

Xiaomi Account Privacy Policy

Our Privacy Policy was updated on March 6, 2025.

Please take a moment to familiarise yourself with our privacy practices and let us know if you have any questions.

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1. Introduction

This product and related services are provided by Xiaomi Technology Netherlands B.V., Xiaomi Technologies Singapore Pte. Ltd., and/or our affiliated companies (hereinafter referred to as "Xiaomi", "we", "our", or "us") to allow you to create, sign in to, and manage your Xiaomi Account.

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, transfer, protect, and process any information that you give us or that you allow third parties to provide to us when you use Xiaomi Account and related services. You may consult the privacy policies of the relevant products or services for terms and conditions regarding collection and use of personal information when you use other products or services while

signed in to your Xiaomi Account. Additional information on our security mechanisms and policies on minors can be found on <https://privacy.mi.com/all/languages/> (<https://privacy.mi.com/all/languages/>).

Ultimately, what we want is the best for all our users. Should you have any questions about our data handling practices regarding personal information as summarised in this Privacy Policy, please contact us via <https://privacy.mi.com/support> (<https://privacy.mi.com/support>) to address your specific concerns. We will be happy to hear from you.

2. Definition of personal information

For the purpose of this Privacy Policy, "**personal information**" means information that can be used to directly or indirectly identify an individual, either from that information alone or from that information combined with other information about that individual available to Xiaomi, unless otherwise specified by applicable law in your jurisdiction. "Personal information" includes identifying information such as name, contact information, ID number, location information, and online identifiers (such as Xiaomi Account ID). We will use your personal information strictly following this Privacy Policy.

3. What information we collect and how we use it

3.1 Collection of personal information

The purpose of collecting personal information is to provide you with products and/or services. To this end, we will process personal information for the following purposes:

- **Creating an account and signing in.** When you create an account, you'll need to provide us with the region you live in and a phone number or email address. You'll be assigned a Xiaomi Account ID. Your account and password will be encrypted and stored to our servers. We strongly advise you not to share your password information to prevent theft of your Xiaomi Account by others.
- **Completing account information.** While using various Xiaomi services, you may receive better service quality and user experience by adding basic information to your Xiaomi Account profile, including profile photo, nickname, and gender, as well as setting up a secret question for security purposes. If you choose not to provide this information, this will not affect your use of the basic services and features of Xiaomi Account.
- **Features required for account security.** In order to enhance system security when you use our products and/or services, prevent phishing website fraud, and protect account security, we will verify your identity through SMS verification as well as secondary verification when necessary. To this end, we will collect SMS verification codes and secondary verification codes.
- **IT and activity-related information.** We will also collect your account creation/sign-in time, device-related information (such as IMEI/OAID (on Android Q), device model, and operating system version), and network information (such as the IP address generally used when signing in) in order to judge whether or not the account creation or sign-in environment is secure.

- **Survey participation.** When you participate in surveys that we organise, the specific types of personal information you're asked to enter in each survey (e.g. age range, gender, country or region of residence, occupation, income range, etc.) will always be available for you to view when you open the survey. You can exit the survey at any time before submitting the survey if you no longer wish to participate. When providing personal information during a survey, you can select "Prefer not to say" or an equivalent answer.
- **Participation in promotional activities.** If you sign up to participate in promotional or marketing activities through any platform provided by Xiaomi, we will process the personal information requested for each activity (e.g. name, email address, phone number, city of residence).

3.2 Personal information collected from third parties

The use of Xiaomi products and services may provide the prior provision of personal information via Xiaomi Account. To more easily sign in to your Xiaomi Account and fill in account information, you can authorise a third-party account (e.g. Google Account, Facebook, Apple Account) to pair with your Xiaomi Account. With your consent, we'll sync your nickname, photos, email address, and other information from the third-party account to your Xiaomi Account.

Please note that we will ensure the security of your information through means such as encryption, but handling of your personal information by third parties is subject to the privacy policy of the relevant third party. For this reason, we encourage you to read the third party's Privacy Policy just like you read ours. You can cancel authorisation for third parties at any time in "Accounts and permissions" on <https://account.xiaomi.com/> (<https://account.xiaomi.com/>).

