

realme Store Privacy Notice

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Welcome to the realme Store! Realme Mobile Telecommunications (Shenzhen) Co., Ltd. (registered at Room 201, Building A, No.1 Qianhai First Road, Qianhai Shenzhen-Hongkong Cooperation Zone, Shenzhen, People's Republic of China (Settling into Shenzhen Qianhai Commerce Secretariat Co., Ltd.)) and its subsidiaries and affiliated entities (hereinafter referred to as “realme” or “we” or “us”) develop, operate and promote the realme Store. We provide mobile phone, smart hardware, accessory product purchase and product support services. We may collect and use your personal information during your use of our websites, mobile applications, mini programs, realme Store SDK or other products and services (“realme Store”).

As your data controller, we are committed to protecting and respecting your privacy. Through the “realme Store Privacy Notice” (hereinafter referred to as “this Privacy Notice”), we will explain how realme collects, uses, discloses, and processes your personal information, your rights with respect to your personal information, and the security measures we take to protect your information.

[Special Note]

Please read this Privacy Notice carefully and familiarize yourself with our privacy practices before using our products or services or submitting your personal data. If you do not agree to the terms of this Privacy Notice, you can close and exit realme Store by clicking “Disagree” and we will not be able to provide you with realme Store related services. If you click “Agree” to activate realme Store, it means that you acknowledge that you fully and clearly understand the following data collection and usage practices, as well as your rights. By using or continuing to use realme Store, you consent to our processing of your information in strict accordance with this Privacy Notice.

We will process personal information necessary to fulfil the functions and services you choose to use or to comply with legal requirements. The scope of necessary personal information collection for realme Store is outlined in the Policy and we hope you can pay attention to it. We will not collect personal information unrelated to our service. If you disagree to provide personal information beyond what is necessary for the basic functionality of the service, please refrain from enabling the additional features of the platform.

Additionally, please be assured that we will not activate any device permissions without your authorization. For important or sensitive device permissions, we will ask for your consent through a separate pop-up window when you use the corresponding functions or services. Once the permissions have been granted, you can also disable them at any time through the device settings. If you choose not to grant the permissions, it will not affect the normal use of other unrelated functions.

Please note that any processing of sensitive personal information and any provisions of this policy that significantly affect your rights and interests will be highlighted in bold for your attention. Sensitive personal information will only be processed with your separate consent in accordance with the law.

If you are a minor under the age of 14 or a person under a comparable minimum age as specified by the relevant jurisdiction, according to the law you must read this Privacy Notice in the company of your legal guardian and make sure that you fully understand its content. You may use realme Store only after giving explicit consent to this Privacy Notice.

If you have any questions regarding this Privacy Notice, please contact us using the information provided under "How to Contact Us" in this Notice. We may update this Notice periodically. If there are significant changes, we will notify you through push notifications, pop-up windows, or other means after the updated version is released.

This Privacy Notice will help you understand the following:

A. General Terms

- 1. How We Collect and Use Your Personal Information**
- 2. How We Use Cookies and Similar Technologies**
- 3. How We Retain & Transfer Your Personal Information**
- 4. How We Share, Transfer, and Disclose Your Personal Information**
- 5. How We Protect Your Personal Information**
- 6. Your Rights to Your Personal Information**
- 7. How We Process Minor's Personal Information**
- 8. Third-Party Service Providers and Their Services**
- 9. How This Privacy Notice Is Accessed and Updated**
- 10. How to Contact Us**
- 11. Miscellaneous**
- 12. Definition of terms used in this policy**

B. GDPR Exclusive Terms

- 1. Legal Basis for Processing Personal Information**
- 2. Additional Information on How Your Personal Information Is Transferred Globally**
- 3. Additional Information on Cookies and Other Tracking Technologies**
- 4. Additional Information on Rights to Personal Information**
- 5. Contact Information for EU Representatives**

In addition to this Privacy Notice, specific privacy policies may apply based on the services used. In each case, we will fully provide you with the applicable Privacy Notice.

The general terms and conditions in Section A apply to you wherever you are located. Section B applies only to users located in the European Union, Liechtenstein, Norway, the United Kingdom, or Switzerland ("Europe").

A. General Terms

1. How We Collect and Use Your Personal Information

We collect your personal information in accordance with the principles of lawfulness, legitimacy, necessity and good faith. We collect information that you provide voluntarily, authorize to be provided, or that is generated in the course of your use of our products and services. This is necessary

to provide you with our services, ensure the normal operation and safety of our products and services, and to improve and optimize them.

