

Xiaomi User Experience Programme

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Dear Xiaomi User,

Providing products that exceed your expectations has always been the goal of Xiaomi and its affiliated companies (hereinafter referred to as "Xiaomi"). In order to help us understand your needs and further improve our products and services, Xiaomi invites you to join the Xiaomi User Experience Programme. Please read the following statement carefully.

Joining the programme means that you have carefully read and fully accepted its terms and conditions. Minors must be accompanied by an adult guardian when they read these terms and conditions. We also remind you that terms and conditions may change from time to time as our products and services develop. Whenever such changes occur, they will be announced on the related pages and you will be notified. If you prefer not to join the program or don't agree to those changes, you may opt out at any time (for more information see "Joining and leaving the programme" below).

1. Collecting information

When you enroll in the Xiaomi User Experience Programme, we collect the following information to provide you with products and/or services and keep your account safe.

(a) Usage and diagnostics information

Device properties including device identifiers, country and region, device model, Android version, and system information;

Connectivity information including mobile network information, PLMN code, signal strength, and Bluetooth state;

Device status including power state, charging level, screen brightness, font, and sensor data;

Log information related to your use of the device and its components, such as when an exception or a system anomaly occurs.

Refusal to provide the information will not affect your use of product features. However, we may not be able to find and fix errors or improve your user experience.

(b) Feature usage

Your interactions with features, such as button taps, and keywords and phrases used to search settings;

Feature display (i.e. how often and for how long a feature or a specific page is viewed);

Preferences and settings;

Log information generated by using products and services, such as errors and activity time.

Refusal to provide the information will not affect your use of product features. However, we may not be able to provide you with better features or user experience.

Please note that device information and log information are non-personally identifiable information, which does not by itself identify an individual. We aggregate it to provide you with more useful information, and understand which parts of our websites, products and services you are most interested in. However, if we combine non-personal information with personal

information, it will be treated as personal information.

Your privacy is our first priority. You can learn more about the ways we protect it in our Privacy Policy.

2. Using information

Xiaomi is committed to strict compliance with relevant state laws and regulations. Xiaomi keeps the information it collects strictly confidential and only uses it to improve the products and services it provides. The information Xiaomi collects will never be disclosed to any unrelated third parties. Refusal to provide the information will not affect your use of product features. However, we may not be able to provide you with an improved user experience.

Here are more detailed examples on how we use your information.

Optimising the performance of your device, such as analysing the memory or CPU usage by different apps.

Storing and maintaining information related to you for our business operations (such as business statistics) or for fulfilling our legal obligations.

Improving user experience, such as analysing data about how you use the device and system services (e.g. sending crash reports).

3. Sharing information

Sharing

We do not sell any personal information to third parties. We may sometimes share your personal information with third parties (as described below) in order to provide or improve our services, including offering services based on your requirements. If you no longer wish to allow us sharing this information, you can leave this program as mentioned in "Joining and leaving the program" part of these terms and conditions.

Here are more detailed examples on how we share your information.

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

To help us provide you with services described in these terms and conditions, we may, where necessary, share your personal information with our third party service providers, and business partners. This includes our data centers, data storage facilities, customer service providers, and other business partners.

Please note that these third parties may process your personal information on Xiaomi's behalf for one or more purposes stipulated in these terms and conditions. We guarantee that the sharing of personal information necessary for providing services to you is solely for legitimate, legal, necessary, specific, and explicit purposes. Xiaomi will conduct due diligence and have contracts in place to ensure that third-party service providers comply with the applicable privacy laws in your jurisdiction. There may be occasions that third-party service providers have their sub-processors. To provide performance measurement, analysis, and other business services, we may also share information (non-personal information) with third parties in aggregated form.

4. Retention policy

Retention location

Xiaomi processes and backs up information through a global operation and control infrastructure. Currently, Xiaomi has data centers in China, India, the United States, Germany, Netherlands, Russia, and Singapore.

The information that we collect and generate in operations on the Chinese mainland is stored in data centers located on the Chinese mainland, except for cross-border transmissions as permitted by applicable law.

The information we collect and generate in our operations in Russia is processed and stored in data centres located in Russia, except for cross-border transmissions permitted under Russian law.

The information collected and generated during our operations in India is stored at the data centre in India.

The information collected and generated during our operations in EEA is stored at the data center in the Netherlands.

Retention period

We retain personal information for the period necessary for the purpose of the information collection described in this statement and as required by applicable laws. We will cease to retain and delete or anonymise 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.

5. Joining and leaving the programme

You can go to Settings > Security > Additional settings > Enroll in User Experience Programme on your device to join or leave the Xiaomi User Experience Programme.

When the switch is turned on, it means that you are in the programme. Turning the switch off means that you have left the programme.