

## **Dyson Connected Product Data Notice**

At Dyson, we are dedicated to protecting your information and ensuring it is handled responsibly. To deliver the best technology and experiences, we collect data via the MyDyson app, and our connected products. This Connected Product Data Notice explains the types of data generated, collected, used, and shared by both Dyson connected products and the MyDyson app. When this notice refers to "Dyson," "we," "us," or "our," it means the Dyson Group company or companies providing you with the MyDyson app, connected products, in your country.

How to contact us

Information on which Dyson Group company or companies are primarily responsible for any personal data collected about you and how to get in touch, is available in your local contact page.

### **1. Data Collected or Generated**

The data collected and generated by your Dyson connected products and the MyDyson app will fall into mainly one of the following categories. We only collect the data needed to make sure your products work properly, to help you use them, and to make them better over time.

- **From connected products:**
  - Sensor Data: Air quality, dust or particle readings, humidity, temperature, device status, obstacle detection or layout mapping area data.
  - Consumables Data: Filter life, battery level, cartridge usage.
  - Fault & Troubleshooting Data: Error codes, self-diagnostic logs.
  - Usage Data: On/off times, duration of use, selected device settings or modes.
  - Battery management data: charging status, battery charge level, estimated remaining runtime or low battery alerts.
  - Personalisation data: language preferences or other preferences set within the connected product.
- **From the MyDyson App:**
  - Personalisation Data: User profiles, saved schedules, cleaning routines and preferences set within the app.

- Usage Data: User interactions within the app, product registration details, and app feature usage.
- App Diagnostics: Crash logs, error reports, device compatibility.
- Connected Product Data: Device status, usage information, maintenance alerts, error notifications or sensor data.
- **Format:** Data is stored in structured digital formats such as CSV.
- **Volume:** Data varies by product, feature, and user activity, and is limited to what is necessary to provide operation, support, and personalization.

### 3. Data Collection Frequency

- **Connected Products:**
  - Some data (such as sensor readings, device status) is generated and transmitted continuously or in real-time while the machine is in use.
  - Other data is logged periodically or upon specific user actions or events (such as starting a cleaning cycle or reporting a fault).
- **MyDyson App:**
  - Data is updated in real-time as you interact with app features or synchronize with the connected machine.
  - Manual entries (for example, profile updates or schedule changes) are recorded instantly within the app.

### 4. Data Storage and Retention

- **Connected Products:**
  - Some operational data remains stored locally on the device.
  - Data may be transmitted to Dyson's cloud servers for service, support, or product enhancement.
- **MyDyson App:**
  - The app securely syncs data from your devices to Dyson's cloud for remote access, personalized settings, and troubleshooting.

- **Retention Period:** Data is kept for as long as necessary to provide and support your connected machines and MyDyson app features, or as required by law.

## 5. Access, Retrieval, and Erasure of Data

- **Connected Products:**
  - Certain data, such as filter status and usage information, can be viewed directly on your machine's display where available, and is also accessible through the MyDyson app.
  - Data collected and sent to Dyson can be accessed by submitting a data access request by using the in-app feature or contact Dyson at [privacy@dyson.com](mailto:privacy@dyson.com).
- **MyDyson App:**
  - You can access your connected products and app data within Account/Data Management settings of the app.

## 6. Who Uses the Data and for What Purpose

- **Connected Products:**
  - Dyson uses data from your connected products to operate, maintain, and update your device, to provide tailored support, and to improve product performance. In some markets, Dyson may also share specific data (such as usage information) with third-party partners who deliver repair and maintenance services on our behalf.
- **MyDyson App:**
  - Data from the MyDyson app is used by Dyson to personalize your app experience, offer helpful tips, enable product registration, and provide software updates.
  - Dyson partners with trusted third parties to deliver services, for example, using cloud service providers like Amazon Web Services and Google Cloud to securely store your account and login details.
  - With your explicit consent, managed through the app, certain data may be shared with trusted third parties exclusively for approved purposes. For example, where you connect the app to a voice assistant, such as Amazon

Alexa, Google Home and Apple Siri. You can grant or withdraw permission for third-party data sharing at any time using the app's settings.

- Dyson does not sell your data from connected products or the MyDyson app to any third parties.

## **8. Escalation and Complaints**

- If you have concerns about how data from your connected Dyson product or MyDyson app is handled, you can contact [privacy@dyson.com](mailto:privacy@dyson.com), use the support options within the app or on the Dyson website.
- You can also contact the regulator or authority in your country that is responsible for handling complaints about the use of connected data.