

VIDAA - Data Act Notice

In accordance with the obligations of the Data Act, this Data Act Notice is intended to provide you as a User of a Smart Television running a VIDAA operation system with the necessary product data (hereinafter: "Product Data") and related service data (hereinafter "Service Data") as required under Article 3 (2) and (3) of the Data Act.

1. Products and related services in scope

The following connected products and related services are in scope of this Data Act Notice:

- **Smart Television** (hereinafter "Smart TV")
- **Smart Television Remote** (hereinafter "Smart Remote")

The **VIDAA Smart TV App** is a Related Service as defined in the Data Act and generates data on user actions and events (incl. metadata) related to the connected products ("Service Data").

2. Product data generated by the Smart TV

The table below lists the product data generated by the Smart TV running a VIDAA operating system. Product Data categories were based on industry standards, notably ISO 19994-1:2020 and the CTA-5004 and CTA-5006 standards.

1. Product fiche

Category	Examples of data elements	Description	Continuously/ real-time data generation	Storage
Device Identity & Configuration (ISO/IEC 19944-1)	Device ID, Customer ID, Role ID model, OS version, region/location, language settings, time settings, parental-control/accessibility flags	Identifies the Smart TV and its core configuration and settings	☐ continuously ☒ real-time	☒ on-device storage (settings screenshots) ☒ remote storage (logs)
Network & connectivity (ISO/IEC 19944-1)	IP-address (WAN), interface type (Ethernet/Wi-Fi), SSID (hashed/redacted), Bluetooth pairing state, HDMI-CEC/eARC link status	Connectivity and link quality data used to provide services and diagnostics.	☐ continuously ☒ real-time (status/events)	☐ on-device storage ☒ remote storage (telemetry logs)
Telemetry & diagnostics (logs) (ISO/IEC 19944-1)	Click event log (app launching, button click), browsing event log, timestamps of events.	To analyze TV crashing report and analyze user actions to enhance	☒ continuously ☒ real-time	☐ on-device storage ☒ remote storage

Category	Examples of data elements	Description	Continuously/ real-time data generation	Storage
		product quality.		
Viewing & Usage (ISO/IEC 19944-1, CTA-5004 (CMCD),	Click event log (app launching, button click), browsing event log, timestamps (start, pause or stop), TV turn on and off time, watching history	To collect watching history and interactions with Smart TV (behavior data) for product improvement.	☒ continuously (during playback) ☒ real-time (events)	☒ on-device storage (recent activity) ☒ remote server storage (event logs)
Playback & Delivery Telemetry (CTA-5004 (CMCD) and CTA-5006 (CMSD))	Bitrate, buffer level, stall counts, throughput estimates, segment/object type, server/CDN: cache status, RTT, path/hops	Telemetry generated by playback and by server/CDN responses during streaming. Availability depends on the app used.	☒ continuously (during playback) ☒ real-time (per request)	☐ on-device storage ☒ remote server storage (telemetry logs)
HbbTV & Broadcast-Interactive (when used)	Enable/disable status, usage history, service identifiers, red, green, yellow, blue button interactions, App ID and version, app events (launched, suspended, terminated), App HTTPs requests, App runtime errors and failures	Interactions with hybrid broadcasting apps through HbbTV supported by VIDAA (when used and activated).	☐ continuously ☒ real-time (on interaction)	☐ on-device storage ☒ remote server storage (interaction logs)
Voice Control (TV-side)	Customer ID, Device ID, Model ID, software version, serial number, audio rate, audio channels, audio played by the user	To be able to intelligently recognize audio information played by the user, and to adjust the image mode and sound mode to most suitable.	☒ continuously (during voice command session) ☒ real-time (command relay)	☒ on-device storage (temporary buffer) ☒ remote storage (session logs)
App Store & App lifecycle (ISO/IEC 19944-1)	App install/uninstall, app version, app permissions	Manage and secure the app platform and updates.	☐ continuously ☒ real-time (on events)	☐ on-device storage ☒ remote storage (event logs)

