

# Viber United States Regional Privacy Notice

*Last Updated: August 04, 2025*

This United States Regional Privacy Notice (“**Notice**”) is a supplement to the Viber [Privacy Policy](#) and applies to United States residents except for California residents which are governed by the [Privacy Notice for California Residents](#) (“**CCPA Notice**”), as detailed below. Capitalized terms used but not defined herein shall have the same meaning as provided under the [Viber Terms of Service](#) or the [Viber Privacy Policy](#). This Notice details the categories of Personal Data (as the term is defined below) we collect, the purpose of use, and the categories of third parties we share your Personal Data with. It also describes your rights and how to exercise them under the various U.S state comprehensive privacy laws except California, and other federal and state laws, as may be applicable (all collectively shall be defined as “**U.S. Privacy Laws**”).

## 1. Notice to California Residents

This section applies only to California residents. Please see the [CCPA Notice](#) which discloses the categories of personal information collected, purpose of processing, source, categories of recipients with whom the personal information is shared for a business purpose, whether the personal information is sold or shared, the retention period, and how to exercise your rights as a California resident, pursuant to the California Consumer Privacy Act of 2018 (“**CCPA**”), as amended by the California Privacy Rights Act (“**CPRA**”).

## 2. Personal Data and Sensitive Data

**"Personal Data"** means information that is linked or reasonably linkable to an identified or identifiable individual. Personal Data does not include publicly available information and information that cannot be reasonably linked to you, directly or indirectly, such as de-identified or aggregated data, and information governed by other state or federal laws, such as: Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPPA), Personal Data covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or and the Driver’s Privacy Protection Act of 1994, Children’s Online Policy Protection Act of 1998 (COPPA), Family Educational Rights and Privacy Act of 1974, national Security Exchange Act of 1934, higher education data and employment data, etc.

**"Sensitive Data"** means Data revealing racial or ethnic origin, religious beliefs, mental or physical health history, condition or diagnosis, sex life or sexual orientation, citizenship or immigration status, genetic or biometric data that can be processed/is

processed to uniquely identify an individual, precise (GPS) geolocation, or personal data from a known child.

### 3. The Categories of Personal Data or Sensitive Data Processed

The operation and use of Viber App and Services involves collection of Personal Data, where the types of such data depend on the type of Service and interaction with us. For example, when you sign up and create an account, you directly provide us with your Personal Data. We also automatically collect certain Personal Data from your device. We explain which data we collect and how we collect it below.

The types of Personal Data collected through use of our Services, including App and website, are listed below. We note that some types of Personal Data we collect are required for all Viber Services (for example, your phone number), some types may be required solely for certain Services or features you decide to use (for example, Viber chatbots), and some are optional, and subject to your discretion (for example, your photo).

[We do not read, listen to or store your messages and/ or calls made privately:](#)

We wish to clarify that we do not read or listen to the content of your messages and/or calls made privately via Viber and we do not store those messages (including any media files transferred therein) once they have been delivered to their destination (which on average takes less than one second). If for some reason the message was not delivered to its destination within up to 2 weeks, it will be deleted from our servers. We note that we allow you the option to back up your chat history data on your own external data backup service (like iCloud or Google Drive) – see [here](#) for more info on backup.

[Data provided or collected through registration & under your Viber account or participation in Viber's activities:](#)

- **Identifiers**, such as:
  - Your mobile number (including mobile country/network code);
  - Your personal details (e.g., name, date of birth), if you provided them;
  - Your contact details (e.g., email address), if you provided them;
  - Your account login details, such as your username and any of your password or security pin-code, which you have chosen, if any;
  - Device identifiers, as described below.
- **Your photo**, if you provided it (e.g., any avatar).
- **Your phone address book**, meaning, the names, the phone numbers and the favorites list from your contact lists, if you approved access to them.

- If you chose to use our business accounts services, any personal data included in your **business account data**.

#### Geolocation data:

- **General location**, we use IP addresses we collect and additional data (e.g., phone number area codes), to estimate your general location (e.g., city level); we may also use your residential address, if it's been provided by you.
- **GPS based location**, we will collect the GPS location for very specific purposes (as detailed below), and solely if you gave us permission.

