

Feedback Privacy Policy

Our Privacy Policy was updated and took effect on May 17, 2024.

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

Introduction

Feedback is a platform provided by Xiaomi and its affiliated companies (hereinafter referred to as "Xiaomi", "we", "our", or "us") to you that allows you to submit feedback regarding Xiaomi products, view FAQ, and apply for after-sales customer service.

We are committed to protecting your privacy. This Privacy Policy sets out the principles on which Feedback operates, and constitutes an important part of the Xiaomi Privacy Policy. In the event of inconsistency between this Privacy Policy and Xiaomi Privacy Policy with respect to Feedback, the former shall prevail. For the terms and conditions not stipulated in this Privacy Policy, Xiaomi Privacy Policy will prevail. Terms and conditions regarding the protection of minors, security measures, and cross-border data transmission can be found in [Xiaomi Privacy Policy \(https://privacy.mi.com/all/en_US/\)](https://privacy.mi.com/all/en_US/).

This Privacy Policy is designed with your needs in mind, and it is important that you have a comprehensive understanding of our personal information collection and usage practices, while ensuring that ultimately, you have control of your personal information provided to us. This Privacy Policy explains how we collect, use, disclose, process, and store any information that you give us when you use Feedback. 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 us. We will use your personal information strictly following this Privacy Policy.

Ultimately, what we want is the best for all our users. Should you have any questions about our data handling 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 concerns.

1. What information we collect and how we use it

In collecting and using the information that you actively provide during the use of our products and services, as well as personal information that arises from the use of our products and services, we will follow the principles of legitimacy, legality, transparency, and necessity, and use this information for the purposes described in this Privacy Policy. If we need to use your personal information for other purposes not specified in this Privacy Policy, or use your personal information previously collected for a specific purpose for other purposes, we will inform you in a reasonable manner, and ask for your consent again before use.

Terms and conditions concerning **sensitive personal information** will be written in **bold** for your convenience. Please pay special attention to these terms. You agree that before you provide us with any **sensitive personal information**, you have carefully considered the

decision to do so and agree that your **sensitive personal information** may be used and processed for the purposes described in this Privacy Policy.

1.1 Personal information that we collect and use with your authorization

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. You have the right to choose whether or not to provide the information we have requested, but in most cases, if you do not provide your personal information, we may not be able to provide you with our services. Features and services that may need to collect your personal information include:

1.1.1 Submitting feedback

When you experience issues using a product, you can send us information, opinions, and suggestions in Feedback. In order to help us locate and solve the problem, we will collect identifying information about your device (including **device model** and name, Android and system version, hardware name and manufacturer, system language and region, and customizer), **IMEI/MEID/OAID (for Android Q)**, **Xiaomi Account information**, IP address, approximate location (based on IP address), device network type and carrier, Feedback app and module information (including software logs), module tag information, and device RAM, and ROM size. We will also collect your **contact information (phone number or email)**, feedback content and type, feedback time, attached photos or videos, and system and software logs to help us analyze and respond to the issue. In order to solve the related issues more accurately, we may provide the above information to departments within our Group.

1.1.2 Checking feedback progress

Once you submit feedback, you can view progress on the issue in the app. We will collect your **Xiaomi Account information** and the identifier of the submitted feedback issue to allow you to view this progress.

1.1.3 Editing feedback

After submitting feedback, you can edit feedback content or add pictures and videos. In order to provide this option, we will collect your **Xiaomi Account information**, identifier of the updated feedback issue, and uploaded images and software logs.

1.1.4 Searching FAQ

Before submitting feedback, you can search our FAQ to see if the issue you're experiencing already has a solution. To provide this feature, we'll collect your **device identifier** and system version. We'll also collect your system region and language in order to show you answers in the correct language.

1.1.5 Capturing logs

Some device or software problems require identification and resolution based on logs. You can use a log capture tool to generate issue logs. The collected information will differ based on the content of individual logs and issues.

1.1.6 Recommending and viewing FAQ

To provide answers to frequently asked questions based on the model of device you're using, we will collect your device model, system version, system language, system region, and Feedback app version.

1.1.7 Push notifications

You can give us more feedback on our products and services by filling in user surveys and questionnaires. These surveys will be sent to you via push notification, for which purpose we will collect your **Android ID**.

1.2 Personal information you may choose whether to authorize us to collect and use

When you submit feedback, we give you the option of providing us with **contact information** that we can use to reply to you and answer your questions. This might be a **phone number** or **email address**.

Please note that by providing the above information, you authorize us to collect and use this personal information to provide the aforementioned features. Your decision not to provide information will not affect the previous processing of personal information based on your authorization.

