Nothing Product Data Information

Product data information for smartphones, earbuds, watches and the Nothing X app

Valid from: September 12, 2025

Pursuant to Article 3(2) of the EU Data Act (Regulation (EU) 2023/2854), this notice provides information about the product data that our connected products (Nothing smartphones, Nothing earbuds, CMF by Nothing earbuds, CMF by Nothing watches) and the related service (Nothing X app) may generate, and how Nothing Technology Limited ("Nothing") may use such data. It also explains how users can exercise Data Act rights to access and retrieve product data.

Scope & definitions

Connected products. Nothing smartphones; Nothing earbuds; CMF by Nothing smartphones; CMF by Nothing earbuds; CMF by Nothing watches.

Related service. The Nothing X app (used for pairing, settings and viewing device information).

Equipment Event Tracking data. Device and connection events generated by device hardware and software (e.g., pairing status, connection events, battery state, error logs, etc.).

1) Nothing and CMF by Nothing smartphones

Data types.

Equipment Event Tracking data.

User personal data used by device features (e.g., email, GPS location, step count, screen usage time, etc.).

Nothing account data (e.g., profile picture, nickname, including when logging in with a Google account, etc.).Health related data (e.g. heart rate, sleep information, etc.).

Images users share via Shared widgets.

Data associated with logging into Essential Space using a Nothing account and binding with IMEI (encrypted).

Log data actively captured when users submit feedback.

Data format. db, JSON, XML, Parquet.

Estimated volume. ~10 MB (varies by features used and settings).

Real-time generation. Yes—some telemetry and events may be generated continuously while the device is in use.

Storage capability & location. Hybrid (on-device and Nothing's cloud backend).

Retention.

On-device: user personal data may be deleted by performing a factory reset.

Cloud: Shared widgets images are automatically deleted after 15 days.

Upon receiving a user's account deletion request (see "Erasure" below), associated Nothing account data is deleted on a monthly processing cycle.

Erasure.

Local: perform a factory reset.

Account/cloud: request deletion by emailing privacy@nothing.tech. Deletions are carried out in accordance with our privacy policy.

2) Nothing earbuds

Data types. Equipment Event Tracking data.

Bluetooth address, battery information, and connection status of the paired device.

Data format. hex.

Estimated volume. ~32 KB.

Real-time generation. No—generated only while in use.
Storage capability & location. Hybrid (on-device and cloud).
Retention.
On-device: data is deleted after restoring to factory settings, or is uploaded to Nothing X each time the earbuds connect to the app (after which on-device copies may be cleared per normal operation).
Erasure.
Local: restore earbuds to factory settings (which clears local data).
Cloud: request deletion by emailing privacy@nothing.tech.
3) CMF by Nothing earbuds
Data types.
Equipment Event Tracking data.
Bluetooth address, battery information, and connection status of the paired device.
Data format. hex.
Estimated volume. ~32 KB.
Real-time generation. No—generated only while in use.
Storage capability & location. Hybrid (on-device and cloud).
Erasure.
Local: restore to factory settings.
Cloud: request deletion by emailing privacy@nothing.tech.
4) CMF by Nothing watches
Data types. Fitness and wellness metrics (e.g., calories, steps/stand hours, exercise duration, sleep, heart rate, blood oxygen, stress, VO_2 max, vitality score, exercise load).
Data format. JSON.
Estimated volume. About 10–30 (typical range; varies by model, sampling rate and feature usage).
Real-time generation. Yes.
Storage capability & location. Hybrid (on-device and cloud).
Retention.
Cloud: default retention 2 years.
On-device: deleted after clearing cache.
Erasure.
Local: clear cache/reset watch.
Cloud/account: use the Nothing account deletion routes where applicable.
5) Nothing X (related service)
Data types. Equipment pairing records and Equipment Event Tracking data.
Data format. db, JSON, XML.
Estimated volume. About 0.5 MB per week (typical user).
Real-time generation. Yes—event tracking can be generated in real time.
Storage capability & location. Hybrid (app data on device and Nothing cloud).
Retention.
Cloud: default retention 2 years.
On-device: deleted after clearing app data.
Erasure.

Local: restore to factory settings.

Cloud: request deletion by emailing privacy@nothing.tech.

How Nothing may use product data

We use product/related service data for device functionality, updates, diagnostics, security, quality improvement, and to provide requested features and support in line with:

Nothing Privacy Policy (intl.nothing.tech/pages/privacy-policy), and

Nothing X Privacy Notice and Nothing X Terms of Service (intl.nothing.tech/pages/nothing-x-privacy-notice; intl.nothing.tech/pages/nothing-x-terms-of-service).

How to make a data access or retrieval request.Email privacy@nothing.tech with (i) proof of device ownership and account control; (ii) the product(s) and time period concerned; (iii) IMEI, SN, MAC, email and other information required.

User access & retrieval summary

Access:

Nothing and CMF by Nothing smartphones: Request via privacy@nothing.tech

Nothing and CMF by Nothing earbuds: pairing/battery/connection information in Nothing X.

CMF watches: pairing/battery/connection information viewable in Nothing X.

Nothing X app: pairing information within the app.

Retrieval:

Request via privacy@nothing.tech

This notice may be updated to reflect changes in products, services, or law. Last updated: October 10, 2025.