Pre-contractual information under the EU Data Act

EU Data Act Information
The EU Data Act (Regulation (EU) 2023/2854) applies to certain hardware products and associated services controlling those products, defined in the EU Data Act as "connected products" and "related services". This document provides information relevant to Apple's connected products and related services.

What types of data are generated during the use of your Apple connected product?

(1) Apple's connected products continuously generate data while in use to provide certain functionalities. This includes when you interact with your device directly (e.g. by pressing the volume button on the device) or through an app that controls how certain sensors or other physical parts of the device behave (e.g., using an app to produce a sound on a device or make the device vibrate).

(2) The types and volume of data generated during the use of Apple's connected products can vary, depending on the type of device, their software version, the functionalities of the device, your configurations and settings, and how you use them. This can include sensor data or operational status data, like battery health, pairing status, or network connectivity data.

(3) The raw sensor data your device generates during your interaction with your device is usually deleted immediately after being generated. The device subsequently uses inferred or highly processed data for ongoing functions, which are not subject to the EU Data Act. In addition, your device may collect analytics data, which can include certain technical details concerning the performance or your usage of your device (e.g. crash logs or performance metrics).

Where and for how long is the data stored and for which purposes is it used?

(4) Apple typically does not collect and retain on its servers raw sensor data that your device generates during your use of the device. Instead, a lot of processing happens on the device, where the relevant data is used to power certain features or functionalities. Most of the data concerning the use of an Apple connected product is either deleted immediately after being generated, or within a very short time frame, typically within 24 hours. Some limited data may be retained on your device for a few days, until it is overwritten by newer data, or deleted upon restart of your device.

(5) To the extent you choose to share your analytics data with Apple (and developers), this data is retained on Apple servers for two years, in a way that does not personally identify individual users, and is used for analytics purposes. Very limited data concerning your use of an Apple connected