3.3 Non-personally identifiable information

We will also collect other types of information which are not directly or indirectly linked to an individual and which may not be defined as personal information according to applicable laws. This information is defined as non-personally identifiable information. We may collect, use, transfer, disclose, and otherwise process non-personally identifiable information. This information may include statistical data generated when you use a specific service, such as daily usage, page views, page view times, session events (when this information can't be used to identify you), and interaction and error records generated during your use of our services. The purpose of such collection is to improve the services we provide to you, for example, by correcting errors. The type and amount of information collected depends on how you use our services. We aggregate this information. In its aggregated form, data is not personal information and cannot be used to identify you. However, if we combine non-personally identifiable information with personal information, such combined information will be treated as personal information for as long as it remains combined.

4. How we share your personal information with third parties

To ensure that we provide you with the products and services described in this Privacy Policy, we may share necessary personal information with Xiaomi affiliates, service providers, business partners, and other third parties, including:

- To achieve the purposes described in this Privacy Policy, when you use your Xiaomi Account to sign in to a third-party website or app, we will share your nickname, profile photo, email address, and other information (depending on the nature of the third-party products and services) with the third party (e.g. Google Account, Facebook, Apple Account) with your authorisation and consent, in order that the third-party app or service can easily sign in, provide enhanced account features, and fill in profile information automatically. If you do not wish to allow the third party to access your personal information, do not grant authorisation.
- Part of the service content for Xiaomi Account is provided by third-party service providers. For this reason, we need to provide some of your personal information to these providers. Below are instances in which we may share your personal information with third party service providers. If we share your personal information with such third parties, we will take appropriate measures to ensure the security of the processing of your personal information, including but not limited to the encryption of your personal information. We will reasonably examine the data security environment of the companies and organisations with which we share personal information and sign data processing agreements. We will require third parties to take sufficient measures to protect your information and strictly abide by the relevant laws and regulations as well as regulatory requirements.
- Public administrations, in case of specific requirements in accordance with applicable regulations.
- Courts and tribunals, in case of specific requirements in accordance with applicable regulations.
- Law enforcement agencies, in case of specific requirements in accordance with applicable regulations.

5. The legal basis for processing your personal information

We need a lawful basis upon which to process your personal information in accordance with the law. Where applicable according to the law in your jurisdiction, the legal bases for processing your personal information under this Privacy Policy are:

- **To comply with contractual obligations.** When you create a profile or account or access Xiaomi products and services, the purposes of processing your personal information are primarily determined by that service and we will process your personal information so that we can provide that service to you. Please note that providing some of your personal information is mandatory (e.g. when marked as such or with an asterisk). If you do not provide such personal information, we may not be able to provide you with our products or services.
- **As a result of your consent.** You can choose to provide us with personal information to allow us to provide you with this product and its related services. For example, you may provide us with a recovery phone number or upload a profile photo.
- **On the basis of Xiaomi's legal obligations.** As a data controller, Xiaomi is subject to legal obligations. In some cases (e.g. storing your personal information as a result of a dispute or at the request of a data protection supervisory authority), the processing

of your personal information will be necessary for us to be able to fulfill these obligations.

- **Within the scope of a legitimate interest.** On occasion, and considering the minimum privacy impact to you, the processing of your personal information may be necessary for the following legitimate interests:
- Information system security, network security, and cybersecurity within Xiaomi.
- To enhance system security, prevent phishing website fraud, and protect account security.
- Corporate operations, due diligence, and internal audits (in particular, related to information security and/or privacy).
- Product development and enhancement (including analysis and optimisation of Xiaomi Account settings or features).

6. Retention period

As a general rule, we retain personal information for the period necessary for the purposes described in this Privacy Policy, or as required by applicable law. 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 services, except when required or permitted by applicable law. In this case, your personal information will be isolated and will not be further processed except for the attendance of legal responsibilities and other purposes permitted by applicable law. In such circumstances, your personal information will be made available exclusively to the parties permitted by applicable law. Once the corresponding retention periods have elapsed, such personal information will be deleted or anonymised.

7. Managing your privacy preferences

We recognise that privacy concerns vary from person to person. Therefore, we provide some examples of ways for you to restrict the collection, use, disclosure, or processing of your personal information and to control your privacy settings:

- You can access and update the details relating to account security, personal information, permissions, and device management in Settings > Xiaomi Account, or sign in to <https://account.xiaomi.com> (<https://account.xiaomi.com>);
- If you have previously agreed to us using your personal information for the aforementioned purposes, you may change your mind at any time by contacting us on <https://account.xiaomi.com> (<https://account.xiaomi.com>);
- If you wish to cancel your Xiaomi Account, you may do so by following the steps in Settings > Xiaomi Account > Help > Delete account, or by visiting <https://account.xiaomi.com>.

