Data Act Notice

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Why do we have a Data Act Notice?

Before you start using Plejd's connected products ("**Products**") or our mobile application (the "**App**"), we want to make sure you understand what data is generated when you use our Products and App and how we handle it. We call such data generated by your use of our Products and/or App "**User Data**".

The information in this Data Act Notice is provided in accordance with the EU regulation on harmonised rules on fair access to and use of data ("**Data Act**") to help you make an informed decision before purchasing our Products or using our App. Please note that this information complements, but is separate from, our Privacy Policy which outlines how we process your personal data in accordance with the GDPR. You can access our Privacy Policy visiting our website.

Who is responsible for handling your User Data?

Plejd AB, a company duly incorporated under Swedish law with registration number 556790-9477, address Krokslätts Fabriker 27A, 431 37 Mölndal, Sweden with phone number +46 (0) 10 207 89 01 ("**Plejd**", "**we**" or "**us**"), is responsible for handling your User Data (the data holder under the Data Act).

If you have any questions regarding your User Data please contact us at dataact@plejd.com.

To learn more about our terms related to our Products and the App and our use of your User Data, you can access our Terms of Use by visiting our website.

What User Data is generated

When you use our Products or App, certain types of User Data may be generated and collected. This includes, for example customer information, system and room data as well as scenes and events. For a full overview of the types of data and retention periods, see the table at the end of this notice.

Format and volume

Data is collected in structured digital formats such as JSON, designed to be machine-readable, interoperable, and secured with encryption.

For standard residential use, each system generates approximately 100–150 KB of user data. The actual volume of data may vary depending on individual usage patterns. In cases of frequent or intensive operation, the volume of data generated may exceed the range indicated above.

How and when is User Data collected (Collection Frequency)?

Plejd collects different categories of User Data at varying intervals. Certain data, such as information relating to device status, is collected continuously or in real time while the App is in use. Other data is collected when changes occur or when the user takes action, for example when creating or updating room names or modifying the system settings.

Where is User Data stored, and for how long?

All User Data that we store is maintained securely within Plejd's cloud infrastructure located in the European Union. Appropriate technical and organizational measures are applied, including access controls, encryption, and industry-standard security practices, to ensure that user data remains protected.

Retention periods vary depending on the type of User Data and the purpose for which it is collected and used. For a full overview of the categories of data and retention periods, see the table at the end of this notice.

Purpose of data use

We may use non-personal User Data to:

- perform any agreement with you, or activities related to such agreement;
- provide you support, warranty, guarantee or similar services, or to assess and handle any claims (e.g. related to malfunctions) related to the Products, App or other services provided by us;
- monitoring and maintaining the safety, functionality, and security of the Products and/or App, and performing quality control;
- improving the performance or design of any Product or the App;
- developing new products or services, either directly by Plejd, by third parties acting on Plejd's behalf, or in collaboration with other parties;
- aggregating or deriving insights from the User Data together with other data, for any lawful purpose.

Right to access User Data and to file a complaint

Please email us at dataact@plejd.com if you wish to access or retrieve your User Data or to request that the User Data are shared with a third party or, where applicable, end the data sharing. We'll make sure your request is handled promptly in line with the Data Act.

Any sharing with a third party will only occur based on your request or agreement, and under the conditions outlined in applicable laws. Access to User Data that includes confidential information or trade secrets, may however be restricted in accordance with the Data Act.

You may delete your App account and stop using our services at any time. If you decide to delete your App account, we'll make sure your User Data is managed securely and deleted in line with our data retention policies.

If you believe your User Data has been misused or your rights under the Data Act have been infringed, you have the right to file a complaint with your national data protection authority.

Detailed information about type and nature of User Data we process and how long we store your User Data for

The following types of User Data may be generated by your use of our Products and App. Plejd may collect and process these data for the purposes described above in this notice.

Category	Description	Retention Period
Customer Information	Data for a user's App account, such as user name, email address, and chosen language used in the App.	As long as your App account is active; deleted upon account deletion.
Login and Access Data	Session tokens and related data for maintaining access control.	Login and access data are deleted as soon as the session expires (ends) or upon account deletion.
App Installation Data	Data about a user's phone or tablet where the App is installed.	As long as your App account is active; deleted upon account deletion.
Site Permissions	Data that determines which systems (homes) the user can access.	As long as your App account is active; deleted upon account deletion.
System Data	Data describing the system such as the name given to the system by the user or the installer and the date the system was first created.	As long as your App account is active; deleted or anonymised upon account deletion.
Room Data	Descriptions of rooms in a system, including the name set by a user (optional) and a predetermined set of categories for classifying a room (can be Living Room, Kitchen, Bedroom etc).	Stored as long as the associated system is active; editable and deletable by user.
Scenes	Data describing lighting behavior configurations across devices.	Stored as long as the associated system is active; editable and deletable by user.
Astro Events	Event data based on sunrise/sunset timing (e.g., minutes before/after sunrise).	Stored as long as the associated system is active; editable and deletable by user.