#### Financial information provided or collected through your use of purchased subscription, paid features and offers:

- **Purchased subscriptions, products or services:**

If you purchase credit, paid features or subscribe to our Premium Services (e.g. a Viber Out, Viber Plus and other applicable plans) on our App or websites, we will process your billing data (e.g., full name or your user name, phone number, payment method), as well as transactions-related information (e.g., the purchasing amount; date of purchase, currency; IP address, country, first and last 4 digits of your credit card).

- **Viber Chatbot Payment Transactions:**
  - Transactions-related details (transaction ID, time and date of purchase, purchase description, purchase amount, currency, the merchant transaction result, user free text entered information)
  - Hashed pin code

#### Data we collect automatically from your device, e.g., data collected using cookies and other device identifying technologies (**Viber Ads, Cookies and Tracking Technologies**):

- **Device identifiers**, meaning identifiers of the devices you have used to access our websites and application, including IP address, unique device identifiers (including hashed phone numbers/emails), advertising related identifiers, MAC identifiers. Unique identifiers tell your device apart from other users and may be assigned to your device by Viber or our advertising service providers/partners.
- **Electronic network activity data**, such as data stored on log files, when you access our Service and website for example, including access time and date stamp, pages viewed, IP address, the pages that directed you to our website, data related to errors and crash reports.
- **Activity data**, relating to your usage of Services, such as connection status, whether you have received and seen messages sent to you, if you are currently

on another call and data related to the calls and messages that you send and receive, such as length of the call, who called whom, who messaged whom, and at what time, your personal preferences related to such usage (for example how often, for how long, what options are selected, etc.). Such activity data may also include:

- Communities, channels, bots, businesses, and links you interact with inside Viber – e.g. data about the communities, business accounts, and channels you visit, follow or manage, messages you like, messages you send, the content you post or view, links you click on;
  - Items you searched and shared via Chat Extensions;
  - Offers selected or redeemed;
  - Business accounts activity.
- Other device data, e.g., data about your device's operating system, your browser, browser or operating system language, your wireless network, your mobile carrier, your privacy-related settings.

For more information regarding how we and our partners use cookies, as well as your choices and controls, please see our [Viber Ads, Cookies and Tracking Technologies Policy](#).

Data we collect or receive from other sources and inferred data:

- **Social media data:**
  - If you have signed in to the app through third party social media sites – your email address, birthday and gender – if such information has appeared on your social media profile – was collected. Note that we disabled the option to sign in to the app through user social media accounts, and we no longer have any access to the current data from the social media accounts of users, who have signed in to Viber in such fashion in the past.
- **Your contact name**, as saved on other users' devices if they chose to share their contacts with us.
- **Viber may also process inferences about your account and device identifier**, such as:
  - Inferred gender – for example, inferred from your name;
  - Inferred interests – inferred from your activity, such as the communities, channels, bots, businesses and links you interact with inside Viber;

- Inferences from third party data and ads-related interactions – we may receive inferred data, linked to your device identifier (mainly, a unique device identifier generated by cookies, pixels, or other tracking technologies used on our website and Services) from our third-party advertisers and service providers. Such inferred data we receive may include inferences about your interests and characteristics, generated by such third parties from other websites and services you have visited (for example whether you are interested in fintech, cars, etc., which income group you might belong to, as well as the locations you tend to visit, based on your GPS location). In addition, inferences can be generated from data on how you interact with ads displayed on our App after clicking on them and data about your activity and preferences derived from the clicks on our own ads (and the subsequent installs of our App) associated with your device identifier, delivered on third-party advertising platforms by our ad providers. For more information, please see our [Viber Ads, Cookies & Tracking Technologies Policy](#).
- Viber does not make or process inferences using Sensitive Personal Data or about Sensitive Personal Data characteristics.

#### [User Submitted Content:](#)

If you choose to participate in Viber’s activities (e.g., contests), or as part of your participation in communities/channels/bots’ activities available on Viber, you may voluntarily publish, submit or post content such as videos, images, graphics, text, videos, etc. which may include personal data (e.g., an image of a person).