Please note that the cancellation of your Xiaomi Account or deletion of your personal information will prevent you from using the full range of Xiaomi products and services. To protect your or others' legitimate rights and interests, we will judge whether or not to support your request for cancellation based on your use of various Xiaomi products and services.

8. Your data protection rights

You have certain rights in relation to personal information that we hold about you (hereinafter referred to as the "request"). Please note that depending on where you are based, these rights will be subject to specific exclusions and exceptions under applicable local law:

- **Right to access/obtain a report detailing the personal information we hold about you.** A copy of your personal information processed by us will be provided to you upon your request free of charge. For any extra requests for relevant information, we may charge a reasonable fee based on actual administrative costs according to applicable law. You can also sign in to your Xiaomi Account to view the personal information about you that we hold.
- **Right to correct your personal information.** If any information we are holding on you is incorrect or incomplete, you are entitled to have your personal information corrected or completed based on the purpose of use. You can also sign in to your Xiaomi Account to correct your personal information.
- **Right to erase your personal information.** Based on the requirements of applicable law, you have the right to request the deletion or removal of your personal information where there is no compelling reason for us to keep using it. We shall consider the grounds regarding your erasure request and take reasonable steps, including technical measures, to proceed with the erasure of your personal information. Please note that we may not be able to immediately remove the information from the backup system due to applicable law (for instance, when necessary to preserve your personal information for potential claims which may arise out of or in relation to the processing of such personal information) and/or security technology limitations. If this is the case, we will securely store your personal information and isolate it from any further processing until the information can be deleted or be made anonymous.
- **Right to object to the processing of your personal information.** You have the right to object, on grounds relating to your situation, to processing of your personal data which is based on Xiaomi's legitimate interest (e.g. direct marketing). If you object to such processing, we will no longer process your data for these purposes unless we can demonstrate compelling legitimate grounds for such processing or for the establishment, exercise, or defense of legal claims.
- **Right to restrict the processing of your personal information.** You have the right to restrict the processing of your personal information by us, for instance, when the processing is unlawful according to your understanding, but you oppose the erasure of your personal information. In such cases, your personal information will only be processed with your consent or for the exercise or defense of legal claims. Please note that Xiaomi Account settings include the options to freeze and unfreeze your account.
- **Right to data portability.** Under some circumstances provided by law, you have the right to receive the personal information concerning you in a structured, commonly used, and machine-readable format and/or transmit that personal information to another data controller.
- **Right to withdraw consent.** In those cases where your consent is required for the processing of your personal information, you may withdraw your consent at any time. However, please note that if you withdraw your consent, you may not be able to continue to use the product and its related services, and/or access certain information,

features, or services. The withdrawal of your consent or authorisation will not affect the validity of our collection and processing carried out on the basis of the consent up until the point of withdrawal.

You may also access, update, and delete the details relating to the personal information in your Xiaomi Account at <https://account.xiaomi.com> (<https://account.xiaomi.com>) or by signing into your account on your device. For additional information, please write to us or contact us via <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

9. Exercising your data protection rights and contacting us

If you have any comments or questions about this Privacy Policy or any questions relating to Xiaomi's collection, use, or disclosure of your personal information, or you want to exercise your data protection rights according to the above section, feel free to contact us by visiting <https://privacy.mi.com/support> (<https://privacy.mi.com/support>) or at the below addresses (your request should be made in writing). When we receive questions about personal information or requests to download or access items, we have a professional team that addresses such concerns, including Data Protection Officers (DPOs), who can be contacted via <https://privacy.mi.com/support> (<https://privacy.mi.com/support>), or at the below postal addresses. If your question itself involves a significant issue, we may ask you for more information. If you consult us, we will provide information on the relevant complaint channels that may be applicable based on your actual situation.

- **For users located in the European Economic Area (EEA), UK, and Switzerland:**
Xiaomi Technology Netherlands B.V., Prinses Beatrixlaan 582, The Hague 2595BM
Netherlands
- **For users located in India:** Xiaomi Technology India Private Limited, Building Orchid, Block E, Embassy Tech Village, Outer Ring Road, Devarabisanahalli, Bengaluru, Karnataka - 560103, India Any discrepancies and grievances with respect to processing of sensitive personal data or information shall be informed to the designated Grievance Officer as mentioned below:

Name: Vishwanath C

Telephone: 080 6885 6286, Mon–Sat 9 AM to 6 PM

Email: grievance.officer@xiaomi.com
- For users in other countries and regions: Xiaomi Technologies Singapore Pte. Ltd., 1 Fusionopolis Link #04-02/03 Nexus @One-North, Singapore 138542

Make sure that you provide sufficient information to enable Xiaomi to verify your identity and ensure that you are the data subject or legally authorised to act on the data subject's behalf. Once we obtain sufficient information to confirm that your request can be processed, we shall proceed to respond to your request within any timeframe set out under applicable data protection laws.

