



Revised January 1, 2020

Thank you for using Plex! We here at Plex care deeply about your privacy, and we strive to ensure that your personal information always stays safe while we work hard to provide you a service you love and trust. Our Privacy Policy explains how we collect, use, and transfer your information, and how you can control the use of the information that we collect. This Privacy Policy applies to all our products and services, including Plex client apps, streaming content to the Plex client apps, our premium Plex Pass service, Plex Media Server software, and all other Plex software and services (collectively, our “Services”). Your personal content is stored on your personal hardware (“Personal Content”). Except in the limited circumstances described below, we do not collect filenames or content titles of your Personal Content. We do, however, keep usage statistics to allow us to better serve you and improve our Services. We may use information about how you use our Services to run and improve our Services, to provide, customize, and personalize communications and other content that we deliver or offer to you. This is discussed in detail below.

Contacting Us

You can contact Plex via our [contact page](#). You can also browse our [FAQ and support articles](#).

Information We Collect

You may choose to provide us with certain information, such as when you create your user profile or when you use the Services. We may also collect automatically-generated and technical information. Therefore, the information we have (“Collected Information”) may include:

- A. **Profile Information.** You may provide us with profile information such as your e-mail address, username, a profile image, and password when you create an account, or when you edit your account information. You may also provide us with your payment information when you sign-up for a paid service.
- B. **Information from External Services.** If you choose to connect your account to an account of an external service, such as a social networking site, we may collect certain information from those accounts, such as your name and email address as well as data required to connect to that service. You may provide such authorization during the connection process, or it may be implicit in the service authorization itself. For example, if you choose to connect your Plex account to a social networking account, we may collect your public profile information if you agree to the collection of this information during the connection process.
- C. **Metadata for Personal Content.** Except for certain exceptions such as Third-Party Control and Playback Mechanisms and image analysis (i.e., metadata about photos when these features are user-enabled, such as geotag information or scene recognition analysis), as described below, we do not

collect or store metadata (information about the specific file, cover art, subtitles, running length, etc.) for Personal Content stored on your personal Plex Media Server. However, your Plex Media Server may anonymously send us filenames or other identifiers for your Personal Content for the sole purpose of providing metadata back to your personal Plex Media Server. You may disable this metadata matching capability.

- D. Metadata for Personal Content for Integration with Third-Party Control and Playback Mechanisms. We may offer integrations with Third-Party Control and Playback Mechanisms that you may choose to use, such as Sonos, Amazon Alexa, IFTTT, Zapier, SmartThings, webhooks, etc. In order to provide the integrations with the Third-Party Control and Playback Mechanisms, we may collect Metadata for your Personal Content that is needed to integrate with the Third-Party Control and Playback Mechanisms. For example, if you use Amazon Alexa to play a particular song or movie from among your Personal Content at your home, then our Services may search your Personal Content in order to find and play the song or movie that you requested. Information provided by you to the Third-Party Control or Playback Mechanisms is not governed by this privacy policy.
- E. Usage Statistics for Personal Content. We may collect usage statistics for Personal Content. This includes information about your interaction with the Services, such as device information, duration, bit rate, media formats, resolution, and media type (music, photos, videos, etc.). Where possible, we will generalize this information to avoid identifying your Personal

Content. Usage statistics do not include specific content titles or filenames. We may use information related to your usage to run and improve our Services, to provide, customize, and personalize communications and other content that we deliver or offer to you.

- F. **Data Related to Third-Party Content.** When you use the Services to watch, listen to, or record content from a third-party content provider or source such as any officially supported Third-Party Content that Plex streams to Plex apps, trailers and extras from Internet Video Archive (IVA), or use of our Live TV and DVR service, we may collect information related to that media interaction. For example, we may collect what program or movie you are watching and when, your interaction with any static or video advertising, etc. We may also collect your device information and device location, for example, by using your IP address or by asking for your zip code. We may use this information to run and improve our Services, provide advertising and marketing to you, as well as share anonymous or aggregated versions of the data with third parties.