#### [Data we collect from your communications with us, including support, customer services and other inquiries:](#)

If you choose to contact us through any means of communications we make available, you may provide us with certain data such as your contact details (e.g., name, email, phone number, mobile carrier, country – mainly where you are not a user of our Services) and other data you voluntarily wish to provide (mainly, related to the issue you wish us to address or resolve, including without limitation, information related to disputed transactions). We will further store our contact history and correspondence with you according to our retention policies.

#### [4. The Purpose of Processing Personal Data](#)

[At Viber, we use your Personal Data to provide you with the best possible Service. This includes administering your account, customizing and improving the Service we offer, processing payments, serving ads and marketing campaigns, providing you with](#)

support and for compliance and safety reasons. We explain below the purposes for which we collect and use your Personal Data.

#### **Authentication and Account Administration:**

Viber uses different types of your Personal Data such as: identifiers, your photo and phone address book, contact information, device information, etc. for the purpose of creating and administering your Viber account in order to enable you to register, log in, activate and use the Services. These include, for example:

- To authenticate and verify your account, as well as to make sure you do not already have a Viber account;
- To synchronize your contact list on the App;
- To create your profile, customize your Viber account according to the information you have provided (e.g. name or photo), and display such information as part of your profile when you use Viber Services.

#### **Providing our Services – Communication & Content Features and enabling backups:**

Viber uses different types of Personal Data in order to operate, provide and deliver to you our Services, including communication features. This includes, for example:

- To allow mobile carriers to connect calls to you and from you;
- To show your online status;
- To enable you to send and receive messages, participate in Viber calls, delete messages;
- Offer additional Viber features or enable you to only use features that are available in your location;
- Enable you to upload and create backups of your messages on external services;
- Enable you to post and share your content, images and videos, within the communities, channels, and bots;
- Enable you to share your location with your contacts;
- Send you operational related and service-related communications, including administrative messages that relate to your use of the Services such as missed call notifications;

As stated above, your messages will not be stored by us once they have been delivered.

#### **Enabling Paid Services: Viber Out Credit, Premium Services' Subscriptions and Paid Features, and Viber Chatbot Payments:**

Viber uses different types of Personal Data in order to enable your use of the Viber Out Credit, other paid features and purchase of Premium Services' subscriptions on our App or website, including for verification purposes. This includes, for example, sharing your email address with our third-party Payment Service Providers, to enable the processing of your payments. Your credit card number will be provided by you directly to the applicable Payment Service Provider and Viber will not have access to this data. We will further store a log that will record your purchase for operational and fraud detection purposes, and such log will include your IP address or other unique identifier.

We also use certain types of data to enable you to interact with and pay third-party merchants through your use of the Viber Chatbot Payments. This data will be used solely for fulfilling our role as an intermediary and we will share with Google Pay or Apple Pay or any other linked payments provider. To enable your use of this feature, we process transactions-related details including shopping history (time and date of purchase, purchase description, purchase amount, currency, the merchant, etc.) for your record keeping and ours, as required by law. The confirmation of the payment is provided directly to the merchant and Viber does not receive or share any payment data or registration data from Apple Pay nor Google Pay. Note that your use of Apple Pay and Google Pay, including their use of your data, is subject to their respective terms and privacy policy, which can be found here: [Google Pay](#), [Apple Pay](#).

### **Enabling and Managing Your Participation in Contests & Marketing Activities:**

If you voluntarily choose to participate in contests and other marketing activities offered by Viber, we will use different types of Personal Data, depending on the applicable activity, in order to enable your participation and operate such activities. This includes, for example:

- If you choose to participate in a contest which involves a prize, we will request you to provide your physical address in order to ship it to you;
- The content submitted through the contest, to the extent it includes Personal Data;
- As some contests or activities are applicable solely to specific regions, we will use your general location (for example, according to your phone number area code), to validate your eligibility to participate in a specific contest.

