

Xiaomi Privacy Support Privacy Policy

Our Privacy Policy was updated on December 16, 2024.

Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

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1. Introduction

Xiaomi Privacy Support is provided by Xiaomi Technology Netherlands B.V., Xiaomi Technologies Singapore Pte. Ltd., and/or their affiliated companies (hereinafter referred to as "Xiaomi", "we", "our", or "us").

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, transfer, protect and otherwise process any personal information that we collect from you or a third party when you use Xiaomi Privacy Support. You may consult the privacy policies of the relevant services for terms and conditions regarding processing of personal information when you use other services, or regarding other data protection matters. Terms and conditions regarding protection of minors or security measures can be found in

<https://privacy.mi.com/all/languages/> (<https://privacy.mi.com/all/languages/>).

Ultimately, what we want is the best for all our users. Should you have any questions about our data processing practices as summarized in this Privacy Policy, please contact us via <https://privacy.mi.com/support> (<https://privacy.mi.com/support>) to address your specific queries. We will be happy to hear from you.

2. What does personal information mean?

Under this Privacy Policy, "personal information" means information that can be used to directly or indirectly identify an individual, either from that information alone or from that information combined with other information about that individual available to Xiaomi, except as otherwise specifically provided by applicable law in your region. It includes information such as name, contact details, identification numbers, location data or online identifiers (e.g., Xiaomi Account ID). We will use your personal information strictly following this Privacy Policy.

3. What information do we collect and for what purposes?

3.1. Collection of personal information from you

The purpose of collecting personal information is to provide you with our assistance through Xiaomi Privacy Support. For this reason, we will process the following personal information:

- **Managing your data protection rights and privacy related requests.**

If you decide to submit a request regarding your data protection rights or any privacy related request, we will process the personal information you provide to us (e.g., basic information and contact data such as e-mail, name or Mi ID number as well as your country or any further information you may share with us, such as pictures or screenshots, to support your request) to assess, handle your request and provide you with a response.

3.2. Collection of personal information from third-party sources

Xiaomi products and services may require a prior Xiaomi Account profile. For a faster signing-in or to easily complete Xiaomi Account personal information, you may also authorize the pairing of a third-party account with your Xiaomi Account (e.g., your Google, Facebook or Apple account). With your consent, you authorize the third-party account to import your profile picture, nickname, email and other information to your Xiaomi Account.

Please note that we will ensure the security of your information through means such as encryption, but handling of your personal information by third parties is subject to the privacy policy of the relevant third party. For this reason, we recommend that you read third parties' privacy policies just like you read ours. You can cancel authorization for third parties at any time in "Accounts and permissions" on <https://account.xiaomi.com/> (<https://account.xiaomi.com/>).

3.3. Non-personally identifiable information

We also collect other types of information which are not directly or indirectly linked to an individual and which may not be defined as personal information according to applicable law. Such information is called non-personally identifiable information and we may collect, use, transfer, disclose and otherwise process such non-personally identifiable information. Such information may include statistical data generated when you use a specific service, such as interaction records like daily usage events, page access events, page access time events,

session events (when not considered personal information) and error records when you use our services. The purpose of such collection is to improve the services we provide to you (e.g., for correcting web mistakes). The types and amount of information collected depend on how you use our services. We aggregate such information. In its aggregated form, the data is not personal information and cannot be used to identify you. However, if non-personally identifiable information is combined with personal information, such non-personally identifiable information will be processed as personal information under the ruling of this Privacy Policy.

4. How do we share your personal information with third parties?

The management of Xiaomi Privacy Support does not entail any sharing of your personal information. However, considering the specifics of your request we may share the necessary personal information with our Xiaomi affiliates exclusively for management purposes. In addition, when required by law we may share your personal information with the following third parties:

- Public Administrations in case of specific requirements made in accordance with the applicable regulation.
- Courts and Tribunals, in case of specific requirements made in accordance with the applicable regulations.
- Law Enforcement agencies, in case of specific requirements made in accordance with the applicable regulations.

5. What is the legal basis for processing your personal information?

We need a lawful basis for processing your personal information in accordance with the law. Where applicable according to the law in your jurisdiction, the legal bases for processing your personal information under this Privacy Policy are:

- **To comply with contractual obligations.** When you create a profile, register or access Xiaomi products and its services, the purposes of processing your personal information are primarily determined by that service and we will process your personal information so that we can provide that service to you. Please note that providing some of your personal information is mandatory (e.g., when marked as such or with an asterisk). If you do not provide such personal information, we may not be able to provide you with our products or services.
- **As a result of your consent.** You can provide also personal information to us on a voluntary basis for the purposes of providing you with our support (e.g., when providing pictures or screenshots to supplement your request).
- **On the basis of Xiaomi's legal obligations.** As a data controller, Xiaomi is subject to legal obligations. In some cases (e.g., for storing your personal information as a result of a dispute or by request/inquiry of a data protection supervisory authority), the processing of your personal information will be necessary for us in order to fulfill these obligations.
- **Within the scope of a legitimate interest.** On occasion considering the minimum privacy impact to you, the processing of your personal information is necessary for the following legitimate interests:

- Information system security, network security and cybersecurity within Xiaomi.
- To enhance system security, prevent phishing website fraud, and protect account security.
- Corporate operations, due diligence, internal audit (in particular, related to information security and/or privacy).
- Product development and enhancement (including analysis and optimization of Xiaomi Account settings or features).