- G. **Information about integrated Third-Party Services.** We may collect information about your use of third-party services for reporting to these partners and calculating the fees that we owe them. For example, we report the number of trailers and extras viewed to IVA. We may also collect information about third party services and your use of those services in order to serve video content and advertisements via features that rely on third party providers. This information can include the metadata needed to serve advertising.

- H. Information on our Services. We may store information about your configuration or use of our Services when you create a Plex Media Server on a local device, connect to a Plex Media Server that you or another person has configured, or download or connect to a Plex app, or interact with or use other Plex software or Service. This information may include an IP address and port number(s), the name of a Plex Media Server, and information used to secure access to our Services.

- I. Information about Interfacing Software. “Interfacing Software” includes but is not limited to, plug-ins for the Services, channel plug-ins, metadata agents, and client applications that communicate directly or indirectly with the Services. We may store copies of Interfacing Software that you provide to Plex and that accesses or calls any software provided by Plex as part of the Services.

- J. Debugging and Other Information Voluntarily Provided. You may send us logs, metadata, or other information about your devices, media, and experiences for the purpose of resolving an issue you may have with the software or suggesting desired features. On client applications where it is possible, we will offer the ability to opt-out of sending crash reports. If you would like to learn more about the information being sent in crash reports, we encourage you to review the privacy policies for the third-party client applications you are using to access Plex Services. The information being sent to us will only be used to help resolve your issue and / or improve our Services, and using our Services and provision of such information, you agree to such use by us.

- K. Device Information. Like many online services, we may collect information about the devices that are used to access our Services, such as the IP address of the device, the operating system and version of the device, the browser that you use to access a Plex web page, and the versions of the Plex technologies being used. We may also collect location information about the devices that access our Services.

- L. Application Information. When a request for information or content is sent to a Plex Media Server, we may collect an application identifier that identifies which application sent the request. An application identifier uniquely identifies a particular copy of an application. For example, if you download an application from Plex, fully uninstall the copy of the application, and then re-download the application from Plex, the new copy of the application will be associated with a different application identifier than the uninstalled copy of the application. Note that simply deleting the app without fully uninstalling may not reset the application identifier.

- M. Plex Relay Service. We may provide, and you may choose to use, the Plex Relay Service to connect or stream your Personal Content to another device. If you choose to use the Plex Relay Service, we will transfer the data necessary to perform the service. All such traffic is encrypted from end-to-end in a manner that makes it impossible for Plex or the Plex Relay Service to decrypt or view any data. The data transferred via the Plex Relay Service is not stored by Plex except for the temporary buffering of data required to provide

you with an optimal streaming experience. You can disable the Plex Relay Service by turning off Remote Access in your server settings.

- N. Cookies and Other Tracking Technology. Like many online services, Plex uses cookies, tracking pixels, and similar technologies to collect information that helps us provide our Services to you. We also use these technologies to help market our products and services to you and other customers. For more information about these technologies and how you may control them, please see the [detailed description of Tracking Technologies](#).
- O. Obtaining Consent. If there is a change to any product or feature that we offer or have offered, and in order to use that product or feature a material change to the collection and / or use of information (including for Personal Content) not contemplated by the Privacy Policy is needed, we will obtain your consent before such collection and / or use.
- P. Your Collected Information. In order to view, amend, erase, or correct your Collected Information, [contact Plex support](#). All requests will be answered within one month of receipt.

Use, Processing, and Sharing of Your Information

- A. Plex processes and uses Collected Information with your consent, you can withdraw your consent by updating your [privacy settings](#) or closing your account. Plex also processes Collected Information when it needs to do so to

fulfill a contract with you to provide you services, in its legitimate interest to aid in developing and improving the services, or when required by law. If you do not want to provide certain information to us in order to fulfil our agreement with you to provide the services, we may not be able to provide you the fullest version of our services.