### **Improving and Customizing the Service and Analytics of Viber Activity:**

Viber uses different types of Personal Data in order to improve, enhance and evaluate the Services, as well as customize the Services, subject to your consent, where applicable, for any Sensitive Data. This may include, for example:

- We use activity data, device identifiers, IP-based location and GPS location (with your permission) to fix and evaluate the technical functionality and availability of

the Services, as well as for statistical analysis of the usage and functionality, product development, continued improvement of existing features and provision of certain features;

- We use your data provided through registration and inferred data (such as inferred gender, and inferences from ads-related interactions), interests and general location to customize content we show you, including customizing our offers of certain services;
- When we advertise our Services to you on third-party platforms, we might receive indications of which advertisement led you to join our Service based on unique device identifiers associated with your device, in order, among others, to assess the performance of our campaigns, to look for similar users, for better ad measurements, as well as to learn more about your activity and preferences on our Services;
- Data collected automatically from your device or through cookies and pixels;
- Data we collect from other sources and inferred data, such as social media data, your contact name and inferences about your account and device identifiers.

#### **Marketing Communications with Viber's Users & Location based Offers:**

Viber uses different types of Personal Data in order to contact you with marketing and offers relating to products and services offered by Viber, (including your contact information and interests, if the offer is tailored to your interest) or Sensitive Data, such as GPS location, subject to your consent. This may include, for example:

- We will use your email address, name, inferred gender, age range, device and activity data, for the purpose of contacting you with marketing and offers relating to products and services offered by Viber, and our partners. When advertising Viber services outside of Viber, we might share your email address or device identifiers with our marketing vendors;
- Your IP address will be used to extract your general location (city level), for the purposes of presenting offers applicable to your region and, subject to the permissions you have provided, we may use your GPS location data for the purpose of providing you with location-based marketing offers and communications.

Please note that even after you have chosen to unsubscribe from marketing communications (see how you can do it in "[Your Choices](#)" section of [Viber Privacy Policy](#)) we may send you service-related communications, including administrative messages that relate to your use of the Services.

#### **Advertising:**



Viber uses different types of Personal Data in order to provide our advertising services (meaning, to enable the display of advertisements, including personalized advertisements provided by Viber or third-party advertisers, in our App and Services), to measure and optimize the performance of ads and deliver more relevant ads, subject to your opt-out, as applicable. This may include, for example:

- Viber will use and may share your device identifiers (mainly, a unique device identifier generated by cookies or other tracking technologies used on our website and Services, or other identifiers that tell your device apart from other users and may be assigned to your device by Viber or our advertising service providers/partners), as well as age range, inferred gender, and reduced IP address (or GPS location data, with your permission) with third party advertising partners, for the purpose of presenting you with personalized ads;
- Viber device identifiers (mainly, a unique device identifier generated by cookies or other tracking technologies used on our website and Services, or other identifiers that tell your device apart from other users and may be assigned to your device by Viber or our advertising service providers/partners), age range, inferred gender, and reduced IP address (or GPS location data, with your permission) for the purpose of presenting you with personalized ads; and
- Activity data and information we receive from third parties on your activity outside of Viber.

You can always opt out of personalized advertising by switching on the “Do not sell or share my personal information” toggle, in which case we will not share your Unique Identifier (as defined above) with our third-party advertisers. Note that you may not see this toggle in the Viber App if you have not enabled App Tracking requests in the Apple settings for iOS devices, but in such cases Viber’s tracking and sharing is already turned off. If you are having trouble finding the “Do Not Sell or Share My Personal Information” toggle you can send us an Opt-Out request at any time via the following link:

<https://support.viber.com/customer/portal/emails/new?type=CA>.

#### **Customer Service:**

Viber uses different types of Personal Data in order to provide customer service and customer support. This may include, for example your contact information, the details of your support communication, etc.

#### **Safety, Security & Fraud Prevention:**

Viber uses different types of Personal Data for security purposes such as fraud and spam prevention. This may include, for example: messages reported by other users, Identifiers, you name and contact information, etc.

