

Xiaomi Cloud Privacy Policy

Our Privacy Policy was updated on November 9, 2021.

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

Introduction

Xiaomi Cloud is a service provided by Xiaomi, Inc. (hereinafter referred to as "Xiaomi", "we", "our" or "us") to you for the purpose of personal data storage, synchronization, management, and sharing.

We are committed to protecting your privacy. This Privacy Policy sets out the principles on which Xiaomi Cloud 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 Xiaomi Cloud, 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 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 Xiaomi Cloud. 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.

This Privacy Policy will help you understand the following:

1. What information we collect and how we use it

2. Retention policy

3. Your rights

4. Third-party websites and services

5. Order of precedence

6. Contact us

1. What information we collect and how we use it

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. The related features include:

1.1.1 Data synchronization

Xiaomi Cloud is a data storage service platform that provides users with cloud storage space and related services. With Xiaomi Cloud, you can sync your messages, contacts, notes, Browser settings, songs, photos and videos, Wi-Fi settings, recordings, Home screen layout, apps, calendar events, Blocklist items, and App vault across all connected devices. You must grant the related permissions to use each synchronization service. Likewise, you can turn each service off at any time. To provide these services, we need to collect the following information:

SMS data stored on your device (including **SMS content, your phone number, the phone numbers of people you contact, SMS sending time, sending status, pinned conversations, and numbers of private SMS**);

Call history data stored on your device (including **time and duration of calls, phone numbers of people you contact, and your phone number**);

Contacts stored on your device (including **contact name, phone number, address, email, nicknames, remarks, and profile photos**);

Contact card data (including **name, phone number, address, email, nickname, remarks, profile photo, and card status**) (this information is only collected when you turn on this feature);

Notes data stored on your device (including note content, photos in notes, and times of edits);

Browser data stored on your device (such as **browsing history, bookmarks, cloud tags, library, video playback history and favorites, frequently-visited websites, and popular modules**);

Music stored on your device (including online playlists, custom playlists, and song files);

Gallery items stored on your device (including album content and content in folders you choose to sync);

Wi-Fi settings (including **Wi-Fi name and password**);

Recordings stored on your device (including **recording content, as well as time of creation, duration, and types of recordings and marked points** and other recording file information);

Home screen layout and related data (including Home screen database and default Home screen settings file);

App data (including icons of installed apps and APK files);

Calendar data stored on your device (including event name, time, description, location, and name of the person who invited you);

Blocklist and exceptions for incoming calls and SMS (including **numbers on your Blocklist or exceptions, types and states of these numbers, Blocklist version number, spam keywords and statuses, DND mode VIP list, and call history**);

App vault data (including favorites and settings);

Bluetooth information (including Bluetooth name and password);

Items stored in password manager (including third party apps' accounts and passwords);

Data on your frequent phrases (including frequent phrases in your editor); and

Books stored on your device.

Note: If you turn on SMS or call history synchronization services, we will obtain your mobile phone number through the activation of your SIM card. To provide this service, we will collect the **IMSI, ICCID, and Line1 Number of your SIM card**. When you turn on synchronization services, we will also collect your device **IMEI (or device OAID when using Android Q)** in order to verify your identity.

When you turn on synchronization services for Music, Gallery, Recorder, App vault, and Blocklist, you must agree to their individual privacy policies. Please ensure that you have carefully read and fully understood these policies, just as you have read this Privacy Policy.

Please rest assured that we will prohibit any of our employees or any third party from directly accessing the content of your personal information without your consent. For the security of your personal information, we will make sure all Xiaomi employees are informed of our rules on privacy and security, and strictly implement internal privacy protection measures.

We will take all applicable measures to ensure the security of your data stored in the cloud. We use off-site storage, maintaining a distance of at least 60 km between storage centers. We also ensure multiple backups, including primary-secondary mutual backups and offline backups. We also periodically check data consistency. Additionally, your personal data (such as Wi-Fi password) will be stored in the Xiaomi Cloud server only after being encrypted. We also take role-based data access control measures to prevent any unauthorized access.

1.1.2 Cloud management

You can manage your data stored in the cloud by signing in to i.mi.com or using the desktop client. Each time any of the above data changes (for example, you receive a new SMS), we will encrypt the data and send it to the server, where it will be further encrypted. Similarly, when data on the server changes (for example, you edit your call history through i.mi.com or the desktop client), your mobile terminal devices will receive a push message as well as the changed data from the server. This synchronization will be encrypted.

To check the details of your cloud storage usage, organize your data, or select a different cloud storage plan, you can sign in to i.mi.com, use the desktop client, or go to Settings > Xiaomi Account > Xiaomi Cloud on your mobile device.