- B. We use the Collected Information to provide you with the Services, improve the Services, enhance your user experience, and communicate with you. For example, for Third-Party Content, we use information about your interactions with the Services to track the watch state of media items that have been linked to the Services on devices that have been linked to the Services. We use this information to allow you to resume watching in the same watch state on different Plex-linked devices.
- C. We use your profile information to contact you about your account or about new Plex functionality and certain Plex news and information. You may opt-out of certain types of communications by editing your account settings.
- D. If you choose to connect your Plex account to a third-party account or service to have us and /or that third party provide a particular feature or service, we will provide that external service with the information needed to have us and / or that third party perform the requested feature or service. For example, if you connect your account to a social networking site and give us permission to publish posts on your behalf, we will do so. Additionally, unless you request or allow us to

publish other information, the content of the published posts will be limited to describing your interactions with the Services. As another example, if you choose to have us send (or “scrobble”) your listening history to Last.fm, obtain metadata from a third party service, or use a third-party recommendation service, we use Collected Information to engage with and / or send the Collected Information to that service when you request that service. The shared information may include metadata about the media (such as title, duration, author, cover art, dates associated with the media, and other relevant information) and information about the media itself (such as resolution, bit rate, format, location, etc.).

- E. We use Collected Information related to Personal Content when you provide consent or otherwise request us to do so, as well as when necessary to provide the services you requested.
- F. We use Collected Information related to Third-Party Content to allow us and our partners to personalize marketing, advertising, and other content delivered or offered to you. For example, we may use or share Collected Information related to Third-Party Content that is necessary to serve video content and advertisements, including the source of the content, full information about the content including title, device identifiers, timing and location of your consumption, your user information, your IP address, etc. We also share the metadata needed to serve video or audio advertising.

- G. We also use and share payment information with our payment processor partner in order to process your payment for any services you order.
- H. Plex may share Collected Information as expressly set forth in this Privacy Policy, including the following limited situations:
- i. With third parties that assist us in providing you with our Services, such as payment processors, business and analytics providers, content providers, marketers, and cloud service providers, but we require our third parties to only use your information for the purposes of providing the services requested of them and in accordance with this Privacy Policy.
 - ii. If we believe that the disclosure is reasonably necessary to (a) satisfy an applicable law, regulation, legal process, or enforceable governmental request; or (b) protect or defend the safety, rights, or property of Plex, the public, or any person.
 - iii. In connection with a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or other proceeding involving Plex that includes or requires the transfer of the information.
 - iv. If your information is a part of a set of non-private, aggregated, anonymized, or otherwise non-personal information, such as anonymized and / or aggregated usage statistics and viewing trends.
 - v. With third parties to improve and deliver advertising to you on our behalf.
 - vi. If you request or consent to our sharing of Collected Information with a third party.

- I. We may apply automated decision-making to Collected Information to recommend content to you that we think you may be interested in.
- J. We will not share with third parties for their use or sell Collected Information about your Personal Content.

Protection of Your Information

- A. In order to help keep your media secure, we provide publicly trusted TLS certificates for end-to-end encrypted connections among all of our servers, Services, and client applications. For more information, please [review our support article](#) on the topic.
- B. We have put in place commercially reasonable physical, electronic, and organizational procedures to safeguard and secure the information we collect. For example, password information is stored on our servers and is protected using hashing and encryption technologies.
- C. We do not store any of your payment or credit card information on our servers. The data is encrypted and securely stored by an independent company, Braintree, which provides payment-processing services for Plex. Please review the [Braintree Security Policy](#) for more information.

Your Information and Terms of Third-Party Products and Services

- A. Plex may offer and you may choose to use products or services from third parties in connection with our Services that may contain links to or otherwise interface with third-party websites, products, services, or other technologies. Any such third-party technology may collect information from you or use other services or technologies that collect information from you. Any information collection by these third-party technologies is governed by the privacy practices of those third-party technologies. Plex does not control and is not responsible for the collection of information by such third-party technologies.

Children

- A. We do not knowingly collect personal information from children under the age of 13. If we learn that we have collected the personal information of a child under the age of 13, we will take steps to delete the information as soon as possible.

