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Xiaomi's General Privacy Policy

Our General Privacy Policy was updated on July 31, 2026.

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

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1. Introduction

Xiaomi Communications Co., Ltd., along with our global affiliates (collectively, “**Xiaomi**”, “we”, “us”, or “our”) regard privacy as a core value and protecting your privacy is our top priority. Although each Xiaomi product or service may have its own privacy policy, we have summarized some key aspects in this 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 you’re interested in.

Please note that the processing of personal information carried out by Xiaomi may differ depending on such products and/or services as well as on the features used and the configuration chosen by each user. Please review the privacy statement or supplementary notice applicable to the relevant product or service (the “Product Privacy Notice”). It explains how that product or service processes your personal information, how to exercise your rights, the identity of the relevant data controller(s), and how to contact them. If there is any conflict, the Product Privacy Notice will prevail for that product or service; otherwise, this Policy will apply.

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

2. What does personal information mean?

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

3. What personal information do we collect and use 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 you request.

Though you can find further information in the applicable Product Privacy Notice 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. The types of personal information we collect may vary depending on the product or service, device, enabled features, and country or region. Accordingly, not all of the information listed below is collected in every case.

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 to provide the service you choose. Depending on the service, this may include:

- **Identity & Account Data:** When you create an account or profile with us, we may ask for information such as name, nickname, Xiaomi Account ID, date of birth, gender, nationality, profile photo, job, and security-related information you provide when applicable. In certain jurisdictions, we may ask for your identity proofs issued by local authorities or other information that can authenticate your identity based on real-name account registration, credit or internet payment, or other applicable requirements.
- **Contact Data:** If you order a product or paid service from us, we also ask for email address, mobile phone number, delivery or mailing address, social media ID. Certain services allow you to communicate and share information with others. To enable those services, we may process information such as the phone numbers of senders and recipients.
- **Financial & Transaction Data:** If you order a product or paid service from us, we also ask for information such as order information, billing details, bank account number, account holder name, and credit card number.

- ****Communication with Us:** **Information you provide when you engage with us, our content, or our marketing or promotional activities (such as voice recordings, message content, call records, email/chat history, materials like video and photo submitted by you, user feedback for services or surveys).

3.1.2 Information that we collect during your use of services

- **Device and Usage Information.** Your device information, including connected devices (such as the manufacturer and the model) and software information (such as the operating system and software versions), IMEI/OAID and other unique device IDs (such as the serial number (SN), MAC address, IP address, and advertising ID (e.g., for mobile devices, GAID and Android ID)), SIM-related information (e.g., IMSI number, SIM card operator and its location area), Space ID, screen display information, device keypad information, device activation time, basic hardware information, sales channel, performance metrics (such as CPU, network, storage, battery usage, screen resolution and device temperature, camera lens model, and number of times the screen was woken or unlocked), and the settings of the devices you use to access the services.
- ****Mobile Network Information,** **such as network operator, connection type, location information including mobile country code, mobile network code, location area code and cell identity.
- **Information related to Your App Usage,** including unique identifiers for an app (e.g., VAID, OAID, AAID, Instance ID) and basic app information installed on your device, such as app list, app ID information, SDK version, system update settings, system and/or app settings (country and region, language, time zone, font), sign-in information, the time the app enters/exits the foreground, app status record (e.g., downloading, installing, updating, deleting), IP, network status, and information about how you use and interact with apps, content and services, such as browsing and playback history, search queries, content provider or source information, content views and exposure, viewing mode and duration, frequency of content or feature interactions, subscriptions, and actions such as likes, ratings, badges, comments, favorites, shares or clicks.
- **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:** Diagnostic, technical, error, and usage 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.).

- ****Information Sync with the Cloud:** Materials or data may be synced when you're using cloud services for access and sharing, such as photos, videos, notes, contacts, calendars, and other user-generated content associated with your Xiaomi Account. We will prohibit any of our employees or any third party from directly accessing the content of your personal information without your consent.
- **Other Information:** environmental characteristics value (ECV) (i.e. value generated from Xiaomi Account ID, device ID, connected Wi-Fi ID, and location information).

You are not required to provide the personal information that we have requested. However, if you choose not to do so, in certain cases we will not be able to provide you with our products or services or respond to requests you may have.