To provide these services, we will collect the total storage space size, size of permanent space, size of used and remaining space, types of stored data, and statistical information on newly added data.

1.1.3 Find device

Find device helps you to locate, lock, or erase the data from your mobile device remotely in the event that it is lost or stolen. You may do so by using any device that has access to the internet or by signing in to i.mi.com on your computer.

To provide this service, we will collect your **current phone number** so that we can send SMS instructions to your mobile phone if it is misplaced, lost, or stolen. To ensure that you can use this feature, we will automatically access the internet to activate your SIM card when you change or get a new one.

When you use the location feature through i.mi.com or the desktop client to locate your mobile device, the device will send its current location information to Xiaomi servers through the internet or SMS. To provide this service, we will collect information on the primary and nearby base station, nearby Wi-Fi hotspot information, **GPS information** (longitude and latitude used for precise positioning), and device identifier (IMEI/OAID/MAC address used to distinguish between located devices). Whether or not GPS positioning and Wi-Fi are turned on on your device, these features will be automatically activated upon receipt of the SMS instructions sent by Find device.

You can turn this feature off in Settings at any time. When turning this feature off, you'll need to enter your Xiaomi Account password to confirm the action.

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

To improve your experience using Xiaomi Cloud, we may collect and use your personal information for the following additional features to work. If you do not provide this personal information, you can still use Xiaomi Cloud, but you may not be able to use some additional features. The additional features include:

1.2.1 Memories

You can use the Memories feature in the Gallery app to generate story cards using photos from your albums. This feature is provided through the use of AI algorithms and the location information of the photos. To provide this service, we will collect the title, cover, and ID number of each Memories album and location information of photos so that you can display the Memories album instantly when you sign in again or use a different phone. You can turn this feature off in Gallery settings at any time.

1.2.2 Identify objects in photos

To help you better find and manage your photos, you may opt to allow Xiaomi Cloud to identify objects in your photos. We will categorize people, **places** (geographical location information in the photos may be used), and objects in your photos using AI algorithms. Our algorithms will not process your photos directly but will convert your photos into information readable by a computer, such as shape and color value, thus detecting similar features and grouping them into one. You may turn this feature off in the Settings at any time.

1.2.3 Shared clipboard

To share text to the clipboard of another Xiaomi device, click "Send to device" in the lower right corner of i.mi.com or the desktop client. The latest system version is required on the recipient device to be able to use this feature. Using the recipient device, you can directly paste the text without entering it again manually. To provide this service, we need to collect the text copied to your clipboard. If you choose not to provide this information, you won't be able to use share copied text between devices, but you can still use other Xiaomi Cloud features and services.

1.2.4 Value-added services

You may purchase value-added services of Xiaomi Cloud, such as a Xiaomi Cloud membership and cloud storage cards. To provide these services, we will collect your current membership plan and period of validity, **order information** (type of purchased membership, purchase quantity, order amount, payment method, order number, and Xiaomi Account ID of the person who received the cloud storage card), and automatic renewal information (status, renewal amount, renewal date, and payment method).

1.2.5 Promotions

Xiaomi Cloud services will hold some marketing events and promotions from time to time, such as raffles or online questionnaires. You are free to choose whether or not to participate. If you do so, you shall be regarded as having agreed to our collection of the information you voluntarily offer us, including but not limited to your name, mailing address, and contact number.

1.2.6 Shared albums

Shared albums allow you to share photos and videos with friends and family via the cloud. Videos can only be shared by creating shared albums in the Gallery app. You can create shared albums in Gallery to share with others. If you share an album with your family, the photos will be displayed on your Mi Home devices. For this purpose, we need to collect you and your family members' Xiaomi Account information (including Xiaomi Account ID, profile photo, and nickname), and the device ID, model, icon, and name of your Mi Home devices. If you choose to share an album with others, we will collect the Xiaomi Account ID, profile photo, and nickname of you and the people with whom you share the album. The creator of the album can stop sharing it with others at any time. People sharing another person's album can also choose to stop sharing it and give up access at any time.

You may also create family screensaver albums in the Mi Home app and share them on Mi Home devices with screens. The shared family screensaver albums will be automatically set as screensavers through which you and your family can view and browse photos. To provide this service, we will collect your Mi Home device IDs, models, icons, and names as well as your Mi Home family members' Xiaomi Account IDs. You can manage family screensaver albums you've created in the Mi Home app, including deleting photos or turning this feature off.

You can also use the WeChat mini program "Xiaomi Shared Albums" to create and use shared albums. When you use the relevant features of the mini program, you need to pair your WeChat account with your Xiaomi Account. For this purpose, we will collect the Xiaomi Account ID and **phone number** of you and the people with whom you share albums. To save photos to your device, we will also obtain Gallery permissions from you and the people with whom you share. The creator of the album can stop sharing it with others at any time. People sharing another person's album can also choose to stop sharing it and give up access at any time.

