

Xiaomi's General Privacy Policy

Our General Privacy Policy was updated on 10 October, 2025.

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

Overview

1. Introduction
2. What does personal information mean?
3. What information do we collect and for what purposes?
4. How do we share your personal information with third parties?
5. What is the legal basis for processing your personal information?
6. What are our security safeguards to protect your personal information?
7. How long will your personal information be stored?
8. How can you manage your privacy preferences?
9. What are your data protection rights?
10. How to exercise your data protection rights and contact us?
11. How is your personal information transferred globally?
12. How to protect minors?
13. Do you have to agree to any third-party terms and conditions?
14. How do we update this Privacy Policy?

1. Introduction

Privacy is one of Xiaomi's core values and protecting your privacy is our top priority. Although each Xiaomi product or service has its own privacy policy, we have included summarized some key aspects in this General Privacy Policy. This way, you can quickly access the information in two layers: a simpler version here and a more detailed and specific one by referring to the privacy policy of the product and/or service of your interest.

Please note the processing of personal information carried out by Xiaomi may differ depending on the said products and/or services as well as on the features used and the configuration chosen by each user.

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 General Privacy Policy, please contact us via <https://privacy.mi.com/support> (url) 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 processing of personal information carried out by Xiaomi may differ depending on the products and/or services as well as on the features used and the configuration chosen by each user. Therefore, when using our products or services, your personal information will be processed to provide you with the products and/or services of your choosing.

Though you can find further information in the specific privacy policies of the products and/or services you are using, the main reason why we collect personal information is to provide you with the products and services of your choosing. Therefore, most of the information we process about you is that one necessary for the provision of these products or services.

Depending on the service you choose, we may collect the following types of information:

3.1.1 Information you provide to us

We may collect any personal information you provide to us, which is necessary for the service you choose. For example, you may provide your **name**, mobile phone number, email address, delivery address, **order information**, invoicing details, **bank account number**, account holder name, **credit card number**, and other information if you use [mi.com \(url\)](https://mi.com) retailing services; you may sync materials or data if you use Xiaomi Cloud services; you may provide your gender, security-related information, and other information if you create an account; you may provide us your nickname, email address, photos, videos or other needed information if you enter into promotional activities; you may provide your name, mobile phone number, and address if you engage with us, our content, or our marketing, or win a prize.

3.1.2 Information that we collect during your use of services

- **Device or SIM-related information.** For example, IMEI/OAID, GAID number, IMSI number, MAC address, serial number, system version and type, ROM version, Android version, Android ID, Space ID, SIM card operator and its location area, screen display information, device keypad information, device manufacturer details and model name, device activation time, network operator, connection type, basic hardware information, sales channel and usage information (such as CPU, storage, battery usage, screen resolution and device temperature, camera lens model, number of times the screen was woken or unlocked).
- **Information specific to you that may be assigned by third party service providers and our business partners:** We may collect and use information such as your advertising ID assigned by third party service providers and business partners.
- **Information related to your app usage,** including unique identifiers for an app (e.g. VAID, OAID, AAID, Instance ID) and basic app information, such as app list, app ID information, SDK version, system update settings, app settings (region, language, time zone, font), the time the app enters/exits the foreground, and app status record (e.g. downloading, installing, updating, deleting).

- **Information generated when you use a Xiaomi system service**, such as your badges, ratings, sign-in information, and **browsing history** in Xiaomi Community; your messages in Xiaomi Community (only visible to the sender and receiver); your audio playback history and search queries in music services; your likes, comments, favorites, shares, and search queries in themes services; system language, country and region, network status, and list of apps in App Vault; your usage information, including region, IP, relevant content provider, wallpaper changing frequency, image views, image browsing mode, image browsing duration, clicks and exposure of articles, and subscriptions in Wallpaper Carousel.
- **Location information (only for specific services/features)**: various types of information on your **precise** or approximate location if you use location-related services (navigation, weather, Find device, etc.). This information might include region, country code, city code, mobile network code, mobile country code, cell identity, longitude and latitude information, time zone settings, and language settings. You can restrict individual apps' access to location information at any time in Settings > Apps > Permissions > Permissions > Location.
- **Log information**: information related to your use of certain features, apps, and websites. This might include cookies and other identifier technologies, IP addresses, network request information, temporary message history, standard system logs, crash information, and log information generated by using a service (such as registration time, access time, activity time, etc.).
- **Other information**: environmental characteristics value (ECV) (i.e. value generated from Xiaomi Account ID, device ID, connected Wi-Fi ID, and location information).

