

Blaupunkt Data Act Compliance Statement

As required by the EU Data Act (Regulation 2023/2854), Blaupunkt provides transparent information on the access, use, and management of data generated by its smart TV products.

The information concerns the product: SMART TV LED 55" 55MCG8000S - 8594213441016.

1. Data Types

- Device identification information (Brand, model, Serial number, MAC).
 - System logs.
 - Network and connectivity status
- (No personal content such as messages, photos, or media is collected without user consent).

2. Data Generation & Transmission

- Data is generated continuously during device operation.
- Upload frequency: periodic or event-based.
- Transmission is encrypted and follows EU cybersecurity standards.

3. Data Storage

- Local storage on device: rolling log, overwritten periodically.
- Cloud storage: EU-based servers, retention typically up to 24 months (unless required longer for diagnostic/service).
- Derived/aggregated data may be stored for product improvement.

4. User Rights & Access

- Users can request access to their device-generated data in a structured, machine-readable format.
- Requests can be made via Blaupunkt Customer Service or through official online channels.
- Users may instruct Blaupunkt to transmit their data securely to a third party of their choice.
- Requests are processed in accordance with the Data Act.

5. Privacy & GDPR Alignment

- All personal data is handled in compliance with the General Data Protection Regulation (GDPR).
- Users retain rights of access, portability, correction, and erasure of personal data.