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, other users fill in your Xiaomi Account when gifting you cloud storage cards.

When you sign in via a third-party account, we will access the account information (such as profile photo, nickname, and other information on the authorization page). We will connect the third-party account with your Xiaomi Account after you agree to this Privacy Policy so that you can directly sign in and use our products and/or services via the third-party account. We will take appropriate measures to protect your information and strictly comply with relevant laws, regulations, and regulatory requirements when doing so.

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. Such information may include statistical data generated when you use a specific service, such as usage behavior data, including data on uploading, downloading, synchronization, browsing, and turning synchronization services on and off. 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 will de-identify your personal information or remove sensitive information and use it in a non-personally identifiable aggregated format for statistical analysis so as to improve our products 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. Retention policy

We retain personal information for the period necessary for the purpose of information collection as 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 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.

3. Your rights

3.1 Controlling settings

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

- Turn on or off app permissions to access calendar, SMS, contacts, and device storage;
- Turn on or off individual synchronization services (as well as Find device) in Settings > Xiaomi Account > Xiaomi Cloud;
- Turn on or off object identification features in Settings > Xiaomi Account > Xiaomi Cloud > Gallery;
- Open the Gallery app and tap Settings in the top right corner to turn Memories on or off;
- When you use Shared Albums, you can choose to stop using this feature at the bottom of the Shared Albums management page;
- You can delete Mi Home family screensaver albums or remove a home in the Mi Home app;
- When using the Xiaomi Shared Albums mini program on WeChat, you can choose to delete an album or stop using this feature from within the mini program;
- Check your cloud storage use on i.mi.com, or in Settings > Xiaomi Account > Xiaomi Cloud;
- Check and manage your data stored in the cloud on i.mi.com, or in Settings > Xiaomi Account > Xiaomi Cloud > Manage storage > View items in the cloud;
- Delete a device and disconnect it from your cloud services account on i.mi.com, or in Settings > Xiaomi Account > Devices > Delete device. If you do so, you will be signed out of your Xiaomi Account automatically.
- 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 on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

3.2 Your rights to your personal information

Depending on applicable laws and regulations, you have the right to access, rectification, and erasure of 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 on <https://account.mi.com> (<https://account.mi.com/>) or by signing in to your account on your device. You may consult and manage data you've stored in Xiaomi Cloud by signing in to i.mi.com or using the desktop client. For additional information, please contact us on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

The request should meet the requirements of applicable laws and 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.

3.3 Withdrawal of consent

You can withdraw your consent previously provided to us for a particular purpose, including collecting, using, and/or disclosing your personal information in our possession or control in **Settings > Xiaomi Account > Xiaomi Cloud > More > Terms and conditions > Withdrawal of consent**. Based on the specific service you are using, you can contact us on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>). 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. 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 Xiaomi Cloud. 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.

3.4 Canceling a service or account

If you wish to cancel a specific product or service, 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 products and services of Xiaomi.

4. Third-party websites and services

Our Privacy Policy does not apply to products or services offered by third parties. The Xiaomi Cloud products or services you use may include third-party products or services, such as those related to sharing and positioning, some of which can be provided in the form of links to third-party websites, and some of which work with the help of SDKs and 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 third party service providers' privacy policies just like you read ours. We are not responsible for and cannot control how the third party uses personal information which it collects from you. Our Privacy Policy does not apply to other sites linked from our services.

The following are examples of third-party terms and privacy policies that may apply when you use the specific products or services listed above:

Privacy policies of third-party social media service providers:

- WeChat Privacy Protection Guidelines: https://weixin.qq.com/cgi-bin/readtemplate?lang=en_US&t=weixin_agreement&s=default&cc=CN&head=true (https://weixin.qq.com/cgi-bin/readtemplate?lang=en_US&t=weixin_agreement&s=default&cc=CN&head=true)
- Weibo Personal Information Protection Policy (Revised): <https://www.weibo.com/signup/v5/privacy> (<https://www.weibo.com/signup/v5/privacy>)

5. Order of precedence

This Privacy Policy describes Xiaomi Cloud products and services. In the event of inconsistency between this Privacy Policy and [Xiaomi Privacy Policy](https://privacy.mi.com/all/en_US) (https://privacy.mi.com/all/en_US), this Privacy Policy shall prevail. For the terms and conditions not stipulated in this Privacy Policy, Xiaomi Privacy Policy shall prevail.

6. 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, feel free to contact us by visiting <https://privacy.mi.com/support> (<https://privacy.mi.com/support>). Please include "Privacy Policy" in your contact message.

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Thank you for taking the time to read our Privacy Policy!