

Frequently Asked Questions

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What is Amazon Preview?

Amazon Preview (“we” and “our”) is an exclusive opportunity for entertainment fans to help shape Movies and TV Series, and improve Amazon services. Once you’ve accepted our invitation, we will email you opportunities to view and provide feedback on entertainment products and projects - before other Amazon customers. We’ll share product experiences, marketing materials, concepts, storyboards, test movies and even television pilots with Amazon Preview members and use the feedback we collect from them to make entertainment products and projects better.

How do I join Amazon Preview?

Amazon Preview members are selected from Amazon’s customers and invited to join via email. In some countries you may also be able to sign up to a waitlist for an invitation via the local Amazon website. If you’ve received an email invitation to Amazon Preview, click the link in that message and follow the instructions to get started.

You must be an adult (at least 18 years old or the age of majority in your jurisdiction) to become an Amazon Preview member.

How much does it cost?

Amazon Preview is free. We only ask that members respond to the surveys we send in a timely manner.

How do I stop receiving Amazon Preview research invitations?

We’d be sad to see you go, but you can unsubscribe from Amazon Preview email invitations by clicking the unsubscribe link in any of the emails we send to you. If you have any other

questions related to your participation in Amazon Preview, please contact your local Amazon Customer Service.

What do I get for participating in Amazon Preview?

First and foremost, you'll get an exclusive behind-the-scenes look at Amazon entertainment projects – including in development movies and TV shows. Your feedback will help us improve these projects for all Amazon customers.

From time to time, we may also offer gift cards, Amazon promotional credits, prizes, and giveaways to Amazon Preview members as a thank you for your participation (the “rewards program”). We will tell you which actions are eligible for a reward (e.g., completing a particular survey questionnaire). We will also let you know the terms and conditions of the reward before or at the time the reward is sent to you.

Now that I've signed up, when can I expect my first survey?

We send out surveys at different intervals throughout the year, but typically you should receive a survey every 2-3 weeks via email.

When I click on the link in the invitation email, it doesn't work. Why?

Invitation links may only be used once, and not shared. If you've already used the link to join Amazon Preview or run into any technical issues, please contact your local Amazon Customer Service.

What kind of information will be collected about me?

We collect certain information about every Amazon Preview member. For example, your name and email address are required to sign up.

We also collect information that you provide when submitting responses to our survey questionnaires. This includes the following types of personal information (some or all may apply to you, depending on where you live and how you choose to respond to our questions):

- Information about your residence and the area where you live
- Physical characteristics, such as age and gender
- Languages spoken and understood
- Marital and familial status
- Audio or visual information (e.g., video feedback; video-based discussions)
- Education-, employment-, and income-related information
- Commercial information, such as information about personal property, products, and services purchased, obtained, or considered
- Data which may be deemed sensitive or subject to special protections under the laws of your country or state (called “sensitive data”), including:
 - Racial / ethnic origin

- Political opinions or affiliations
- Religious or philosophical beliefs or affiliations
- Sex life / sexual orientation
- Social status
- Financial information
- We do not knowingly collect personal information from children (or adolescents, where relevant), although we may collect statistical, anonymous, or aggregate information about individuals under 18 years old

For more information, see the Amazon Privacy Notice applicable to you (which you can find a link to in your email invitation or the Amazon Preview website footer).

How will the information I provide to Amazon Preview be used?

Amazon will use the feedback we collect to make great entertainment, better understand our customers, and help improve Amazon services. Any information that you provide will be used only in accordance with the Amazon Privacy Notice applicable to you (which you can find a link to in your email invitation or the Amazon Preview website footer), except as otherwise provided in these Frequently Asked Questions or communicated to you. You also agree to the disclosure, sharing and transferring of your personal information collected for these purposes to our Amazon affiliates and third-party service providers, which may be outside your jurisdiction, that process data on our behalf. If you have any questions as to how we collect and use your personal information, please contact your local Amazon Customer Service.

Where we have obtained consent to process your personal information for a specified purpose, you may withdraw such consent at any time by contacting your local Amazon Customer Service to end your membership with Amazon Preview. If consent is withdrawn, we will stop any further processing of the information for that purpose. Please be aware, however, that withdrawing or failing to provide valid consent to processing may in some cases prevent you from joining or continuing membership with Amazon Preview.

Additional jurisdiction-specific information

If you reside in Brazil: The controllers of the information we collect are identified in the Amazon Privacy Notice applicable to you.

If you reside in California or Virginia: Additional disclosures for residents of California and Virginia required by the California Privacy Rights Act (“CPRA”) and Virginia Consumer Data Protection Act (“VCDPA”) are provided [here](#). Please note, however, that none of the personal information you provide to us is sold or processed for purposes of targeted advertising or profiling in furtherance of decisions that produce legal or similarly significant effects concerning you, as those terms are defined by the VCDPA, or shared with a third party for the purpose of cross-context behavioral advertising, as those terms are defined by the CPRA.

Under the CPRA, the rewards program may be considered a financial incentive provided in exchange for the collection and retention of personal information. If you are a California resident, we ask you to opt in to the rewards program when you sign up for Amazon Preview, or the first time you complete an eligible survey questionnaire.

Your personal information is valuable to us. By participating in Amazon Preview, you agree that the value of the reward you receive is reasonably related to the value we derive from collecting the personal information, including sensitive data, described above in the section “What kind of information will be collected about me?” when you complete an eligible action, and from using that information for the purposes described above in the section “How will the information I provide to Amazon Preview be used?”.

You may withdraw from the rewards program at any time by contacting your local Amazon Customer Service. Please note, however, that this will require us to end your membership with Amazon Preview.