## Defending our Rights; Enforcing our Policies & Compliance with Legal Obligations and Public Interests:

Viber may use and share different types of Personal Data (or Sensitive Data if it includes your GPS location), and depending on the circumstances, for the purpose of defending our rights and enforcing our policies, terms and agreements, where it is necessary to comply with legal obligations to which we are subject and for cooperation with regulators and law enforcement bodies (where there is a valid legal request such as binding order), as well as in very limited and rare circumstances, where we find it necessary and essential for the purpose of protecting your or third party's life safety and security as well as humanitarian purposes.

## 5. The Personal Data Shared and the Categories of Recipients

We share Personal Data and Sensitive Data as necessary with third parties, including our corporate family, service providers, advertisers (subject to opt out), and with trusted companies that help us provide our Services, in compliance with strict data security and privacy practices. We may also share Personal Data or Sensitive Data in limited circumstances where we are required to do so under applicable law. You can find below information about the categories of such third-party recipients, as well as the purpose for which the Personal Data and/or Sensitive Data is shared with such third parties.

### The Viber Corporate Family:

We may share the Data we collect about you with the Viber corporate family, including our parent company, Rakuten Group Inc., and its and our affiliates (as listed [here](#)). The purposes for sharing include providing joint content, support, preventing illegal actions, corporate administration and operating the Services.

### Our Service Providers and Partners:

We share your Personal Data or Sensitive Data with our trusted service providers and business partners that perform business operations for us on our behalf (as data processors) and pursuant to our instructions and a data processing agreement. This includes the following types of service providers:

- **Advertising and marketing service providers**, who help us with advertising measurements and app installations;
- **Advertising Partners**, to enable the limited advertisements on our Services, we may share device identifiers (i.e., an advertising identifier associated with your device or identifiers that tell your device apart from other users and may be assigned to your device by Viber or our advertising service providers/partners) with our third-party or affiliate advertising partners (listed [here](#)), along with certain of your device data (e.g. language preference), age range, inferred gender, country, city, reduced IP address (or GPS location data, with your permission)

and certain technical or aggregated data about you and the device you are using. This includes partners managing our advertising placements and also advertisers themselves and their agencies or third parties managing their advertising demands. Your unique advertising identifier is created by your mobile device's operating system and you can change it or choose not to share it at any time. If you want to know more, read our [Viber Ads, Cookies and Tracking Technologies](#).

- **Data storage providers**, with whom we entrust the hosting and storage of our data;
- **Customer support providers**, who help us perform such functions as customer support and customer service;
- **Data analytics and data management providers**, who help us analyze, improve, personalize, enhance our Services and moderate the content;
- **Measurement partners**, who help us with measurements, tracking and targeting;
- **Payment and fintech services providers**, who enable processing payments and fintech actions on our App;
- **Data security partners**, who help us detect and prevent potentially illegal acts, violations of our policies, fraud and/or data security breaches and ensure compliance with legal obligations.

Where we share data with service providers and partners, we ensure they only have access to such information that is strictly necessary in order for us to provide the Services.

#### **Third-Parties Offering Service Through our App:**

As part of Viber's Services, we allow third parties to create communities and channels on Viber, and develop, through the use of Viber's API, their own bots, chat extensions and integrate into Viber explore screen in order to communicate with Viber users ("**Third Party Communications**"). In the event you voluntarily choose to interact with the Third-Party Communications through your use of the Services, such third parties may receive certain data about the user, such as your user's name, photo, country, some device data and Viber unique ID. These third parties are **not** processing the data on our behalf, meaning, their use of your data shall be subject to their policies and privacy practices.

#### **Legal and Law Enforcement:**

Subject to our strict data security and privacy practices and without compromising our end-to-end encryption, we may disclose certain types of your data, including, and depending on the circumstances, activity data, Identifiers and your phone address

book, to law enforcement, governmental agencies, or authorized third parties, in response to a verified request relating to terror acts, criminal investigations or alleged illegal activity or any other activity that may expose us, you, or any other Viber user to legal liability, and solely to the extent needed to comply with such purpose.