Privacy Policy Changes

This Privacy Policy may be updated from time to time. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy on the Plex website. You are advised to consult this Privacy Policy regularly for any changes.

International Transfer

If you use our services outside of the United States, we may transfer information from that jurisdiction to the United States,

where data protection regulations may not offer the same level of protection as in other parts of the world, such as the European Union. If you use our services in the European Union we will transfer data to the United States subject to standard contractual clauses.

Controlling Your Information

You may exercise your rights to access, correct, erase, object to processing, and request data portability where applicable in the following ways:

- A. Changing your profile information by accessing the Settings page of the Plex website.
- B. Linking or unlinking your account from another account of an external site, such as a social networking website.
- C. Deleting your account. You may delete your account by selecting the option to delete your account in the Settings page. We will delete your information without unreasonable delay after receiving the request except that we may retain archived copies of your information as required by law.
- D. Contacting Plex support [here](#).

Retention

Plex retains personal information you provide to create your account for as long as you maintain an account with us. Personal

information used to provide the services to you will be kept long enough to provide you with the service, including in archives and logs used to maintain and develop the service. Specifically, we delete data used for logging and error tracking after 90 days, we reset cookies on our website after 14 days. We also delete other personal data used to provide the Plex Solution or to communicate with you within 30 days after your account is deleted. We may retain some usage statistics (including IP addresses) for as long as we have a business purpose in order to improve Plex's services, but these statistics are no longer linked to the deleted account.

Your Choices, Including Opt-Out Options

You have the following choices regarding how we and third parties use certain information collected from or about you. We are committed to complying with the [Digital Advertising Alliance \("DAA"\) Self-Regulatory Principles for Online Behavioral Advertising](#) and the [DAA Application of Self-Regulatory Principles for the Mobile Environment](#).

A. Opt-Out from Promotional Communications..

- i. You may opt out of receiving the marketing newsletter from us by accessing your account, selecting Settings on the Plex website, and clicking "unsubscribe" in the Newsletter section. You may also opt out of certain promotional communications by clicking the "unsubscribe" link in a particular promotional communication. Please note that you cannot opt out from receiving all communications from us, including

administrative messages, service announcements, and messages regarding the terms and conditions of your account.

- ii. You can choose to receive push notifications from Plex on your device. If you do not wish to receive push notifications, you can use your device's settings to turn them off.

B. Opt-Out Options Page. Please visit the [Opt-Out Options](#) page to understand the options available to you regarding Third-Party Online Behavioral or Interest-Based Advertising and any specific third-party advertising companies' opt out information.

C. Options for Sharing What You Watch. We may ask for your consent to have Plex share your third-party media consumption information together with your personal information with our content programmers, service providers, and other third parties. If we have asked for your consent, we will provide you with a way to view or change your consent preference by updating your account settings.

D. Opt-Out of Playback Statistics. You may choose to opt-out of sharing the playback statistics for Personal Local Content that you store on your personal Plex Media Server by updating your Privacy Preferences.

E. Opt-Out for Digital Advertising. Plex may also use third-party advertising companies to serve ads, which may, directly or indirectly, collect or use information about user visits to websites and mobile app usage over time and across non-

affiliated websites and mobile apps to display advertisements more tailored to users' interests on this browser or device, and those browsers or devices associated with it. A user can visit www.aboutads.info/choices and/or download the appropriate version the AppChoices app at <http://www.youradchoices.com/appchoices> if a user wishes to learn more about this practice or would like to know more about his/her choices regarding that activity by companies participating in those choice tools. Please visit the [Opt-Out Options for Third-Party Advertising page](#) for any specific third party advertising companies' opt-out information.

- F. Withdraw Consent. You can withdraw your consent to our processing of personal information by updating your [privacy settings](#), or closing your account.

California Privacy Rights

This section contains disclosures required by the California Consumer Privacy Act ("CCPA") and applies only to "personal information" that is subject to the CCPA. Consumers with disabilities may access this notice by using a standard screen reader application.

