, connected satellite model.
	Engineering Quality Analytics	Such as Internet disconnection, CPU usage, memory usage, reboot analytics, satellite connection status and quality, LTE module status, NETGEAR service connection monitoring, debug log information.

	Service Event Analytics	Such as software and mobile apps (e.g., NETGEAR Armor) activation and installation.
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Data Collection Purposes

We may use the information to:

- **Provide and improve NETGEAR products and services.** For example, information such as LAN/WAN status, WiFi bands and channels, and usage data can help us improve features, functionality, and to the product's performance and its usability;
- **Customer support.** For example, your IP address, serial number, debug log can help us quickly isolate and resolve certain technical issues;
- **Preventing fraud and other malicious activity.** For example, by processing your device type, software version, or location information we can ensure the security of the product and protect you and NETGEAR against fraud or other security concerns; and
- **Marketing.** For example, information about your device type and usage data may allow us to understand other products or services that may be of interest to you.

Your Choices

NETGEAR is committed to providing you with a great product and choices regarding our data processing practices. You can opt out of the use of the data described above by contacting us at analyticspolicy@netgear.com

Opting out will restrict our ability to warn you of security issues about your device and you may no longer be able to use your trial or paid subscription services. We will process your request in a timely manner, and in accordance with applicable law.

If you have any questions please let us know by contacting us at analyticspolicy@netgear.com