### Corporate Transactions:

In the event of a corporate transaction (e.g., sale of a substantial part of our business, merger, consolidation or asset sale) we will share the data we store with our acquiring company. We will obligate the acquiring company to assume the rights and obligations as described in this Privacy Policy (including this notice), and we will notify you of such corporate changes in your data processing.

## 6. Your Right Under U.S. Privacy Laws

Subject to State laws and your interaction with Viber, you may have certain rights regarding the Personal Data that Viber Collects about you. Such rights may include the right to know or confirm which types of Personal Data we collect and why we collect it (as we detail under this Notice), the right to access your Personal Data that we hold about you, the right to request correction of inaccuracies in your Personal Data, the right to request us to delete your Personal Data, the right to opt-out of certain data collection, sale, or uses, as well as the right to appeal Viber's decision regarding your rights. We further explain below the operational meaning of each such right as provided under applicable State laws, as well as when and how you may exercise your right.

<b>Right to Access/ Right to Know</b>	You have the right to confirm whether and know the Personal Data we collected on you.	You can exercise your right by reviewing this Privacy Policy, you may access and request a copy of the specific Personal Data collected by us about you by tapping the “ <b>request your data</b> ” button in Viber’s privacy settings on your App. Once the copy is ready, you will receive a file from Viber containing this information. If you have further questions, please contact us.
<b>Right to Correction</b>	You have the right to correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.	<p>You can exercise this right directly through the Viber App, we enable you to delete, edit/correct your messages anytime, even after they have been sent (they will be deleted or appear edited for you, your friend and our Services).</p> <p>You can delete and correct any information available in your account, through the App settings as detailed here: <a href="https://help.viber.com/hc/en-">https://help.viber.com/hc/en-</a></p>

		<a href="https://help.viber.com/hc/en-us/articles/9062953104029-Request-Review-and-Delete-Your-Data-on-Viber">us/articles/9062953104029-Request-Review-and-Delete-Your-Data-on-Viber</a>
<b>Right to Deletion</b>	<p>You have the right to delete your Personal Data, although this right is not absolute and in certain circumstances we may deny such request. We may deny your deletion request, in full or in part, to the extent retaining the information is reasonably necessary and proportionate for us or our service provider(s) for any of the following reasons: (1) complete the transaction for which we collected the Personal Data, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you; (2) help ensure security and integrity, including to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities; (3) debug products to identify and repair errors that impair existing intended</p>	<p>You do not need to create an account with us to submit a request to delete.</p> <p>You may also request deletion directly through the App settings without submitting a request. We enable you to delete, edit/correct your messages anytime, even after they have been sent (they will be deleted or appear edited for you, your friend and our Services).</p> <p>You can delete and correct any information available in your account, through the App settings as detailed here: <a href="https://help.viber.com/hc/en-us/articles/9062953104029-Request-Review-and-Delete-Your-Data-on-Viber">https://help.viber.com/hc/en-us/articles/9062953104029-Request-Review-and-Delete-Your-Data-on-Viber</a>.</p>

	<p>functionality; (4) exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law; (5) comply with the law or legal obligation; (6) engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent; (7) enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us and compatible with the context in which you provided it.</p> <p>We will delete or de-identify Personal Data not subject to one of these exceptions from our records and will direct our processors to take similar action.</p>	
<p><b>Right to Portability</b></p>	<p>You have the right to obtain the personal data in a portable, and to the extent technically feasible, readily usable format that allows you to transmit the data to</p>	<p>You may request to receive a copy of your Personal Data, including specific pieces of Personal Data, including, where applicable, to obtain a copy of the Personal Data you provided to us in a portable format.</p>