3.1.3 Information from third-party sources

When permitted by law, we will collect information about you from public or legitimate commercial sources. For example:

- **Verification Data for Security and Fraud Prevention:** information (such as your phone number) that we validate through legitimate third-party sources with your authorization.
- **Advertising Optimization Data:** unique identifiers (such as IMEI, OAID, or GAID) obtained from advertisers, and, under certain circumstances, partial conversion performance data (such as clicks) corresponding to your use of advertising services.
- **Third-Party Social Network Account Information:** account ID, nickname, profile photo, and email address, when you use a social network account to sign in to a Xiaomi service.
- **Information about You Provided by Other Users:** for example, your delivery address that another user may provide to us when they buy products for you via mi.com services.

3.1.4 Non-personally identifiable information

We may also collect other types of information that are not directly or indirectly linked to an individual and that 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 information 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 applicable data protection laws and this Privacy Policy for as long as it remains combined.

3.2 How we use the personal information that we collect

Depending on the products or services you use, we may process personal information for one or more of the following purposes:

- **Activating and registering your purchased Xiaomi products or services for you.**
- **Creating and maintaining your Xiaomi Account to provide you with services you request.**
- **Providing, processing, maintaining, improving, and developing our products and/or services to you**, such as delivery, activation, verification, notification of system/app updates and installations, after-sales support, and customer support.
- **Implementing and maintaining security safeguards to prevent loss and fraud**, such as identifying users and verifying user identity.

- **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. We'll conduct such activities based on your consent unless otherwise specified under applicable laws.** If you no longer wish to receive certain types of promotional materials, you may withdraw your consent by the method provided in the message (such as the unsubscribe link at the bottom of the message). 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.
- **Improving user experience through data, hardware, and software analysis**, such as analyzing the memory usage or the CPU utilization of your apps. 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.
- **Storing and maintaining information related to you for our business operations** (such as business statistics) or **for fulfilling our legal obligations**.
- **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.

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 control whether to receive direct marketing from us. 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>, or refer to the control mechanisms described in the applicable Product Privacy Policy for each product. Please also see Section 9 “What are your data protection rights” below.

- **Providing services locally on terminal devices** that do not require communication with our servers, such as using Notes on your device when cloud synchronization is not enabled.

Further information about how specific products or services process personal information is available in the relevant settings page or the applicable Product Privacy Notice. The availability of certain features may vary by country or region. In addition, the features and the way we process personal information in connection with the same product or service may differ depending on the country or region.

4. How do we share your personal information?

To provide you with our products and services, we may share your personal information with the following entities for the purposes described above.

- ****Affiliates:** ****Other Xiaomi-affiliated companies.** We may share personal information with them only for specific, definite, and legitimate purposes such as measurement of advertising,

research and development, logistics and order fulfillment, after-sales services, data security, cloud hosting, and IT maintenance service.

- **Business Partners:** Third parties with whom we partner to provide services. For example, we may share your information with the following types of business partners:
 - content or feature providers (e.g., map service providers for navigation, weather data providers for weather services)
 - providers of product or technical services (e.g., payment service providers, delivery and logistics providers for order fulfillment)
 - advertising partners, such as advertising networks, advertising platforms, and measurement providers, that help us deliver, measure, and improve advertising and related services
 - third-party developers offering services via our platforms
- **Service Providers:** Carefully selected companies that provide services for or on behalf of us, such as customer care and contact centers, cloud infrastructure and hosting providers, analytics and market research service providers, as well as marketing and communication delivery providers. They are obligated to process personal information consistent with this Privacy Policy and in accordance with our instructions. They cannot use the personal information we share for their own purposes.

In addition and to the extent necessary, Xiaomi will disclose the relevant personal information to competent public authorities, regulators, courts, tribunals or law enforcement agencies where required by applicable law or pursuant to valid legal process. Where permitted by law, we will assess the validity and scope of the request and disclose only the personal information reasonably necessary for the relevant lawful purpose.

When necessary and permitted by applicable law, Xiaomi will disclose your personal information to establish, exercise, or defend legal claims, protect our rights, property, assets, or services, or prevent fraud and security threats.

We may share your personal information with our accountants, auditors, lawyers or other professional external advisors where necessary for them to provide professional advice or services. Such advisors are subject to professional or contractual confidentiality obligations.