The information we collect depends on the products you actually use, the environment in which you interact with us, and the choices you make, including your privacy settings and the products and features you use. **Please note that if you provide another person's personal information, you must ensure that you have obtained the authorization of the relevant personnel (and their individual consent if specific scenarios are involved).**

realme store provides core operational functions such as account registration/login, browsing product, shopping, order information enquiry, push notification, user experience enhancement service, product security operation and maintenance and value-added operational functions such as online customer service, user feedback, activity participation, product review, video/post comment, watching video and live broadcast, service center, enterprise purchase, student discount, trade-in, warranty enquiry, send repair service, and points service. **Please note that it is not mandatory for you to provide us with personal information when we collect it. For core operational functions, if you choose not to provide your personal information, we may not be able to provide you with realme store services or respond to your queries. For value-added operational functions, you can choose whether or not to consent to our collection of information. If you refuse to consent, it may result in the relevant value-added operational functions not being available, but will not affect your use of our core operational functions.**

We generally consider the area you selected for your initial login (or through subsequent settings changes) as the actual location in which the product/service is used, and that we comply with the requirements of relevant local laws and regulations, including those concerning data protection.

(1) We may collect the following information:

Core operational functions:

1) Account registration/login

You may register or log in your **HeyTap Account** provided by the third party Guangdong Huantai Technology Co., Ltd. (hereinafter referred to as "HeyTap") to use the products and services that we provide. During the sign-up or sign-in process, **HeyTap will collect your mobile phone number or email address, password, and the sign-up SMS message to sign you up and assist you in signing in to your HeyTap Account to use related services.**

After you have signed up for a HeyTap Account, you may choose to complete your account details by submitting information such as your username/nickname, profile picture, and gender.

HeyTap will request permission to read your list of installed apps to ensure that your HeyTap Account can successfully sign in to all the apps and services accessible with a HeyTap Account and to determine whether your HeyTap Account has signed in to these apps. Please refer to "[HeyTap Account Privacy Notice](#)" for information on how HeyTap uses and processes personal information. After you sign in to your account to use the App on your phone, **we will automatically obtain your HeyTap Account information (HeyTap account ID, username/nickname, profile picture).** We may use the **phone number or email address** linked to your HeyTap Account to push notifications, surveys, and events to you, including notices of app updates and installations. You may need to send us an SMS message to verify your phone number, which may incur carrier costs.

2) Product browsing

When you browse and search for product information through realme Store, we do not collect your personal information.

3) Shopping

In order to ship the products to you and provide after-sales service, when you make a reservation or purchase products through realme Store, we may collect information such as **your HeyTap account ID, mobile phone number, shipping address, recipient nickname, postcode, payment serial number, invoice information**. If you do not provide such information, we cannot ship the delivery and provide after-sales service. **If you have multiple shipping addresses, you can manage them in the 'Me - Shipping Addresses' section of realme Store**. When issuing an electronic invoice, you may need to provide **your name or the name of the tax unit, as well as your taxpayer identification number, for us to provide you with an invoice**.

After placing your order, you can use the payment services provided by the third-party payment providers that realme has partnered with. **We will need to provide your order number and transaction amount information to the third-party payment providers to confirm your payment instruction and complete the payment**. If you opt for instalment payments, **we will need to share your order number, order amount, address, and HeyTap account ID with third-party payment providers to ensure a more convenient and secure instalment payment experience**.

4) Order information enquiry

After placing your order, the system automatically generates the corresponding order, which includes the **order number, purchased product model, order time, recipient nickname, shipping address, and mobile phone number**. Once the payment is completed and the order is shipped, the order will be updated with the **delivery note number, logistics number, and invoice information**. **You can view your past orders in the 'Me - All Orders' section of realme Store**.

5) Push notification

In order to provide you with push notification services, **we may collect and use your Push Register ID, the list of installed apps, which allows us to notify you promptly of any app service news**.

6) User experience enhancement service

When you use mobile applications, we may need to obtain **data regarding your activity, such as product feature usage statistics, website browsing data, click records, in order to improve the user experience, so that we can optimize product functionality, user interface design, develop new product features, and make the software interface more intuitive and easier to use**. **You can turn off this feature by going to "Me - Settings icon in the top right corner - User Experience Program" in this application**.