6. How long will your personal information be stored?

As a general rule, we retain personal information for the period necessary for the purposes described in this Privacy Policy, or as required by applicable law. We will cease to retain and delete or anonymize personal information once the purpose of collection is fulfilled, or after we confirm your request for erasure, or after we terminate the operation of the corresponding services, except when required or permitted by applicable law, in which case, your personal information will be isolated and will not be further processed except for the attendance of legal responsibilities and other purposes permitted by applicable law. In such circumstances, your personal information could be made available exclusively to the parties permitted by applicable law. Once the corresponding retention periods have elapsed, such personal information will be deleted or anonymized.

7. How can you manage your privacy preferences?

We recognize that privacy concerns differ from person to person. Therefore, we provide examples of ways for you to restrict the collection, use, disclosure, or other processing of your personal information and to control your privacy settings:

- View and update your account security information, personal information, permissions, and device management on your device in Settings > Xiaomi Account, or by signing in to <https://account.xiaomi.com> (<https://account.xiaomi.com>);
- If you have previously agreed to us using your personal information for the aforementioned purposes, you may change your mind at any time by contacting us on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>);
- Cancelling a service or account. If you wish to cancel your Xiaomi Account, you may do so by following the steps in Settings > Xiaomi Account > Help > Delete account, or by visiting <https://account.xiaomi.com> (<https://account.xiaomi.com>).

Please note that cancellation of your Xiaomi Account or profile will prevent you from using the full range of Xiaomi products and its related services. To protect you or others' legitimate rights and interests, we will evaluate whether or not to support your request for cancellation based on your use of various Xiaomi products and services.

8. What are your data protection rights?

You have certain rights in relation to personal information that we hold about you (referred here as the **“request”**). Please note that depending on where you are based, these rights will be subject to specific exclusions and exceptions under applicable local laws:

• **Right to access/obtain a report detailing the personal information we hold about you.** A copy of your personal information processed by us will be provided to you upon your request free of charge. For any extra requests for relevant information, we may charge a reasonable fee based on actual administrative costs according to the applicable laws. In any event, please note that you can log in to Xiaomi Account to check the personal information we hold from you.

• **Right to correct your personal information.** If any information we are holding on you is incorrect or incomplete, you are entitled to have your personal information corrected or completed based on the purpose of use. Note that you can also log in to Xiaomi Account for correcting your data.

• **Right to erase your personal information.** Based on the requirements of applicable law, you have the right to request the deletion or removal of your personal information where there is no compelling reason for us to keep using it. We shall consider the grounds regarding your erasure request and take reasonable steps, including technical measures, to proceed with the erasure of your personal information. Please note that we may not be able to immediately remove the information from the backup system due to applicable law (for instance, when necessary to preserve your personal information for potential claims which may arise out of or in relation to the processing of such personal information) and/or security technology limitations. If this is the case, we will securely store your personal information and isolate it from any further processing until the information can be deleted or be made anonymous.

• **Right to object to the processing of your personal information.** You have the right to object, on grounds relating to your situation, to a processing of your personal data which is based on Xiaomi's legitimate interest (e.g., direct marketing). If you object to such processing, we will no longer process your data for these purposes unless we can demonstrate compelling legitimate grounds for the processing or for the establishment, exercise or defense of legal claims.

• **Right to restrict the processing of your personal information.** You have the right to restrict the processing of your personal information by us, for instance when the processing is unlawful according to your understanding, but you oppose the erasure of your personal information. In such cases, your personal information will only be processed with your consent or for the exercise or defense of legal claims. Please note that Xiaomi Account settings allow you also to freeze and unfreeze your account, among other possibilities.

• **Right to data portability.** Under some circumstances provided by law, you have the right to receive the personal information concerning you in a structured, commonly used and machine-readable format and/or transmit that personal information to another data controller.

• **Right to withdraw consent.** In those cases where your consent is required for the processing of your personal information, you may at any time withdraw such consent. However, please note that if you withdraw your consent, you may not be able to continue to use the product and its related services, and/or access certain information, features or services. The withdrawal of your consent or authorization will not affect the validity of our collection and processing carried out on the basis of the consent up until the point of withdrawal.