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

For further information about this, since each product or service has its own characteristics, please visit the applicable Product Privacy Notice of the products and/or services you are using.

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

We process your personal information only where we have a valid legal basis under applicable law. Where applicable under the laws 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.** With your consent, we may process personal information that you voluntarily provide when you participate in optional activities, such as promotions.
- **On the basis of Xiaomi's legal obligations.** In certain circumstances, we may be required by law to retain or otherwise process your personal information. 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).

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.

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 at risk. When you send or receive data from your Xiaomi device to our servers, we make sure it is 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.

If a personal information breach occurs, we will comply with the legal requirements under the applicable data protection law which includes notifying the breach to the relevant data protection supervisory authority and data subjects where required.

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 that 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 a 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>.

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 fulfillment 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>;
- 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>;
- If you have previously agreed to us using your personal information for the purposes stated in the relevant privacy policy, including this Privacy Policy and the applicable Product Privacy Notice, you may change your mind at any time by contacting us at <https://privacy.mi.com/support>.

Please note that cancellation of your Xiaomi Account or profile will prevent you from using the full range of Xiaomi products and their 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 to 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 about you.
- **Right to correct your personal information.** If any information we hold about 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 to correct 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 will 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 that 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 information 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. You also have the right to object to

processing for direct marketing at any time under applicable laws, and we will stop such processing.

- **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> 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>.

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> 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>, or at the below mailing 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), the UK and Switzerland (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 information or information shall be reported to the designated Grievance Officer as mentioned below:

Name: Vishwanath C

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

Email: grievance.officer@xiaomi.com

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

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

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

If you are not satisfied with the response you received, you can submit the concern to the relevant regulatory authority in your jurisdiction.

11. How is your personal information transferred globally?

Xiaomi processes and backs up personal information through a global operating and control infrastructure. The Xiaomi entity that controls your personal information may differ depending on your place of residence and specific product or service you use. Where relevant, more details will be provided in the applicable Product Privacy Notice.

Your use of our services may involve the transfer, storage, and processing of your personal information within and outside of your country of residence where necessary to realize the purposes described in this Privacy Policy, the applicable Product Privacy Notice, and applicable law. Xiaomi uses regional data hosting infrastructure located in India, the Netherlands, Russia, and Singapore, to support our products and services offered outside the Chinese Mainland.

The hosting location is determined by the region in which the relevant services are provided. In particular:

- The personal information we collect and generate in our operations in Russia is stored in data centers located in Russia.
- The personal information we collect and generate in operations in India is stored in data centers located in India.
- The personal information we collect and generate in operations in EEA/UK/CH is stored in data centers located in the Netherlands.
- The personal information we collect and generate in operations in areas other than the aforementioned regions is stored in data centers located in Singapore.
- Xiaomi also transfers personal information to affiliated companies, third-party service providers, and business partners located outside the region in which the information is

hosted, for the purposes described in this Privacy Policy and the applicable Product Privacy Notice.

- When Xiaomi transfers personal information outside the region in which it is hosted, whether to affiliated companies or third-party service providers or business partners, we comply with the applicable data protection laws. We ensure that all such transfers are subject to the applicable legal transfer mechanism and appropriate technical and organizational measures, such as pseudonymization, encryption, access controls, and regular security assessments, to protect your information during transmission and throughout its subsequent processing. You can obtain further information about the safeguards applicable to your personal information by contacting us at <https://privacy.mi.com/support>.

12. How do we protect minors' personal information?

We are committed to protecting the personal information of minors. Parents and guardians are encouraged to guide and supervise their use of our products and services, and we will process minors' personal information and provide appropriate safeguards in accordance with applicable laws.

If you are a parent or guardian and you believe that a minor has provided Xiaomi with personal information without appropriate authorization, please contact us via <https://privacy.mi.com/support>. We will review the matter and take appropriate steps, including deleting the information where required by applicable law.

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, some of our products and services may incorporate third parties' products or services such as payment processing services. 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. This Privacy Policy does not apply to personal information processed independently by those third parties. We are not responsible for and cannot control how third parties use personal information that they collect from you.

14. How do we update this Privacy Policy?

We review this Privacy Policy periodically based on changes in our 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 through a pop-up window, or by email to the email address corresponding to your Xiaomi Account, or by 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.