7) Product security operation and maintenance

In order to comply with our cybersecurity obligations and to ensure the normal operation of realme Store and the security of your account, we collect your device model, account ID, IP address, DUID, operating system version and list of applications during your use of the realme Store, which are used to authenticate your identity, verify transactions and prevent fraud.

value-added operational functions:

8) Online customer service:

You can enjoy our online customer service through "Me-Online Customer Service" of this application, which includes robot service and human service. When providing you with customer service, depending on the questions you ask, we may ask you to provide or collect **your IMEI, account information, order information (including HeyTap account ID, recipient nickname, mobile phone number, shipping address, order number, payment serial number, logistics number, email address, invoice number), chat records between customer service and you, your name, gender, mobile phone number, email address,**

address, media album files, and may record your calls to our customer service in order to provide you with customized customer service.

9) User feedback

When you submit your feedback through the "Me - Settings icon in the top right corner - User Feedback" of this application, **we need to collect your contact information (mobile phone number or email address) so that we can follow up with you regarding the content of your feedback.**

10) Activity participation,

If you wish to participate in lucky draws or competitions, promotional or marketing activities organized by us or our business partners, fill out questionnaires, participate in user forums or blogs hosted by us or business partners, **you may need to provide us with your HeyTap account ID, nickname, name, mobile phone number, email address, shipping address, media album files, DUID (subject to the actual personal information collected for the specific activity) so that we can contact you and issue rewards to you.** The above information is the personal information necessary to participate in the activity (if the activity does not involve the issuance of physical prizes, we will not collect the shipping address), and refusal to provide such information will make you unable to participate in the activity. **In special circumstances, such as the issuance of bonus, you may be required to provide us with your identification information and bank account information (under normal circumstances, we do not collect this information).** When you check-in or participate in activities, **we may need to access your media album files so that you can submit images/video files for check-in or participate activities as normal.**

11) Product review, video/post comment

When you review product, participate in product Q&A and leave comments on video/post content in this application, **we will collect your review content, messages and HeyTap account ID, and we may need to access your media album files so that you can send image/video files when posting content.**

12) Watching video and live broadcasting

We do not need to collect your personal information when you watch videos in this application. When you attend live activities, **we need to collect your network connection status in order to provide you with interactive services in the live room.**

13) Service center

When you use the service center feature, **we need to collect your location information in order to show you nearby service centers and to let you know the distance of the selected service center from your location. We use GPS technology to obtain your exact geographic location. Your location information will be deleted immediately after you view the map of service center and we will not upload this information to our server.** If you choose not to provide this information, we will display the default location on the service center map and you will not be able to obtain information about nearby service center or enquiry the distance between service centers and your location. **If you don't want to use this feature, you can turn off the location permission in "Settings - Location".**

You can send the address of the service center you have enquired to your mobile phone. **We will collect your mobile phone number so that we can send you an SMS with the address of the service center you require.**

14) Enterprise purchase

If you use the enterprise purchase service, **we need to collect your HeyTap account ID, contact name, mobile phone number, address, email address, company name, name of opening**

bank account, number of opening bank account, business licence code, scanned copy of business licence or photo to verify your qualification to participate in enterprise purchase activities for purchasing. If you require an electronic invoice, we will need the basic information to issue the type of invoice you require, e.g. for a VAT invoice, you will need to provide your company name, taxpayer identification number, address, telephone number, name of opening bank account, and we will collect your name, mobile phone number, address and postcode so that we can send you the issued invoice.

15) Student discount

If you wish to purchase specific products through the student discount, we will collect your HeyTap account ID, student card or admission form photo in order to verify your student identity. Please note that the student discount is only available to adults over the age of 18 and in order to ensure the security of your personal information, you will be asked to remove any sensitive personal information (e.g. ID number) from your student card or admission form photo before providing it to us.

warranty enquiry, send repair application, and points service.

16) Trade-in

This application provides you with a trade-in service for which we collect your device information (including device name, device model, device ID, operating system and application version, language settings, resolution, public land mobile network ID (PLMN)) and browser type to provide you with the optimal way to display your product information. When you are ready to sell your used electronic products, you will need to provide your name, shipping address, mobile phone number and payment account number so that Xiaodang Recycling System can generate the order number and logistics number of the product you sold. For more details on the protection of personal information in the trade-in service, please refer to the Xiaodang Recycling Privacy Policy.

warranty enquiry, send repair application, and points service.

17) Warranty enquiry

You can check the warranty status of your product through the "Me - Official Service - Warranty Enquiry" of this application. In order to provide you with the warranty information for the product you are enquiring about, we need to collect the IMEI or SN of your product.

18) Send and repair service

You can apply for send and repair service through the "Me - Official Service - Send and repair Application". In order to initially understand the failure of your product, we need to collect your HeyTap account ID, the type of the product you are applying for send and repair, the product model, the IMEI/SN number, the date of purchase and the specific description of the failure. And in order to provide you with a customized realme professional send and repair service, we need to collect the sender's name, the sender's mobile phone number, the sender's QQ number (optional) and the sender's address.

