

EU Data Act Transparency Declaration

Manufacturer / Economic Operator: Majstra BV

Brand: Lipa

Product:

- Lipa AT-M40R Action Camera

Declaration Date: 19 June 2026

EU Data Act Transparency Information

1. Product Description

The Lipa AT-M40R Action Camera is a consumer action camera designed for recording videos and photos.

The camera stores recorded data locally on a microSD memory card inserted by the user.

The product supports Wi-Fi connectivity for user-selected functions, such as connecting the camera to a smartphone or compatible application for viewing, controlling, and transferring recordings.

Majstra BV and the Lipa brand do not provide cloud storage services and do not store user recordings.

2. Data Generated by the Product

During normal operation, the Lipa AT-M40R Action Camera can generate:

- Video recordings
- Photos
- Audio recordings (when enabled by the user)
- Camera settings and configuration data

All recorded content is stored locally on the user's microSD memory card.

3. Data Storage and User Access

The recorded data is stored directly on the user's microSD memory card.

The user has full access and control over all recorded files.

The user can:

- View videos and photos
- Copy recordings
- Transfer files to another device
- Delete recordings
- Format the microSD memory card

Majstra BV does not access, receive, store, or process any recorded user data.

4. Data Sharing and Transmission

The Lipa AT-M40R Action Camera does not automatically upload recordings to Majstra BV, the Lipa brand, or external servers.

Majstra BV does not collect, store, process, or share any user-generated recordings.

If the user connects the camera to a smartphone, tablet, computer, or compatible application using Wi-Fi or USB, any data transfer is initiated and controlled by the user.

5. User Control of Data

Users remain fully responsible for and in control of their recorded data.

Users can manage their data at any time by:

- Removing or replacing the microSD memory card
 - Deleting recordings
 - Formatting the memory card
 - Transferring files to another storage device
 - Choosing whether to share recordings with third-party services
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6. Connectivity Features

The Lipa AT-M40R Action Camera supports:

- Wi-Fi connectivity
- USB connection
- microSD memory card storage

These features are provided only for user-selected functions and do not result in automatic transfer of data to Majstra BV.

7. Third-Party Applications and Services

The Lipa AT-M40R Action Camera may be connected to compatible third-party devices or applications selected by the user.

Any processing, storage, or sharing of transferred files by third-party applications, computers, or online platforms is controlled by the user and the relevant third-party provider.

Majstra BV does not control or participate in any data processing performed by third-party services.

8. Compliance Statement

Majstra BV, as the economic operator of the Lipa brand, declares that the Lipa AT-M40R Action Camera generates user-controlled data that is stored locally on a microSD memory card.

Majstra BV does not collect, access, store, transmit, or share any recorded user data.

Users retain full control over their recordings and can access, manage, export, and delete their data at any time.

This declaration is issued in accordance with the transparency requirements of Regulation (EU) 2023/2854 (European Data Act).

Declared by: Majstra BV

Brand: Lipa

Authorized Representative: Josip Grgic

Position: Director

Place of Issue: Alphen aan den Rijn, The Netherlands

Date: 19 June 2026