Category	Examples of data elements	Description	Continuously/real-time data generation	Storage
Accessories & Peripherals	Bluetooth accessories pairing status, HDMI-CEC device map, USB storage mounts.	Pairing and accessory status.	☐ continuously ☒ real-time (on events)	☐ on-device storage ☒ remote storage (pairing/status events)

2. Delivery, access and deletion

- **Access to non-personal data:** some self-service downloads are available via my.vidaa.com. For other data, submit an access request via <https://www.vidaa.com/support/>, in which case we will deliver the data via secure download and by default in the following format: Apache Parquet. Each logfile size is around 200 megabytes.
- **Access to personal data:** please refer to our contractual documentation and/or the [VIDAA privacy notice](#).
- **Duration:** where applicable, specific retention periods are mentioned in the table above. In general, Product Data is retained only as long as needed to provide the services and to meet security and legal data retention requirements. Event/log data is not deleted but archived after 2-year storage. Temporary file data is deleted after 1 year of storage.
- **Delete in device:** you can remove device-resident usage/log data by performing Factory Reset; more information on how to perform a Factory Reset, and what the impact is, can be found in the VIDAA user manual.
- **Delete in account:** you can view, download or delete account-related data at my.vidaa.com.
- **Withdraw consent for certain optional features:** you can toggle optional features (E.g. Enhanced viewing, HbbTV) at any time in the settings of your Smart TV. This will also terminate the data generation for these optional features.

3. Product data generated by the Smart Remote

When you use the Smart Remote delivered together with your Smart TV running a VIDAA operating system, certain data will be generated by your use of the Smart Remote. The below-mentioned Product Data categories were based on industry standards, notably ISO/IEC 19994-1 and ISO/IEC 24752 (Universal Remote Control).

1. Product fiche

Category	Examples of data elements	Description	Continuously/real-time data generation	Storage
Remote Identity & Pairing (ISO/IEC 19944-1 and	Customer ID, pairing status (Bluetooth), last-paired Device ID	To identify the remote and link it to the Smart TV.	☐ continuously ☒ real-time (on events)	☐ on-device storage ☒ remote storage (event logs)

Category	Examples of data elements	Description	Continuously/real-time data generation	Storage
ISO/IEC 24752)	and/or Model ID.			
Input & Interaction (ISO/IEC 19944-1 and ISO/IEC 24752)	Button name, function, number of clicks	to control interactions sent to the Smart TV.	☐ continuously ☒ real-time (status/events)	☐ on-device storage ☒ remote storage (telemetry logs)
Voice via Remote (ISO/IEC 19944-1 and ISO/IEC 24752)	Customer ID, Device ID, Model ID, software version, serial number, audio rate, audio channels, audio played by the user.	to provide voice control services and to continue product enhancement.	☒ continuously (during voice command) ☒ real-time (command relay)	☒ on-device storage (temporary buffer) ☒ remote storage (logs)
Power & Battery (ISO/IEC 19944-1 and ISO/IEC 24752)	Battery level/health, low-battery events	For accessory maintenance and diagnostics.	☒ continuously ☐ real-time	☐ on-device storage ☒ remote storage (logs)

2. Delivery, access and deletion

- **Access to non-personal data:** some self-service downloads are available via my.vidaa.com. For other data, submit an access request via <https://www.vidaa.com/support/>, in which case we will deliver the Product Data via secure download and by default in the following format and size: Apache Parquet. Each logfile size is around 200 megabytes.
- **Access to personal data:** please refer to our contractual documentation and/or the [VIDAA privacy notice](#).
- **Duration:** where applicable, specific retention periods are mentioned in the table above. In general, Product Data is retained only as long as needed to provide the services and to meet security and legal data retention requirements. Raw data files are archived after 2 years of storage.
- **Data deletion:** you can remove device-resident usage/log data by performing Factory Reset; more information on how to perform a Factory Reset, and what the impact is, can be found in the user manual of your Remote Control.

