

EU Data Act – Data Transparency Declaration

Product name: Google Chromecast

Product type: Media streaming device

Connectivity: Wi-Fi, HDMI, Bluetooth (model dependent)

1. Product overview

Google Chromecast is a media streaming device that allows users to stream audio and video content from compatible mobile devices, computers, or cloud-based services to a television or display. The device operates via Wi-Fi and works in conjunction with Google software services and supported third-party applications.

2. Categories of data processed

Depending on user configuration, account settings, and enabled services, the device may process the following categories of data:

- Device and technical data (model, device ID, firmware version)
- Network and connectivity data (Wi-Fi network details, IP address)
- Usage data (interaction with streaming services, device activity logs)
- Account-related data (Google account information, if linked)
- Diagnostic and performance data (error logs, system performance metrics)

The device does not independently store media content.

3. Purpose of data processing

Data is processed solely for the following purposes:

- Enabling media streaming and casting functionality
- Managing network connectivity and device operation

- Synchronising with Google services and user accounts
 - Improving performance, reliability, and security
 - Providing software updates and customer support
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4. User access and control

Users can manage and control data processing through:

- Google account privacy and security settings
- Google Home application settings
- Device and app permission controls
- Disconnecting or resetting the device to factory settings

Users may access, export, or delete their data in accordance with applicable EU data protection laws.

5. Data sharing

Google does not sell personal data generated by Chromecast. Data may be shared only with:

- Google services required for device operation
- Streaming service providers selected by the user
- Authorised service providers for technical support

All data sharing is limited to what is necessary to provide the selected services.

6. Data retention

Data is retained only for as long as required to provide the selected services or until the user deletes it via account or device settings. A factory reset removes local device data.

7. Security measures

Appropriate technical and organisational measures are implemented, including:

- Encrypted data transmission
- Secure device authentication
- Regular software and security updates
- Controlled access to device and account data

8. Regulatory compliance

Google Chromecast complies with Regulation (EU) 2023/2854 (EU Data Act) and applicable EU data protection legislation, including the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679).

9. Manufacturer information

Further information regarding data processing and privacy practices is available in Google's official product documentation and privacy policy.