	another entity without hindrance.	We will select a format to provide your Personal Data that is readily usable and should allow you to transmit the information from one entity to another entity without hindrance.
<p><b>Right to opt out from (i) selling Personal Data; (ii) Right to opt out from processing for Targeted Advertising; and (iii) Right to opt out from Profiling</b></p>	<p>You have the right to opt out of the processing of your Personal Data for the purposes of targeted advertising, its sale to a third party for monetary gain or other value, or for profiling in furtherance of decisions that produce legal or similarly significant effects concerning you or any other consumer.</p> <p>You may authorize another person acting on your behalf to opt out (including by technical tools and opt out signals).</p> <p>To enable the limited advertisements on our Services, we may share Device Identifiers (i.e., an advertising identifier associated with your device) with our third-party advertising partners (listed <a href="#">here</a>), along with certain of your device data (e.g., language preference), age range, inferred gender, country, city, reduced IP address (or GPS location data, with your permission) and certain technical or</p>	<p>You can choose to allow or to not allow customization and personalization of our Services provided to you based on your Personal Data, by changing your personal data toggles in the privacy setting within the App.</p> <p>You can simply open the Viber App, access the “<b>Settings/privacy/personal data</b>” menu within the App and switch the “<b>Do Not Sell or Share My Personal Information</b>” toggle on (the “<b>Opt-Out</b>”).</p> <p>Note that you may not see this toggle in the Viber App if you have not enabled App Tracking requests in the Apple settings for iOS devices, but in such cases Viber’s tracking and sharing is already turned off. If you are having trouble finding the toggles or need further instructions you can send us an email to <a href="mailto:privacy@viber.com">privacy@viber.com</a>, or contact us via our online form as described below. Furthermore, if you are having trouble finding the “<b>Do Not Sell or Share My Personal Information</b>” toggle you can send us an Opt-Out request at any time via the following link: <a href="https://support.viber.com/customer/portal/emails/new?type=CA">https://support.viber.com/customer/portal/emails/new?type=CA</a></p> <p>You can also make additional choices on your phone’s settings by changing our App’s permissions such as to allow or disable GPS location sharing, access to contact list and more.</p> <p>We recognize valid opt-out preference signals sent from browsers, including the Global Privacy Control, on our websites. When we receive such signals that do not conflict with your existing privacy preferences, we will automatically exercise opt-out rights that may be available to you under applicable U.S. State privacy laws, such as the rights to opt out of sale, sharing, and processing</p>

	<p>aggregated data about you and the device you are using.</p> <p>Note, under CDPA consent can be <b>withdrawn</b> within 15-days of notice at any time.</p>	<p>your personal information for targeted advertising, for your browser. One way that you can use such opt-out signals is by following the instructions for your device or browser located here: <a href="https://globalprivacycontrol.org">https://globalprivacycontrol.org</a>.</p>
<b>Right to Appeal</b>	<p>If we decline to take action on your request, we shall so inform you without undue delay, within 45 days of receipt of your request. The notification will include a justification for declining to take action, which determination you may appeal to Viber.</p>	<p>In the event that we decline to take action on or deny your request to exercise your rights, you may have the right to appeal our decision, depending on your state's law. Please send your appeal request with a summary of the request and decision you want to appeal to <a href="mailto:privacy@viber.com">privacy@viber.com</a>.</p> <p>Within 45-60 days after receipt of an appeal, depending on your jurisdiction, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reason for the decisions and, if the appeal is denied, a method by which you can complain to the relevant state authority.</p>
<b>Duty not to violate the existing laws against discrimination or non-discrimination</b>	<p>We must not process your Personal Data in violation of existing laws that prohibit unlawful discrimination against consumers nor discriminate against you for exercising your privacy rights, such as denying a good or service, providing a different level or quality of service, or charging different prices, except where such different treatment is justified by the lack of personal data required to provide such services.</p>	<p>We do not process data to discriminate nor discriminate against our users for exercising their privacy rights.</p>



## 7. Notice Amendments

We reserve the right to amend this Notice from time to time, at our sole discretion. The most recent version of the Notice will always be posted on the website. The updated date of the Notice will be reflected in the Notice heading. We will provide notice to you if these changes are material, and, where required by applicable law, we will obtain your consent. Any amendments to the Notice will become effective immediately, unless we notify otherwise. We recommend you review this Notice periodically to ensure that you understand our most updated privacy practices.

[Current United States Regional Privacy Notice August 2025](#)

[Previous United States Regional Privacy Notice March 2025](#)