4. Service data generated by the VIDAA Smart TV App

The data holder for related service data generated by the VIDAA Smart TV App is VIDAA USA Inc., 3600 Mansell Road, Suite 300, Alpharetta, GA 30022, United States, acting as the data holder for the Service Data.

VIDAA Smart TV App as a related service generates data on user actions and events (incl. metadata) ("Service Data") related to the connected products (the Smart TV). The below-mentioned Product Data categories were based on industry standards, notably ISO/IEC 19944-1.

1. Service Data fiche

Category	Examples of data elements	Description	Continuously/real-time	Storage
App remote control interactions (ISO/IEC 19944-1)	Device ID, customer ID, Role ID, session ID, app remote button interactions, navigation targets, success/failure codes, latency	Enables remote control of the Smart TV from the app and records basic interaction telemetry for reliability and abuse prevention.	☒ continuously (while app is connected) ☒ real-time (command relay)	☒ on-device storage (transient session/cache) ☐ remote server storage
Voice via app (ISO/IEC 19944-1)	Customer ID, Device ID, Model ID, software version, serial number, audio rate, audio channels, audio played by the user	To provide voice control services (if used) via the VIDAA Smart TV App. Raw audio is processed only when you invoke voice/audio features	☒ continuously (during voice session) ☒ real-time (recognition/command relay)	☒ on-device storage (temporary buffers are stored on device) ☒ remote server storage (logs are stored remote)
Device discovery & pairing (ISO/IEC 19944-1)	Local network discovery identifiers, Model ID, VIDAA OS/version, pairing tokens, IP-addresses, connection state	To let the app find and securely pair with the Smart TV on the same network	☐ continuously ☒ real-time (during discovery and pairing)	☒ on-device storage (credentials/tokens) ☒ remote server storage (metadata)
Casting & media sharing through Smart TV App (ISO/IEC 19944-1)	Media type, file name/hash, duration, resolution, playback start/stop, success/failure codes	Allows photos/video/music to be sent to the TV from the phone	☐ continuously ☒ real-time (transfer/control)	☒ on-device storage (temporary queue/cache) ☒ remote server storage (log of success/failure codes) Duration: session-transient, cleared when casting ends.

2. Formats/metadata, delivery and access

- **Formats of raw data:** Apache Parquet (storage)
- **Format of timestamps:** Apache Parquet (storage)
- **Access to non-personal Service Data:** self-service downloads are available via my.vidaa.com or directly in the VIDAA Smart TV APP. If this is not the case, submit an access request via <https://www.vidaa.com/support/>, in which case we will deliver the data via secure download and by default in the following format: Parquet Apache. In order to submit an access request, you need to first declare that you receive a Related Service from VIDAA on the basis of a written agreement (i.e. by accepting the terms and conditions of the Smart TV APP).
- **Access to personal data:** please refer to our contractual documentation and/or the [VIDAA privacy notice](#).

3. Retention and deletion

- **Retention:** raw Service Data files are archived after 2 years of storage. Data from temporary tables is deleted after 1 year of storage.
- **Delete on device:** you can clear app/browser cache and cookies in Application Settings.

4. Legal and security

- **Security:** we use industry-standard controls to secure Service Data, more information on the security of VIDAA services and products, can be found here: <https://www.vidaa.com/security/>.
- **Data protection:** please note that some of the Service Data mentioned above may qualify as personal data under the General Data Protection Regulation. For more information on how personal data is processed, we refer to our [VIDAA privacy notice](#).
- **Trade secrets:** the Service Data may contain trade secrets of VIDAA. More information can be found in the End User License Agreement.
- **Contract duration:** more information on the duration of the contract and the arrangements for terminating the contract can be found in the VIDAA End User License Agreement.

5. Contact and complaints

- **Contact information:** you can contact the data holder through the contact form on the VIDAA website: <https://www.vidaa.com/support/>.
- **Right to complain:** You have the right to complain to the competent authority about a breach of Chapter II of the Data Act.

5. Version and updates

The Data Act Notice was last updated on 29/08/2025.