Personal Information We Collect and Disclose for a Business Purpose. We collect the categories of personal information about California consumers identified here. As further set forth, in the past 12 months, we have disclosed California consumers' personal information to third parties for business or commercial purposes. The following categories of personal information have been collected in the last 12 months.

Personal and online identifiers (such as first and last name, email address, or unique online identifiers)

- Categories of sources from which information is collected: Consumers, service providers, third parties and social media you connect to Plex, content providers, advertisers on our Services
- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services; Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.
- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Categories of Personal Information Categories of information described in Section 1798.80(e) of the California Civil Code (such as payment information)

- Categories of sources from which information is collected: Consumers
- Business or commercial purposes for collection, use, and sharing: Billing to provide you with your subscription services.

- Disclosed for business purposes to the following categories of third parties: Payment processors and service providers.

Categories of Personal Information Commercial or transactions information (such as records of products or services purchased, obtained or considered)

- Categories of sources from which information is collected: Consumers, advertisers on our Services, service providers
- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services, Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.
- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Internet or other electronic network activity information (such as interactions with a website, email, application, or advertisement)

- Categories of sources from which information is collected: Consumers, advertisers on our Services, third

parties and social media you connect to Plex, service providers, and content providers

- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services, Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.
- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Geolocation information (such as ZIP code)

- Categories of sources from which information is collected: Consumers, service providers
- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services; Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological

improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.

- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Inferences drawn from the above information about your predicted characteristics and preferences

- Categories of sources from which information is collected: Consumers, service providers, and content providers
- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services; Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.
- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Other information about you that is linked to the personal information above (such as metadata about content you view, timestamps to allow playback, and data related to third party content)

- Categories of sources from which information is collected: Consumers, service providers, third parties and social media you connect to Plex, content providers, and advertisers on our Services
- Business or commercial purposes for collection, use, and sharing: Auditing related to our interactions with you; Legal compliance; Provide advertising on our Services; Content delivery and recommendations; Detecting and protecting against security incidents, fraud, and illegal activity; Debugging; Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics; Internal research for technological improvement; Internal operations; Activities to maintain and improve our services; and Other one-time uses.
- Disclosed for business purposes to the following categories of third parties: Content providers; service providers and vendors; third parties, such as social networks, you connect to Plex; analytics providers; payment processors; and government entities.

Your Rights Regarding Personal Information. California residents have certain rights with respect to the personal information collected by businesses. If you are a California resident, you may exercise the following rights regarding your personal information, subject to certain exceptions and limitations:

- The right to know the categories and specific pieces of personal information we collect, use, disclose, the categories of sources from which we collected your personal information, our purposes for collecting or selling your personal information, the categories of your personal information that we have disclosed for a business purpose, and the categories of third parties with which we have shared personal information;
- The right to request that we delete the personal information we have collected from you or maintain about you.
- The right not to receive discriminatory treatment for the exercise of the privacy rights conferred by the CCPA.

To exercise any of the above rights, please contact us using the following information and submit the required verifying information, by contacting Plex Support [here](#).

We may require additional information to verify your requests to exercise your rights or understand the scope of your request, although you will not be required to create an account with us to submit a request or have it fulfilled. If you do have an account, we will require you to submit your request from the email address associated with your account. You may designate an authorized agent to make a CCPA request on your behalf by submitting a request from the email associated with your account and providing the Plex username or email address of your agent. We do not sell personal information collected through our service, including not knowingly selling personal information about consumers under the age of 16.

Plex and its Affiliates

This privacy policy governs services provided by Plex GmbH, a Swiss company, and its affiliates, including Plex, Inc., a Delaware company (together, “Plex”).

Plex GmbH, Hansmatt 32, 6370 Stans, Nidwalden, Switzerland

Plex Inc, 449 N Santa Cruz Ave, Los Gatos, CA 95030

Plex’s Data Protection Officer

Plex’s Data Protection Officer can be contacted at dataprotection@plexapp.com.

Questions

You may contact us with questions and comments regarding this policy via our [contact page](#). You can also contact your local data protection authority with any complaints about Plex’s data collection or processing activity.