

Ubiquiti data collection:

What kinds of data are collected?

Analytics data can be categorized as "personal data" and "other data." If the data can be used to identify a specific individual, it's personal data. Otherwise, it's other data.

Personal data that our analytics framework may collect: In order to get the most useful statistics about Access Points, Cameras and other devices, we need the MAC address. Though it would be very difficult to use the MAC address to identify an individual, it could fall under the category of "personal data" as defined by some regulatory bodies, and must be treated accordingly.

Other data that our analytics feature may collect: We want to evaluate how features impact overall performance of our products, so our analytics framework will identify whether features like *Fast Roaming* or *Guest Access* are enabled. By itself, this information cannot be used to identify an individual.

Why do we collect analytics data?

We have developed an analytics framework that is used to measure product performance and customer experience. This data enables us to make improvements that have the highest positive impact on products as a whole.

Some analytics require capturing personal data in order to provide an accurate context for the information and therefore make it as useful as possible. We strongly encourage you to enable this option and participate in our effort to make the products better.

You can enable the feature in the Device Settings of your UniFi Site Manager (<https://unifi.ui.com/>) or under *UniFi OS > Console Settings > Advanced* by selecting *Analytics & Improvements*.

When do we collect data?

We respect your privacy. We only collect personal data under the analytics framework, as described here, after the network administrator has given consent by enabling the feature through the application. Other data is automatically reported.

All data collection is subject to our [Privacy Policy](#) and we will comply with any valid request under applicable privacy laws to export or delete the impacted data.