

Services & Feedback Privacy Policy

Our Privacy Policy was updated on January 15, 2024.

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

Introduction

Services & feedback is a platform provided by Xiaomi and its affiliated companies (hereinafter referred to as "Xiaomi", "we", "our", or "us") to you, containing the descriptions of system features, channels for submitting user feedback, channels for requesting after-sales service, and answers to frequently asked questions.

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

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/or services, as well as personal information that arises from the use of our products and/or 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 products or services or respond to your queries. The related features include:

1.1.1 System feature descriptions and FAQ

To provide system feature descriptions, introduce our services to you, and give answers to frequently asked questions about the device you're using, we may collect your **device model**, system version information, system language, region, and the version of Services & feedback installed on your device.

1.1.2 After-sales services

To provide you with after-sales services, we may collect information such as your **device identifier (OAID for a device running Android 10 and later, or MD5 encrypted IMEI)** to determine the warranty period of your device, as well as your **location information** or **IP address** to show you our service outlets nearby. We may collect your Xiaomi Account ID to display your profile photo and nickname, and the **order numbers of your Mi Store purchases** to provide you with the corresponding after-sales services.

1.1.3 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

1.2.1 To improve your experience using Services & feedback, we will collect your location information to determine your current location. We will not combine the location information we receive to build your trajectory across time. We will use this information to show you nearby service outlets where you can apply for after-sales services. If you do not provide this information, you will still be able to use Services & feedback. However, some additional features will not be available to you.

1.2.2 The aforementioned additional features will require you to grant access to your location information so we can collect and use the information required by these features. Please note that if you grant access, it means that you consent to our collection and use of this personal information. However, if you rescind access, it means that you withdraw your consent and we will not collect or use your personal information anymore, and can no longer provide you with the aforementioned features. Your withdrawal of consent will not affect the processing of your personal information conducted based on your consent up until the point of withdrawal.

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 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 may include statistical data generated when you use a specific service, such as statistical data on module selection, information on common questions, and status of submitted feedback. 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 some information. For the purpose of this Privacy Policy, such 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. Sharing your personal information with third-party service providers

Part of the services in Services & 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 \(https://privacy.mi.com/servicesfb-share/en_US/\)](https://privacy.mi.com/servicesfb-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.

3. Retention policy

We retain personal information for the period necessary for the purpose of the information collection described in this Privacy Policy or as required by applicable laws. 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 and/or service. An exception to this is personal information that we are processing for public interest, scientific, 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

Xiaomi recognizes 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 for Services & feedback 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 contacting us via <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 and update the details relating to the personal information in your Xiaomi Account at <https://account.xiaomi.com> (<https://account.xiaomi.com>) or by signing in to your account on your device. For additional information, please write to us or contact us on <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 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. 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, it 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. You can withdraw your consent and clear app data by going to Settings > Apps > Manage apps, choosing "Services & feedback", and tapping Clear data. 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.
- Attention: Your withdrawal of consent may result in some legal consequences. Additionally, you may not be able to continue receiving the full benefit of Xiaomi's products and services, depending on how much authority you grant us to process your information when you use Services & feedback. The withdrawal of your consent or authorization will not affect the validity of our processing carried out upon your authorization 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 services.

5. Third-party websites and services

Our Privacy Policy does not apply to products and/or services offered by third parties. The Services & feedback products and/or services you use may include third-party products or services. Some of these products and/or services may be provided in the form of links to third-party websites, and some may work with the help of SDKs or APIs. Your information may also be collected when you use these products or services. For this reason, we strongly suggest that you spend time reading 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.

6. 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 privacy or personal information requests about accessing or downloading personal information, we have a professional team to solve your problems. 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.

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