3.1.3 Information from third-party sources

When permitted by law, we will collect information about you from third-party sources. For example:

- For certain services that might include account and financial transactions, with your authorization, we may validate the information provided by you (such as phone number) through legitimate third-party sources for security and fraud prevention purposes.
- Advertising model optimization is performed through designated unique identifiers (such as IMEI/OAID/GAID obtained from advertisers) and, under certain circumstances, partial conversion performance data (such as clicks) corresponding to your use of advertising services will also be used to provide advertising services.
- We may also obtain certain information such as account ID, nickname, profile photo, and email address from third-party social network services (e.g. when you use a social network account to sign in to a Xiaomi service).
- Information about you that others provide to us, such as your delivery address that another user may provide to us when they buy products for you via mi.com (url) services.

3.1.4 Non-personally identifiable information

We may 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 local laws. Such information is called non-personally identifiable information. We may collect, use, transfer, and disclose non-personally identifiable information. Here are some examples of information that we collect and how we may use it in a non-personally identifiable aggregated format:

- This information may include statistical data generated when you use a specific service (e.g. non-identifiable device-related information, daily usage, page visits, page access duration, and session events);
- Network monitoring data (e.g. request time, number of requests or error requests, etc.);
- App crash events (e.g. the logs automatically generated after an app crashes).

The purpose of such collection is to improve the services we provide to you. The type and amount of information collected depends on how you use our products and/or services.

We aggregate this information to provide you with more useful information and understand which parts of our websites, products, and services you are most interested in. For example, we may need to know the number of users who are active in a day, but don't need to know who is active in that day, and thus aggregated data is enough for statistical analysis. We will endeavor to isolate your personal data from non-personally identifiable information and ensure that the two types of data are used separately. However, if we combine non-personally identifiable information with personal information, such combined information will be treated as personal information under the ruling of privacy laws and this privacy policy for as long as it remains combined.

3.2 How we use the personal information that we collect

The purpose of collecting personal information is to provide you with products and/or services, and to ensure that we comply with applicable laws, regulations and other regulatory requirements. This involves:

- **Providing, processing, maintaining, improving, and developing our products and/or services to you**, such as delivery, activation, verification, after-sales support, customer support, and advertising.
- **Implementing and maintaining security safeguards for the purpose of preventing loss and fraud**, such as identifying users and verifying user identity. We use your information for anti-fraud purposes only when the following two conditions are met: it is necessary, and the data used for evaluation is in accordance with the legitimate interests of Xiaomi to protect users and services.
- **Handling your questions or requests about devices and services**, such as answering customer inquiries, sending system and app notifications, and managing your involvement in events and promotions (e.g. sweepstakes).
- **Conducting relevant promotional activities, such as providing marketing and promotional materials and updates**. If you no longer wish to receive certain types of promotional materials, you may opt out by the method provided in the message

(such as the unsubscribe link at the bottom of the message) unless otherwise specified under applicable laws. Please also see section 9 "what are your data protection rights" below.

- **Internal purposes**, such as data analysis, research, and development of statistical information related to the use of our products or services to improve our products or services. For example, machine learning or model algorithm training is performed after de-identification processing.
- **Optimizing the performance of your device**, such as analyzing the memory usage or the CPU utilization of your apps.
- **Storing and maintaining information related to you for our business operations** (such as business statistics) or **for fulfilling our legal obligations**.
- **Processing based on the legitimate interests of Xiaomi (in applicable jurisdictions, for example under GDPR)**. Legitimate interests include enabling us to more effectively manage and operate our business and provide our products and services; protecting the security of our businesses, systems, products, services, and customers (including for loss prevention and anti-fraud purposes); internal management; complying with internal policies and processes; and other legitimate interests described in this policy. For example, to ensure the security of our services, and to help us further understand the performance of our apps, we may record relevant information, such as the frequency of your usage, crash log information, overall usage, performance data, and app source. To prevent unauthorized vendors from unlocking devices, we may collect the Xiaomi Account ID, serial number and IP address of the operated computer and the serial number and device info of your mobile device.
- **Providing services locally on terminal devices** that do not require communication with our servers, such as using Notes on your device.
- **Other purposes with your consent**.