We have the right to refuse to process requests that are not meaningful, manifestly unfounded or excessive, requests that damage others' right to privacy, extremely unrealistic requests, and requests that require disproportionate technical work, as well as requests not required under local law, regarding information that has been made public, and regarding information given

under confidential conditions. If we believe that certain aspects of the request to delete or access the information may result in our inability to legally use the information for the aforementioned anti-fraud and security purposes, it may also be rejected. We will inform you of any such decision not to process your request and the grounds of this decision if required by applicable law, in the event of which we will inform you within any timeframe set out under applicable law.

If you are not satisfied with the response you received from us in relation to your personal information, you can hand over the complaint to the relevant data protection regulatory authorities in your jurisdiction. If you're located in the European Economic Area (EEA), the UK, or Switzerland, you can find a list of primary competent authorities here: [EEA \(https://www.edpb.europa.eu/about-edpb/about-edpb/members_en\)](https://www.edpb.europa.eu/about-edpb/about-edpb/members_en) / [UK \(https://ico.org.uk/\)](https://ico.org.uk/) / [Switzerland \(https://www.edoeb.admin.ch/en\)](https://www.edoeb.admin.ch/en)

10. How your personal information is transferred globally

Xiaomi processes and backs up personal information through a global operating and control infrastructure. Currently, Xiaomi has data centers in India, the Netherlands, Russia, and Singapore. For the purposes described in this Privacy Policy, your information may be transferred to these data centers in accordance with applicable law.

We may also transfer your personal information to third-party service providers and business partners and your data may therefore also be transmitted to other countries or regions. The jurisdictions in which these global facilities, third-party service providers, and business partners are located may or may not protect personal information to the same standards as in your jurisdiction. There are different risks under different data protection laws, and we may transfer and store your personal information to other locations. However, this does not change our commitment to comply with this Privacy Policy and to protect your personal information.

In particular:

- Except for data transfers allowed under Russian law, personal information collected and generated during our operations in Russia will be processed and stored in data centers operated in Russia.
- Personal information collected and generated during our operations in India will be stored in data centers operated in India.

If we need to transfer personal information outside of your jurisdiction, whether to our affiliates, third-party service providers, or business partners, we will comply with related applicable laws. We ensure that all such transfers meet the requirements of applicable local data protection laws by implementing uniform safeguards. You can find out about the safeguards that we have in place by contacting us on <https://privacy.mi.com/support> (<https://privacy.mi.com/support>).

- If you use our services in the EEA, UK, or Switzerland, Xiaomi Technology Netherlands B.V. will act as the data controller and Xiaomi Technologies Singapore Pte. Ltd. will be responsible for processing some of your personal information. If Xiaomi shares personal information originating from you in the EEA, UK, or Switzerland to a Xiaomi Group entity, third-party service provider, or business partner outside the EEA, UK, or Switzerland (please see Section 4 above for further information), where local law may not protect personal information to the same standards as in your country or region, Xiaomi will use EU Standard Contractual Clauses or any other safeguards provided for

in the GDPR or in applicable UK or Swiss law to protect your information in accordance with the highest European standards.

11. Your obligation to provide personal information

As stated above, if you do not provide some required personal information, you may not be able to use this product or its related services, or we may not be able to respond to your queries. Refer to section 3 (What information we collect and how we use it) for more information.

12. Automated processing of your personal information (including profiling)

In principle, we do not use the personal information you provide for fully automated decision-making processes, including profiling. In the event that we should use such processes, we will specifically inform you in advance of this and your rights in this respect, including consent information.

13. How this Privacy Policy is updated

We review this Privacy Policy periodically based on changes in business, technology, applicable law, and best practices, and we may update this Privacy Policy. If we make significant material changes to this Privacy Policy, we will notify you via a pop-up dialog, email (sent to the email address specified in your account), or another legal and practicable method, so that you can understand what information we collect and how we use it. Such changes to the Privacy Policy will apply from the effective date specified in the notice. We encourage you to check this page regularly for the latest information on our privacy practices. Where required by applicable laws, we will ask for your explicit consent when we collect additional personal information from you or when we use or disclose your personal information for new purposes.