

PRIVACY OF STREAMING APPS AND DEVICES: WATCHING TV THAT WATCHES US



Apple TV



Google TV



Amazon Fire TV



Roku Streaming Stick+



Nvidia Shield TV

Rating **79%** Pass

Bottom Line The Apple TV is the easiest way to experience Apple TV+, and Apple's policy for this product says they do not collect data for any other purpose.

Pros Apple says they don't sell users' data to third parties, don't display targeted advertisements, and don't track users on other apps and services across the internet.

Cons Apple did not receive the highest numerical score because they don't provide any information about how they protect student data privacy if the product is used in K-12 schools and districts.

Rating **81%** Warning

The Google TV integrates everything with your Google Account and brings all your streaming services together in one place.

Google TV received the highest overall numerical score, even with an orange "warning" rating, because Google TV had a more transparent policy despite engaging in some worse privacy practices.

Google says they don't sell users' data to third parties, but they do target users with advertisements and track users on other apps and services across the internet.

Rating **57%** Warning

Amazon's Fire streaming devices give members a large selection of "included with Prime" streaming TV shows, Amazon originals, and movies.

Users can create separate profiles for personalized content recommendations and parents can create a separate "Kids" profile for children to watch curated kid-friendly content.

Amazon's policy says that they target users with advertisements, however, the service does not display interest-based ads to children when they are using a registered Amazon child profile.

Rating **51%** Warning

The Roku Streaming Stick+ allows users to easily integrate all the free and paid third-party subscription services they use.

The Roku Streaming Stick is intended for users of all ages and easy to set up.

Roku says they sell users' data to third parties, target users with advertisements, and track users on other apps and services across the internet.

Rating **43%** Warning

By design, the Shield TV works with Android TV and integrates Google Account, Google Assistant, and streaming game services like Geforce Now.

Nvidia Shield TV is an Android TV-based streaming device that can stream both media and gaming content with Nvidia Geforce Now and Android gaming through the Google Play Store.

Shield TV has the same privacy practices as Google's Android TV that target users with advertisements and track users on other apps and services across the internet.

Privacy rating criteria of streaming apps

Product	Privacy Rating	Sell Data	Third-Party Marketing	Targeted Ads	Third-Party Tracking	Track Users	Ad Profile
Apple TV+	79% Pass	No	No	No	No	No	No
YouTube TV	81% Warning	No	No	Yes	Yes	Yes	Yes
Disney+	68% Warning	Yes	Yes	Yes	Yes	Yes	Yes
Paramount+	65% Warning	Yes	Yes	Yes	Yes	Yes	Yes
HBO Max	63% Warning	Yes	Yes	Yes	Yes	Yes	Yes
Peacock	59% Warning	Yes	Yes	Yes	Yes	Yes	Yes
Amazon Prime Video	57% Warning	No	Unclear	Yes	Yes	Yes	Yes
Discovery+	54% Warning	Yes	Yes	Yes	Yes	Yes	Yes
Hulu	53% Warning	Yes	Yes	Yes	Yes	Yes	Yes
Netflix	46% Warning	No	Yes	Yes	Yes	Yes	Yes

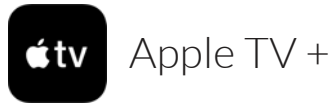
Devices integrates third-party apps

Device	Third-Party Content
Apple TV	Yes
Google TV	Yes
Amazon Fire TV	Yes
Roku Streaming Stick	Yes
Nvidia Shield TV	Yes

Privacy protecting default controls are enabled

Device	Default Protecting
Apple TV	Yes
Google TV	No
Amazon Fire TV	No
Roku Streaming Stick	No
Nvidia Shield TV	No

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Apple TV +

Rating **79%** Pass

Bottom Line Apple TV+ is the only streaming service with privacy built-in by design.

Pros Apple says they don't sell users' data to third parties, don't display targeted advertisements, and don't track users on other apps and services across the internet.

Cons Apple does not provide any information about how they protect student data privacy if the product is used by students in K-12 schools and districts.