Addendum for the European Economic Area, the United Kingdom and Switzerland (EEA/UK/CH)

This Addendum supplements Xiaomi's General Privacy Policy (the "Privacy Policy") and applies to you if you reside in the European Economic Area ("EEA"), the United Kingdom ("UK"), or Switzerland ("CH"). It provides additional information required under applicable data protection laws. This Addendum prevails over the Privacy Policy, which otherwise applies to matters not addressed herein.

Controllers

If you reside in the EEA, UK, or Switzerland, Xiaomi Technology Netherlands B.V. and Xiaomi Communications Co., Ltd. will act as joint data controllers for the processing activities for which they jointly determine the purposes and essential means. Your personal information may also be remotely accessed from the Chinese Mainland through limited and secure access channels, and solely to the extent necessary for specific purposes, such as case-specific technical troubleshooting and after-sales service requests handling.

For you in the UK, our UK representative is:

Xiaomi Technology UK Limited, with registered address in Us & Co Stratford, Floor BR 40-11-12-13-14 11 Burford Road London, England E15 2ST

For you in Switzerland, our Swiss representative is:

Xiaomi Technology Switzerland GmbH, with registered address in Thurgauerstrasse 101, 8152 Glattpark (Opfikon).

Legal Bases for Processing

We process your personal information only where we have a valid legal basis. The table below sets out the purposes for which we process your personal information, the corresponding legal basis, and, where we rely on legitimate interests, the specific interests pursued.

International Data Transfers

To support our operations in EEA/UK/CH:

- Certain companies within our corporate group may support our operations in the EEA, UK, and Switzerland. Xiaomi Technologies Singapore Pte. Ltd. acts as an intragroup processor and processes personal information on behalf of and under the instructions of the relevant controller. It provides various support services, such as server and infrastructure maintenance and technical support. Such transfers are only granted where necessary under strict internal authorization and access control protocols.
- We transfer your personal information to third-party service providers and business partners located outside the EEA/UK/CH to enable services described in this Privacy Policy or applicable Product Privacy Notice. Due to differences among our products and services, the specific details of these transfers (including recipients, countries, and legal mechanisms) vary.

When we transfer personal information from the EEA/UK/CH to countries outside the EEA/UK/CH, we rely on the following legal mechanisms, as appropriate:

- Adequacy Decisions: The [European Commission](#), the [UK government](#), and the [Swiss Federal Council](#) have each recognized certain countries as providing an adequate level of data protection. For some products or services, we may transfer data to certain third-party service providers or business partners in such countries based on these decisions. Please refer to the applicable Product Privacy Notice for details.

- **Standard Contractual Clauses (SCCs):** Where no adequacy decision exists, we generally rely on the European Commission's approved standard contractual clauses as the primary safeguard. These (and their approved equivalent for the UK and CH) are used for transfers and limited remote access to our group entities outside the EEA/UK/CH, with which we have entered into SCCs. These entities are located in Singapore and the Chinese Mainland. Transfers to the Chinese Mainland involve limited, secure remote access only. SCCs are also used for transfers to certain third-party service providers or business partners; where this is the case, it will be noted in the applicable Product Privacy Notice. For all transfers based on contractual safeguards, we assess the laws and practices of the destination country and implement supplementary measures where required—including pseudonymization, encryption, fine-grained access control, and continuous monitoring—to ensure an adequate level of protection.

You can obtain more information about the relevant safeguards, including a copy of the SCCs, by contacting our Data Protection Officer at <https://privacy.mi.com/support>.

Complaints

You have the right to file a complaint with your local data protection supervisory authority. You can find a list of EEA authorities [here](#). In the UK, you can complain to the Information Commissioner's Office (ICO); in Switzerland, to the Federal Data Protection and Information Commissioner (FDPIC). You can also raise your concerns directly with our data protection team at <https://privacy.mi.com/support> or reach out to our Data Protection Officer using the details provided below.

Contact Us

If you have questions about this Addendum or wish to exercise your rights, you can reach us and our DPO at:

- Online: <https://privacy.mi.com/support>
- Mailing address: Prinses Margrietplantsoen 39, 2595 AM, The Hague, The Netherlands

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