19) Points service

When you use realme Store, you can earn points and other discounts by shopping and participating in the points activities launched by us. For the purpose of verifying the terms of your earning and count the number of points you have earned, we may collect your HeyTap account ID, records of purchases and/or records of activity behaviour (e.g. raffles, check-ins, product reviews) and usage records of points.

We will use your personal information in strict accordance with the purposes described in this Privacy Notice, and your personal information will only be used for the purposes

identified, stated, and authorized by you at the time of collection. We will ask for your consent before we use the information for purposes other than those described in this policy. We will ask for your consent before we use information collected for specific purpose for another purpose. We will not provide personal information and behavioral data to third parties for use without the user's consent.

(2) **Device Permissions**

- 1) When you use realme Store, we may need to invoke certain device permissions in order to collect personal information and provide you with the corresponding operational functions or services. Specifically, we may need to invoke your device permissions for:

Device Permission	Corresponding function/service	Permission purpose	Ask before turning on permissions	Can users turn off permissions?	Impact of shutting down/denying access
CAMERA	1.Account information 2.Product review, video/post comment 3. Online customer service 4. Activity participation 5. Enterprise purchase 6. Student discount	1.Update/upload avatar 2. Upload product photo or photo review 3. Send image or video in the session of the customer service 4. Upload image materials for enterprise certification and student certification	Yes	Yes	Unable to upload pictures or videos
STORAGE	1. Account information 2. Product browsing 3. Shopping 4. Product review, video/post comment 5. Online customer service 6. Activity participation 7. Enterprise	1. Upload/update avatar 2. Save image 3. Read or download electronic invoices 4. Upload product photo or photo review 5. Upload customer service	Yes	Yes	Unable to use, save upload images, video or other files

	purchase 8. Student discount	message with image 6. Upload image materials for enterprise certification and student certification			
BLUETOOTH	Watch video and live broadcasting	Listen to video or live via Bluetooth	Yes	Yes	Unable to use Bluetooth to listen to messages when watching video or live
ACCESS FINE LOCATION	Enquiry service centers	Display the nearby service centers and to enquiry the distance of the selected service center from user's location.	Yes	Yes	Unable to obtain the nearby service centers and to enquiry the distance of the selected service center from user's location

- 2) When permissions are turned on, you can turn them off at any time in your device's settings function (the way permissions are displayed when turned off may vary for different devices). After permissions are turned off, the corresponding product functions may not work properly.

Please note that by turning on these permissions, you authorize us to collect and use personal information to perform the above functions. By turning off these permissions, you revoke such authorizations. We will no longer continue to collect and use your personal information, and will be unable to provide you with the features corresponding to such authorizations. Your decision to turn off permissions will not affect the processing of personal information previously performed based on your authorization.

Please note that we may work with third party service providers to provide the above features or services, and these providers may receive and store certain personal information. These third parties will not use this information for any other purpose.

(3) Exceptions to authorization and consent to collect and use personal information

You are fully aware that, in accordance with applicable laws, we do not require your authorization to collect and use your personal information in the following circumstances:

- 1) Necessary for entering into and fulfilling the contract between you and us;
- 2) Related to our compliance with our obligations under laws and regulations;
- 3) Directly related to public safety, public health emergencies, or emergency situations necessary to protect the life, health, and property of natural persons;
- 4) Where your personal information is used within reasonable limits to carry out news reporting and public opinion monitoring in the public interest;

- 5) To process, within reasonable limits, personal information that has been disclosed by you at your own discretion, or other personal information that has been lawfully disclosed;
- 6) Other circumstances stipulated by laws and regulations.

2. How We Use Cookies and Similar Technologies

(1) What Are Cookies?

Cookies are small files that are transmitted and stored on your device by our websites, applications, or services. Our websites, online services, interactive applications, e-mails, and advertisements may use cookies and other similar technologies, such as pixel tags and web beacons. Cookies may be stored on your computer for a short period of time (such as only when your browser is open) or for a longer period of time, even years. We cannot access cookies that are not set by us.