Here are more detailed examples on how we use your information (which may include personal information):

- **Activating and registering your purchased Xiaomi products or services for you**.
- **Creating and maintaining your Xiaomi Account**. Personal information collected when you create a Xiaomi Account on our websites or through our mobile devices is used to create the personal Xiaomi Account and profile page for you.
- **Processing your purchase order**. Information related to e-commerce orders is used for processing the purchase order and related after-sales services, including customer support and re-delivery. In addition, the order number will be used to cross-check the order with the delivery partner as well as to record the delivery of the parcel. Recipient information, including name, address, phone number, and postal code will be used for delivery purposes. Your email address is used to send you parcel tracking information. A list of purchased items is used for printing an invoice and enables the customer to see which items are in the parcel.
- **Participating in Xiaomi Community**. Personal information related to Xiaomi Community or other Xiaomi internet platforms may be used for profile page display, interaction with other users, and participating in Xiaomi Community.

- **Providing system services.** The following information is used to activate system services: device or SIM card-related information including GAID number, IMEI number, IMSI number, phone number, device ID, device operating system, MAC address, device type, system and performance information, and location information including mobile country code, mobile network code, location area code, and cell identity.
- **Diagnosing activation failures.** Location-related information is used to access SIM card activation failure (e.g. Short Message Service (SMS) gateways and network failures) to identify the network operator of the service, and to notify the network operator of that failure.
- **Providing other system services.** Information collected when you use a Xiaomi system service is used to perform the functions of that service and provide service optimization, such as downloading, updating, registering, executing, or optimizing activities related to system services. For example, personal information collected by Themes may provide personalized theme recommendation services based on your downloading and browsing history.
- **Finding your device.** If your device is lost or stolen, Xiaomi's Find device feature can help you find and secure it. You can locate your device on a map using its location information, erase data remotely, or lock the device. When using the Find device feature, location information is captured from the device; in some situations, this information is obtained from cell towers or Wi-Fi hotspots. You can turn this feature on or off at any time in Settings > Xiaomi Account > Xiaomi Cloud > Find device.
- **Recording location information in photos.** You can record your location information while taking a photo. This information will be visible within your photo folders and the location will be saved in the metadata of your photos. If you do not wish to have your location recorded while taking a photo, you can turn this off at any time within the camera settings of the device.
- **Providing messaging features** (e.g. Mi Talk, Mi Message). If you download and use Mi Talk, information collected by Mi Talk may be used for activating this service and identifying the user and message recipient. In addition, chat history is stored for the convenience of re-loading chat history after a user has re-installed the app and for synchronization across devices. Information such as the sender's and recipient's phone numbers and Mi Message IDs may be used for Mi Message in order to activate the service and enable its basic functionality, including routing of messages.
- **Providing location-based services.** In the course of using Xiaomi system services, location information may also be used by us or third party service providers and business partners (for more information see "**How we share, transfer, and publicly disclose your personal information**" below) to provide you with the service and provide accurate details about that location (such as weather details) as part of the Android platform for the best possible user experience. You may turn off location services in Settings or turn off the use of location services for individual apps at any time.
- **Improving user experience through data, hardware, and software analysis.** Some opt-in features, such as the User Experience Program, allow Xiaomi to analyze data about how users use the mobile phone, Xiaomi system services, and other services provided by Xiaomi, so as to improve user experience, such as sending crash reports. Xiaomi shall also conduct hardware and software analysis to further improve user experience.

- **Providing the Security feature.** Information collected may be used for security and system upkeep features in the Security app, such as Security scan, Battery saver, Blocklist, Cleaner, etc. Some of these features are operated by third party service providers and/or our business partners (for more information see "**How we share, transfer, and publicly disclose your personal information**" below). Information which is not personal information, like virus definition lists, is used for Security scan functions.
- **Providing push service.** Xiaomi Account ID, GAID, FCM token, Android ID, and Space ID (only on Xiaomi devices with Second space feature turned on) will also be used to provide the Xiaomi push service and Xiaomi notification services to evaluate advertising performance and send notifications from the system about software updates or new product announcements, including information about sales and promotions. To provide the above service to you, relevant app information (app version ID, app package name), and relevant device information (model, brand) will also be collected. We may use your personal information for the purpose of sending you push messages (whether by messaging within our services, by email, or by other means) that offer or advertise our products and services and/or the products and services of selected third parties. This is only done with your consent, where required under applicable laws. **You may opt out from receiving marketing information from us and third parties at any time by changing your preferences in Settings, or managing your preferences through the third-party app/website that uses Xiaomi push. Please also see "Your rights" below.**
- **Verifying user identity.** Xiaomi uses ECV to verify user identity and avoid unauthorized sign-in.
- **Collecting user feedback.** The feedback you choose to provide is valuable in helping Xiaomi make improvements to our services. In order to follow up on the feedback you have chosen to provide, Xiaomi may correspond with you using the personal information that you have provided and keep records of this correspondence for problem solving and service improvement.
- **Sending notices.** From time to time, we may use your personal information to send important notices, such as notices about purchases and changes to our terms, conditions, and policies. Since such information is critical to your interaction with Xiaomi, we strongly recommend agreeing to the receipt of these notices.
- **Conducting promotional activities.** If you enter into a sweepstake, contest, or similar promotion through Xiaomi's social media platforms, we may use the personal information you provide to send you prizes.
- **Providing personalized services and content, including ads.** To protect your privacy, we use a unique identifier rather than your name, email, or other information by which you can be directly identified, to provide you with personalized products, services, and activities, including advertising.