1.3 You are fully informed that we may collect and use personal information without your consent if:

1.3.1 The personal information is vital to national security and defense;

1.3.2 The personal information is vital to public safety, public health, and major public interests;

1.3.3 The personal information is related to criminal investigations, prosecutions, trials, or execution of judgments;

1.3.4 The personal information is essential for protecting major legitimate rights (including life and property) and interests of the personal information subject or other people, but it is hard to obtain the subject's consent;

1.3.5 The personal information collected is made public by the subject at their own discretion;

1.3.6 The personal information is collected from public sources, such as news reports or government announcements;

1.3.7 The personal information is necessary for us to sign the contract as required by you;

1.3.8 The personal information is necessary to maintain the safe and steady operation of products and/or services provided, such as for discovering and handling faults of products and/or services;

1.3.9 The personal information is required for legal news releases; and

1.3.10 The personal information is de-identified in the results of statistical or academic research based on public interest.

1.4 Collection of personal information from third-party sources

When permitted by law, we may collect information about you from third-party sources. For example, we verify your information for specific accounts through legal means with your authorization for the purpose of security and fraud prevention; you authorize the third-party account to sign in to use our service or authorize the import of your information (such as account name or nickname) on the third-party platform; or we collect information related to you provided by others, such as your delivery address filled in by other users when using Mi Store.

1.5 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 include statistical data generated when you use a specific service (e.g. non-identifiable device-related information, daily usage, page views, page view times, and session events); network monitoring data (e.g. request time, number of requests or error requests, etc.); and app crash events. 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.

For the purpose of this Privacy Policy, aggregated data is not personal information as it cannot be used to identify you. However, if we combine non-personally identifiable information with personal information, such combined information will be treated as personal information for as long as it remains combined.

2. How we share, transfer, and publicly disclose your personal information

2.1 Sharing

We do not sell any personal information to third parties.

We may sometimes share your personal information with third parties (as described below) in order to provide or improve our products or services, including offering products and/or services based on your requirements. If you no longer wish to allow us to share this information, please contact us at <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

2.1.1 Sharing that you actively choose or request

With your explicit consent or at your request, we will share your personal information within the scope of your consent/request with specific third parties designated by you.

2.1.2 Sharing information with our group

In order to successfully conduct business operations and to provide you with all the features of our products and/or services, we may share your personal information from time to time with other Xiaomi affiliates.

2.1.3 Sharing your personal information with third-party service providers

Part of the services in Feedback are provided by third-party service providers. For this reason, we need to provide some of your personal information to [our partners, related parties, and third-party service providers \(https://privacy.mi.com/Feedback-3rd-Share/en_US/\)](https://privacy.mi.com/Feedback-3rd-Share/en_US/) in order to provide the services that you have requested. If we share your personal information with such third parties, we will take appropriate measures to ensure the security of the processing of your personal information, including but not limited to the encryption of your personal information. We will reasonably examine the data security environment of the companies and organizations with which we share personal information and sign data processing agreements with them. We will require third parties to take sufficient measures to protect your information and strictly abide by the relevant laws and regulations as well as regulatory requirements.

2.2 Transfer

Xiaomi will not transfer your information to any subject except in the following cases:

- Where we have obtained your explicit consent;
- If Xiaomi is involved in the merger, acquisition, or sale of all or part of its assets that may affect your personal information, we will notify you of any changes in the ownership and use and any choice you may have regarding your personal information by email and/or by posting a prominent notice on our websites or by other appropriate means;
- In the circumstances explained in this Privacy Policy or by otherwise notifying you.

2.3 Public disclosure

Xiaomi may publicly disclose your personal information under the following circumstances:

- Where we need to announce a winner of a promotion, competition, or sweepstake, in which case we only publish limited information;
- Where we have obtained your explicit consent, or you have disclosed the information via our services such as on social media pages or public forums; and
- Public disclosure based on law or reasonable grounds, including laws and regulations, legal procedures, litigation, or at the request of relevant government departments.

3. How we store and protect your personal information

3.1 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 on your mobile device and on Xiaomi websites. We will ensure that we safeguard your personal information in accordance with applicable law.

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 has 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.

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. 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 handle personal data breaches as required by applicable data protection law which includes, where required, notifying the breach to the relevant data protection supervisory authority and data subjects.

3.2 What you can do

You can set a unique password for Xiaomi services and not disclose your password or account information to anybody (unless such a person is duly authorized by you) to avoid password leaks to other websites which may harm your account security at Xiaomi. Whenever possible, do not disclose Xiaomi verification codes you received to anyone (including those who claim to be Xiaomi customer service). Whenever you sign in as a Xiaomi Account user on Xiaomi websites, particularly on somebody else's computer or on public Internet terminals, you should always sign out at the end of your session.