YouTube TV

Rating **81%** Warning

Bottom Line YouTube TV is the best livestreaming service with over 85 top channels of entertainment and cloud DVR storage.

Pros YouTube TV received the highest overall numerical score, even with an orange "warning" rating, because Google TV had a more transparent policy despite engaging in some worse privacy practices.

Cons YouTube TV says they don't sell users' data to third parties, but they do target users with advertisements and track users on other apps and services across the internet.



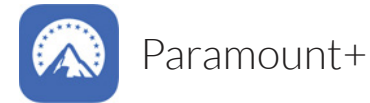
Disney+

Rating **68%** Warning

Bottom Line Disney+ has the latest releases, original series, movies, classic films, and TV shows from Disney, Pixar, Marvel, Star Wars, and National Geographic.

Pros Disney has some of the best practices in the categories of Parental Consent and Data Safety that includes safe interactions and privacy controls.

Cons Disney's policy says it sells users' data, targets users with advertisements, and tracks users on other apps and services across the internet.



Paramount+

Rating **65%** Warning

Bottom Line Paramount+ provides streaming access to TV series, stand-up shows, movies, reality, and kids shows from Nickelodeon, Comedy Central, BET, MTV, and Smithsonian Channel.

Pros Paramount+ says they protect student data privacy if the product is used by students in K-12 schools and districts.

Cons The Paramount+ policy says it sells users' data, targets users with advertisements, and tracks users on other apps and services across the internet.



HBO Max

Rating **63%** Warning

Bottom Line HBO Max is the streaming option for all of HBO, including original series, movies, specials, and more such as Sesame Workshop, DC Comics, Looney Tunes, and the Cartoon Network.

Pros Parents can create a separate "Kids profile" for children to watch curated kid-friendly content without targeted advertisements.

Cons The HBO policy says it sells users' data, targets users with personalized advertisements, and tracks users on other apps and services across the internet.



Peacock

Rating **59%** Warning

Bottom Line Peacock provides free access to streaming movies and TV shows from The Office, Parks & Rec, Yellowstone, and NBCUniversal shows from Bravo, SYFY, USA, E!, and Oxygen.

Pros Peacock says the service is intended for users of all ages, but individuals under the age of 13 may use the service with the consent of a parent or legal guardian.

Cons Peacock's policy says it sells users' data, targets users with advertisements, and tracks users on other apps and services across the internet.



Amazon Prime Video

Rating **57%** Warning

Bottom Line Amazon Prime Video gives members a large selection of "included with Prime" streaming TV shows, Amazon originals, and movies without the need to subscribe to other third-party services.

Pros Users can create separate profiles for personalized content recommendations and parents can create a separate "Kids" profile for children to watch curated kid-friendly content.

Cons Amazon's policy says it does not sell users' data, but Amazon does say it targets users with advertisements, and tracks users on other apps and services across the internet.



Discovery+

Rating **54%** Warning

Bottom Line Discovery+ provides streaming access to popular TV brands and personalities including HGTV, Food Network, TLC, ID, Animal Planet, and Discovery Channel.

Pros Discovery+ says in its privacy policy that it is only directed to adults and not intended for children under the age of 13.

Cons The Discovery+ policy says it sells users' data, targets users with advertisements, and tracks users on other apps and services across the internet.



Hulu

Rating **53%** Warning

Bottom Line Hulu provides streaming access to thousands of shows and movies, and live TV with over 65 channels with premium networks like HBO, Showtime, Cinemax, and Starz.

Pros Users can create separate profiles for personalized content recommendations and parents can create a separate "Kids" profile for children to watch curated kid-friendly content.

Cons Hulu's policy says it sells users' data, targets users with advertisements, and tracks users on other apps and services across the internet.



Netflix

Rating **46%** Warning

Bottom Line Netflix provides streaming access to award-winning original series, movies, documentaries, and stand-up specials.

Pros Users can create separate profiles for personalized content recommendations and parents can create a separate "Kids" profile for children to watch curated kid-friendly content.

Cons Netflix's policy says it does not sell users' data, but Netflix does say it targets users with advertisements, and tracks users on other apps and services across the internet.