We may combine this information with other information (including information across different services or devices such as computers, mobile phones, smart TVs, and other connected devices) to provide and improve our products, services, content, and advertising.

For example, we may use your Xiaomi Account details in all services you use that require a Xiaomi Account. Furthermore, in order to improve your experience and our services, while complying with relevant laws and regulations and (where required) with your consent, we may

sort out information from different products, services, or equipment from you or related to you to form a label, which will be used to provide suggestions, customized content, and personalized features.

Personalized ads would, for example, be provided based on your activities, usage, and preferences related to our apps and services. We create profiles by analyzing the aforementioned information and building segments (groups with specific shared characteristics) and by putting your personal information in one or more segments. Targeted advertising is only done with your consent, where required under applicable laws. You have the right to opt out from receiving personalized advertisements and to object to profiling, including that carried out for direct marketing purposes, at any time.

According to the reasons for the aforementioned combination and the requirements of applicable laws, we will provide you with specific control mechanisms for such segmentation and personalization. You have the right to opt out of receiving direct marketing from us and automated decision-making. In order to exercise these rights, you can turn these features on or off at any time in Settings > Passwords & security > Privacy > Ad services or Settings > Passwords & security > System security > Ad services, or you can contact us via <https://privacy.mi.com/support> (url) , or refer to the control mechanisms described in the separate privacy policy for each product. Please also see section 9 "what are your data protection rights" below.

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

To provide you with our products and services, we may share your personal information with trusted partners or service providers. For instance, when you order a product on our official website, we share your personal information with the corresponding parcel delivery service provider that will manage the sending of your purchase.

In addition and to the extent necessary, Xiaomi will disclose the relevant personal information to: public bodies or other organizations having regulatory authorities in case of specific requirements made in accordance with the applicable law; courts and tribunals, in case of specific requirements made in accordance with the applicable law; law enforcement agencies, in case of specific requirements made in accordance with the applicable law.

When permitted by applicable law, Xiaomi will disclose your personal information to these bodies. In any of these scenarios, we will disclose only the information that is necessary for the above competent bodies or organizations to achieve their legitimate purposes.

Where necessary and permitted by applicable law, we will also disclose your personal information to the above bodies to protect our own business, rights, assets or services.

We may share your personal information with our accountants, auditors, lawyers or other professional external advisors who serve us under professional obligations of secrecy when we ask them to provide us with professional advice or when their professional service is required by applicable law.

We may share your personal information with investors and other relevant third parties in the event of an actual or potential sale of or other corporate transaction related to an entity in the Xiaomi Group.

For further information about this, since each product or service has its own characteristics, please visit the specific privacy policies of the products and/or services you are using.

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 also provide personal information to us on a voluntary basis for the purposes of providing you with this product and its related services.
- **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 on 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. What are our security safeguards to protect your personal information?

6.1 Xiaomi's security safeguards

We are committed to keeping your personal information secure. In order to prevent unauthorized access, disclosure or other similar risks, we have put in place all legally required physical, electronic and managerial procedures to safeguard and secure the information we collect from you. We will ensure that we safeguard your personal information in accordance with applicable law.

For example, when you access your Xiaomi Account, you will use our two-step verification program for better security if your account is under risk. When you send or receive data from your Xiaomi device to our servers, we make sure they are encrypted using Transport Layer Security ("TLS") and other algorithms.

All your personal information is stored on secure servers, and protected in controlled facilities. We classify your information based on importance and sensitivity, and ensure that your personal information receives the required level of security. We have special access controls for cloud-based data storage, and we regularly review our information collection, storage and processing practices, including physical security measures, to guard against any unauthorized access and use.

However, you should be aware that the use of the Internet is not entirely secure, and for this reason we cannot guarantee the security or integrity of any personal information when transferred from you or to you via the Internet.