When you leave Feedback services to browse or use other products and/or services provided by third parties, the third party's privacy statement or related policies will apply to any personal information you provide to them. Once you navigate away from Feedback services, we will not have the ability nor the direct obligation to protect any personal information you provide to a third party. Please properly protect your personal information and carefully read the privacy statement or related policies provided by the third party.

Xiaomi cannot be held responsible for lapses in security caused by a third party accessing your personal information as a result of your failure to keep your personal information private. Notwithstanding the foregoing, you must notify us immediately if there is any unauthorized 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.

3.3 Retention policy

We will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of our legitimate business interests and satisfying any legal or reporting requirements. We will cease to retain, and thus 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 product or service. An exception to this is personal information that we are processing for public interest, scientific or historical research, or statistical purposes. We will continue to retain this type of information for longer than its standard retention period, where permitted based on applicable laws, even if further data processing is not related to the original purpose of collection.

4. Your rights

4.1 Controlling settings

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

- Turn notifications on or off;
- Turn Location access on or off;
- Sign in or out of the Xiaomi Account.

If you have previously agreed to us using your personal information for the aforementioned purposes, you may change your mind at any time by writing to us or contacting us on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

4.2 Your rights to your personal information

Depending on applicable laws and regulations, you may have the right to access, rectification, erasure (and certain other rights) in relation to personal information that we hold about you (hereinafter referred to as the request).

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>).

It will help us to process your request most efficiently if it meets the following conditions:

- The request is submitted through Xiaomi's exclusive request channel detailed above and for the protection of your information security, your request should be in writing (unless the local law explicitly recognizes the oral request).
- 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 laws. In detail:

- Based on the requirements of applicable laws, a copy of your personal data collected and 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.
- 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.
- Based on the requirements of applicable laws, you may have the right to request the deletion or removal of your personal information. We shall consider the grounds regarding your erasure request and take reasonable steps, including technical measures. **Please note that we may not be able to immediately remove the information from the backup system due to applicable law and/or technological limitations. If this is the case, we will securely store your personal information and isolate it from any further processing until the backup can be deleted or be made anonymous.**

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, the request may also be rejected.

4.3 Withdrawal of consent

- You may withdraw your consent previously provided to us for a particular purpose by submitting a request, including collecting, using, and/or disclosing your personal information in our possession or control. Based on the specific services you use, you can request to withdraw your consent to this Privacy Policy by tapping the top right corner in the Feedback app and selecting "Withdrawal of consent". We will process your request within a reasonable time from when the request was made, and thereafter not collect, use, and/or disclose your personal information as per your request.
- Please note that your withdrawal of consent may result in certain legal consequences. Additionally, you may not be able to continue receiving the full benefit of our products and/or services, depending on how much authority you grant us to process your information when you use Feedback. The withdrawal of your consent or authorization will not affect the validity of our processing carried out on the basis of the consent up until the point of withdrawal.

4.4 Canceling a service or account

You may cancel a specific product or service as specified in this Privacy Policy. Alternatively, if no requirements are specified, you can contact us to request termination on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

If you wish to cancel the Xiaomi Account, please note that the cancellation will prevent you from using the full range of Xiaomi products and services. To protect your or others' legitimate rights and interests, we will judge whether or not to support your request for cancellation based on your use of various Xiaomi products and/or services.

5. Contact us

We've established a dedicated department for the protection of personal information. If you have any comments or questions about this Privacy Policy or Xiaomi's collection, use, or disclosure of your personal information, feel free to contact us at the address below or by visiting <https://privacy.mi.com/support> (<https://privacy.mi.com/support>). We will generally respond within 15 business days. When we receive questions about personal information or requests to download or access items, we have a professional team that addresses such concerns. If your question itself involves a significant issue, we may ask you for more information. If you are not satisfied with the response you received from us in relation to your personal information, you can hand over the complaint to the relevant data protection regulatory authorities in your jurisdiction. If you consult us, we will provide information on the relevant complaint channels that may be applicable based on your actual situation.

Mailing address:

#018, 8th Floor, Building 6, 33 Xi'erqi Middle Road, Haidian District, Beijing

China 100085

Xiaomi Technologies Singapore Pte. Ltd.

1 Fusionopolis Link, #04-02/03, Nexus@one-north, Singapore 138542

For users in the European Economic Area (EEA):

Xiaomi Technology Netherlands B.V.

Room 04-106, Wework Strawinskylaan 4117 4th Floor, Atrium North Tower Amsterdam, 1017XD