Please, remember that you may also access, update, and delete the details relating to the personal information in your Xiaomi Account at <https://account.xiaomi.com> (<https://account.xiaomi.com>) or by signing into your account on your device. For additional information, please write to us or contact us via <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

9. How to exercise your data protection rights and contact us?

If you have any comments or questions about this Privacy Policy or any questions relating to Xiaomi's collection, use or disclosure of your personal information, or you want to exercise your data protection rights according to the above Section, feel free to contact us by visiting <https://privacy.mi.com/support> (<https://privacy.mi.com/support>) or at the below addresses (your request should be made in writing). When we receive questions about personal information or requests to download or access items, we have a professional team that addresses such concerns, including Data Protection Officers (DPOs), who can be contacted through <https://privacy.mi.com/support> (<https://privacy.mi.com/support>), or in the below postal addresses. If your question itself involves a significant issue, we may ask you for more information. If you consult us, we will provide information on the relevant complaint channels that may be applicable based on your actual situation.

- **For users located in the European Economic Area (EEA), UK and CH:**

Xiaomi Technology Netherlands B.V., Prinses Margrietplantsoen 39, 2595 AM, The Hague, The Netherlands

- **For users located in India:**

Xiaomi Technology India Private Limited, Building Orchid, Block E, Embassy Tech Village, Outer Ring Road, Devarabisanahalli, Bengaluru, Karnataka - 560103, India

Any discrepancies and grievances with respect to processing of sensitive personal data or information shall be informed to the designated Grievance Officer as mentioned below:

Name: Vishwanath C

Telephone: 080 6885 6286, Mon-Sat 9 AM to 6 PM

Email: grievance.officer@xiaomi.com

- **For users located in other countries/territories:**

Xiaomi Technologies Singapore Pte. Ltd. 1 Fusionopolis Link #04-02/03 Nexus@one-north, Singapore 138542

Please, make sure that you provide sufficient information to enable Xiaomi to verify your identity and ensure that you are the data subject or legally authorized to act on the data subject's behalf. Once we obtain sufficient information to confirm that your request can be processed, we shall proceed to respond to your request within any timeframe set out under your applicable data protection law.

We have the right to refuse to process requests that are not meaningful, manifestly unfounded or excessive, requests that damage others' right to privacy, extremely unrealistic requests, and requests that require disproportionate technical work, as well as requests not required under local law, regarding information that has been made public, and regarding information given under confidential conditions. If we believe that certain aspects of the request to delete or access the information may result in our inability to legally use the information for the aforementioned anti-fraud and security purposes, it may also be rejected. We will inform you of

any such decision not to process your request and the grounds of this decision if required by applicable law, in the event of which we will inform you within any timeframe set out under applicable law.

If you are not satisfied with the response you received, you can hand over the concern to the relevant regulatory authority in your jurisdiction. If you are located in the EEA/UK/CH, please find here the list of the main EEA/UK/CH competent authorities.

10. How is your personal information transferred globally?

Xiaomi processes and backs up personal information through a global operating and control infrastructure. Currently, Xiaomi has data centers in India, the Netherlands, Russia, and Singapore. For the purposes described in the Privacy Policy, your information may be transferred to these data centers in accordance with applicable law.

In particular:

- The personal information we collect and generate in our operations in Russia is processed and stored in data centers located in Russia, except for cross-border transmissions permitted under Russian law.
- The personal information we collect and generate in operations in India is stored in data centers located in India.

If we need to transfer personal information outside of your jurisdiction, we will comply with related applicable law. We ensure that all such transfers meet the requirements of applicable local data protection laws by implementing uniform safeguards. You can find out about the safeguards that we have in place by contacting us at <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

- If you use our services in the EEA, UK or CH, Xiaomi Technology Netherlands B.V. will act as the data controller and Xiaomi Technologies Singapore Pte. Ltd. will be responsible for processing some of your personal information. If Xiaomi shares personal information originating by you in the EEA, UK or CH to a Xiaomi Group entity outside the EEA, UK or CH (please see Section 4 above, for further information), where local law may not protect personal information to the same standards as in your country or region, Xiaomi will use EU Standard Contractual Clauses or any other safeguards provided for in the GDPR or in applicable law of UK or CH to protect your information with the highest European standards.

11. Are you obliged to provide your personal information?

As stated above, if you do not provide some mandatory personal information, you may not be able to contact us through Xiaomi Privacy Support, or we may not be able to respond to your queries. Please review the Section “What information do we collect and for what purposes?” for further information.

12. Is your personal information the basis for automated decision-making, including profiling?

As a matter of principle, we do not use your personal information provided for fully automated decision-making process, including profiling. In the event that we should use such processes, we will specifically inform you in advance of this and your rights in this respect, including consent information.

13. How do we update this Privacy Policy?

We review this Privacy Policy periodically based on changes in business, technology and applicable law and good practice, and we may update this Privacy Policy. If we make a material change to this Privacy Policy, we will notify you via pop-up window, or via email to the email address corresponding to your Xiaomi Account, or via other ways legal and available, so that you can learn about the information we collect and how we use it. Such changes to this Privacy Policy will apply from the effective date specified in the above notice. We encourage you to check this page regularly for the latest information on our privacy practices. Where required by applicable law, we will ask for your explicit consent when we collect additional personal information from you or when we use or disclose your personal information for new purposes.