We conduct due diligence on business partners and third-party service providers to make sure that they are able to protect your personal information. We also check that appropriate security standards are maintained by these third parties by putting in place appropriate contractual restrictions, and where necessary, carrying out audits and assessments. In addition, our employees and those of our business partners and third-party service providers who access your personal information are subject to enforceable contractual obligations of confidentiality. We conduct security and privacy protection training courses and tests to enhance our employees' awareness of the importance of protecting personal information. We will take all practicable and legally required steps to safeguard your personal information.

In case of any personal data breach happens, we fulfill the legal requirements according to applicable data protection law which includes, where required, notifying the breach to the relevant data protection supervisory authority and data subjects.

6.2 What you can do

You can set a unique password for Xiaomi services by not disclosing your sign-in password or account information to anybody (unless such person is duly authorized by you) to avoid password leaks to other websites which may harm your account security at Xiaomi. Whenever possible, please do not disclose the verification code you received to anyone (including those who claim to be Xiaomi customer service). Whenever you sign in as a Xiaomi Account user on this Platform, particularly on somebody else's computer or on public Internet terminals, you should always sign out at the end of your session. Xiaomi cannot be held responsible for lapses in security caused by third party accessing your personal information as a result of your failure to keep your personal information private. Notwithstanding the foregoing, you should notify us immediately if there is any unauthorized access or use of your account by any other Internet user or any other breach of security. Your assistance will help us protect the privacy of your personal information.

6.3 Accessing other features on your device

Our applications may access certain features on your device. This information is used to allow the applications to run on your device and allow you to interact with the applications. At any time you can revoke your permissions by turning them off at the device level or by contacting us at [https://privacy.mi.com/support \(url\)](https://privacy.mi.com/support (url)) .

7. 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 our privacy policies, 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.

8. 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> (url) ;
- View and update your information in the account of this Platform in My Account > Edit information;
- Update your notification preferences in the account of this Platform in My Account > Notification Preferences;
- Cancel 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> (url) ;
- If you have previously agreed to us using your personal information for the purposes stated in the relevant privacy policy, you may change your mind at any time by contacting us on <https://privacy.mi.com/support> (url) .

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.

9. 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 law:

- **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 law. In any event, please note that you can log in to Xiaomi Account and/or this Platform to check some of your 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 and/or this Platform for correcting some of 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 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 the processing of your personal data which is based on Xiaomi's legitimate interest, or other legal grounds permitted by applicable law. If you object to such processing, we will no longer process your data for these grounds and purposes unless we are permitted by applicable law.
- **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, for the exercise or defense of legal claims or for/under other legal purposes/grounds permitted by applicable law.
- **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 this Platform and its related services, and/or access certain information or features. 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.
- **Other rights under applicable law.**

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

10. 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> (url) 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> (url) , 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 (url)
- **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 \(url\)](#) / [UK \(url\)](#) / [CH \(url\)](#) competent authorities.

11. 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.

We may also transfer your personal information to third-party service providers and business partners and your data may therefore also be transmitted to other countries or regions. The jurisdictions in which these global facilities, third-party services providers and business partners are located may or may not protect personal information to the same standards as in your jurisdiction. There are different risks under different data protection laws and that we may transfer and store your personal information to overseas facilities, however, this does not change our commitment to comply with this Privacy Policy and to protect your personal information.

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, whether to our affiliates or third-party service providers or business partners, 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 \(url\)](https://privacy.mi.com/support (url)).

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, or a third-party service providers, or a business partner 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.

12. How to protect minors?

We consider it the responsibility of the parent or guardian to supervise the child's use of our products or services. We do not offer services directly to children or use personal information of children for the purposes of marketing.

If you are a parent or guardian and you believe that a minor has provided Xiaomi with personal information, please contact us via [https://privacy.mi.com/support \(url\)](https://privacy.mi.com/support (url)) to ensure that the personal information is removed immediately and that the minor is unsubscribed from any applicable Xiaomi services.

13. Do you have to agree to any third-party terms and conditions?

Our Privacy Policy does not apply to products or services offered by a third party. Depending on the services you use, it may incorporate third parties' products or services such as payment processing services, etc. Some of these will be provided in the form of links to third parties' websites, and some will be accessed in the form of SDKs, APIs, etc. Your information may also be collected by these third parties when you use these products or services. For this reason, we strongly suggest that you take the time to read the third party's privacy policy just like you read ours. We are not responsible for and cannot control how third parties use personal information which they collect from you. Our Privacy Policy does not apply to other sites linked from our services.

14. How do we update this General 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.