

## POCO Launcher Privacy Policy

Our Privacy Policy went into effect on 6 August 2018. Starting from that date, this Privacy Policy provides details about how we manage personal information that you disclose when you use Xiaomi POCO Launcher products and services.

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

### Our commitments

This Privacy Policy specifies how Xiaomi and its affiliated companies (hereinafter referred to as "Xiaomi", "we", "our" or "us") collect, use, disclose, process, and protect the information you provide to us during your use of POCO Launcher products and services. If we request some information from you so that we can verify your identity when you use POCO Launcher products and services, we will use such information strictly following this Privacy Policy and/or our User Terms and Conditions.

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 Xiaomi.

For the purpose of 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. These types of personal information include your name, address, phone number, and email address.

By using POCO Launcher products and services, you are deemed to have read, acknowledged, and accepted all provisions stated herein, including any changes we may make when necessary. We are committed to protecting the privacy, confidentiality, and security of your personal information by complying with applicable laws (including local data protection legislation). We are also committed to ensuring that all of our employees and agents fulfill these obligations regarding your privacy.

Ultimately, what we want is the best for all our users. Should you have any questions about our data handling practices as summarised in this Privacy Policy, please contact our Data Protection Officer on our global privacy support platform at <https://privacy.mi.com/support> to address your specific concerns. We will be happy to directly address your concerns.

### What information we collect and how we use it

#### Types of information collected

In order to provide our services to you, we will ask you to provide personal information that is necessary for those services. If you do not provide your personal information, we may not be able to provide you with our products or services.

We may collect the following types of information (which may or may not be personal information):

Information that you provide to us (including your contact details): we may collect any and all personal information you provide to us, such as Xiaomi Account details (for system services verification only), fingerprint (for system services verification only), passwords of hidden apps (for providing hidden app services, as well as Lock screen services).

Device-related information: we may collect information such as IMEI number, serial number, device information, system version, Android version, Widget information, device RAM information, and device network status.

Location information (only for specific services/features): we may collect various types of information on your location. For example, region, country code, and language settings.

App information: we may collect information related to your software usage. For example, app list, app status records (e.g. installing, updating, deleting), app ID information (e.g. package name, icon, app name), app usage and operation information, app grouping information, version number, Launcher layout, etc.

How we use the personal information we collect

The purpose of collecting personal information is to provide you with products and/or services, and to ensure that we comply with applicable laws, regulations, and other regulatory requirements. You hereby agree that we may process and disclose personal information to our affiliated companies and third-party service providers (defined below) for the purposes stated in this Privacy Policy.

We may use your personal information for the following purposes:

Communicating with you about your device, services, or any general queries (such as updates, customer inquiry support, information about our events, notices, etc.).

Conducting marketing-related activities, such as providing marketing and promotional materials and updates. For more information on marketing-related activities and promotions, refer to the Direct marketing section below.

Analysing and developing statistical information on the use of our products and services to better improve our products and services.

Storing and maintaining information about you in order to carry out our business operations or legal obligations.

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

To group apps according to their categories by acquiring the user's app list and app status information.

To identify the apps that are ranked higher and should be placed in the top portion of the App drawer by accessing the list of recently used and installed apps.

To open hidden apps and perform various app operations in hidden apps by verifying the user's password or fingerprint.

To acquire icon information of downloaded apps and assign colour values to these icons, in order to allow apps to be categorised by colour.

Direct marketing

We may use your Xiaomi Account ID and IMEI number to provide marketing materials to you relating to goods and services of Xiaomi and our business partners which offer network, mobile app, and cloud products and services. We will only use your personal data for these purposes after we obtain your prior explicit consent (either a clear agreement or indication of no

objection) in accordance with local data protection laws. You have the right to opt out of our proposed use of your personal data for direct marketing purposes. If you no longer wish to receive certain types of email communications, you may opt out by following the unsubscribe link located at the bottom of each email, or by contacting us through our global privacy support platform at <https://privacy.mi.com/support/>. We will not transfer your personal information to our business partners for their use in direct marketing.

Who we share your information with

We don't sell your personal information to any third parties.

In order to provide you with access to all the features of products and services featured on our platform, we may disclose your personal information to third-party service providers when necessary. For example, cloud services and data analysis aimed at improving your user experience on our platform are provided by Firebase and SENSORS Data. Xiaomi only shares your personal information when authorised by you. Your authorisation given to Xiaomi also includes authorisation for our subcontractors to process your personal information. Such third-party service providers may process your personal information for one or more of the items listed above, and may also do so on behalf of Xiaomi. If you no longer wish to allow us to share this information, please contact us through our global privacy support platform at <https://privacy.mi.com/support/>.

Retention policy

Personal information will be held for as long as it is necessary to fulfill the purpose for which it was collected, or as required or permitted by applicable laws. We shall cease to retain personal information, or remove the means by which the personal information can be associated with particular individuals, as soon as it is reasonable to assume that the purpose for which that personal information was collected is no longer being served by retention of the personal information.

Order of precedence

In the event of inconsistency between Xiaomi Privacy Policy and this Privacy Policy, this Privacy Policy shall prevail. For the terms and conditions not stipulated in this Privacy Policy, Xiaomi Privacy Policy shall prevail.

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, please contact our Data Protection Officer at the address below. Please mention "Privacy Policy" in your contact message.

Xiaomi Singapore Private Limited

20 Cross Street, China Court #02-12

Singapore 048422

Global privacy support platform: <https://privacy.mi.com/support/>

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