(2) Cookies We Use And Similar Technologies

- 1) We and our partners use cookies or similar tracking technologies to better understand the functionality of our mobile software on your device, how often you use the app, the events that occur within the app, aggregated usage, performance data, and where the app was downloaded from. We do not link the information we store within the analytics software to any personal data you may submit within our mobile applications.
- 2) We and our partners use cookies or similar tracking technologies to analyze trends, administer the websites, track user behavior on the websites, and collect aggregate demographic information about our user base.
- 3) Many web browsers have a “Do Not Track” function. This feature sends a “Do Not Track” request to the website. If the “Do Not Track” function is enabled on your browser, we will respect your choice.
- 4) Like most websites, we automatically collect certain information to analyze general usage trends and manage our websites. This information may include Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring/exit pages, files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data.
- 5) We may partner with third parties to display advertisements on our website or to manage our advertisements on other sites. Our third-party partners may use cookies or similar tracking technologies to provide advertisements to you based on your browsing activities and interests. You may choose to opt-out of interest-based advertising by managing the cookies and the cookie preferences. Please note that you will continue to receive general advertisements that are not personally targeted.

(3) Removing/Disabling Cookies

Cookies and cookie preferences can be managed from the Options/Preferences panel of your browser. See below instructions on how to manage cookies on certain popular browsers:

- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Safari for macOS](#)
- [Safari for iOS](#)

(4) More Information About Cookies

For more information about cookies and instructions on how to configure your browser to accept, delete, or reject cookies, see: www.allaboutcookies.org.

3. How We Retain & Transfer Your Personal Information

(1) How We Retain Your Personal Information

We only retain your personal information for the minimum time necessary to achieve the purposes set forth in this Privacy Notice, or those given at the time such information was collected, unless a longer retention period is required by law or has been authorized by you. We will delete or anonymize your personal information if the above retention period is exceeded or if you voluntarily request realme Store to delete your personal information, except where laws require otherwise. When you cancel your account during the data retention period, such transaction data will only be deleted on the front-end. We reserve the right to retain the data on our back-end databases until the end of the retention period.

In the event that we cease offering some or all of our products or services due to special circumstances, we will promptly inform you and stop the collection and processing of personal information relating to those products or services. In addition, we will also delete or anonymize any personal information in our possession that is associated with such products or services, except where laws or regulations require otherwise.

(2) How We Transfer Your Personal Information

As a company operating globally, we provide our products or services through resources and servers located around the world, and have set up data centers in France, Singapore, India, China, and other countries. This means that, subject to applicable local laws and regulations, your personal information may be transferred to or accessed from jurisdictions outside the country/region where you use the product or service. In general, personal information collected and generated within the territory of the People's Republic of China will be stored in the territory of the People's Republic of China; personal information collected and generated within the territory of the European Union will be stored in the territory of the European Union.

You understand that risks may vary under different data protection laws. In such cases, we will take measures to ensure that the data we collect is processed in accordance with the requirements of this Privacy Notice and applicable laws, and to ensure that your personal information is protected to the same extent as in the country/region where you use the product or service. For example, we may request your consent for cross-border transfers of personal information or implement security measures such as encryption, de-identification, and signing of necessary data transfer/sharing agreements with the data recipient prior to cross-border data transfers.

4. How We Entrust, Share, Transfer, and Disclose Your Personal Information

(1) Entrust

In order to provide you with better services, we may engage a third party to process your personal information on our behalf. For example, companies that send text messages or emails on our behalf, provide technical support, and these companies can only use your personal information to provide services to you on our behalf.

For scenarios where personal information is entrusted to be processed, we will require the entrusted partners (companies, organizations, and individuals) to comply with strict confidentiality obligations and take effective confidentiality measures through written agreements, on-site audits, etc. in accordance with laws and regulations, requiring them to handle your information only on

our behalf and according to our instructions within the scope of the entrustment, and not to use your information for their own benefit. The written agreement will strictly stipulate the purpose, duration, processing method, type of personal information, protection measures, rights and obligations of both parties, etc., and will supervise the personal information processing activities of the entrusted party.

(2) Sharing Information

From time to time, realme may share some of your personal information with our affiliates and strategic partners that work with realme to provide products and services in order to provide the products or services you request. Your personal information will not be shared with any third party for their own marketing or commercial purposes. In a shared scenario, both parties have independent control over the personal information. We will only share your personal information for lawful, legitimate, necessary, specific, and clear purposes, and only personal information necessary for the provision of services will be shared. We will obtain your individual consent where expressly required by laws and regulations. The relevant third parties are not authorized to use the shared personal information for any other purpose. We will sign data protection agreements or data protection clauses with third-party partners, requiring them to take relevant confidentiality and security measures to handle personal information and clarifying the partner's responsibility and obligation to protect your personal information.

If you refuse to allow our affiliates and partners to collect and use personal information necessary to provide certain services in realme Store, you may not be able to use some of the services provided by those affiliates and partners in realme Store.

We will not share your personal information with any third party except in the following circumstances and as otherwise agreed in this Privacy Notice:

1) Affiliated Companies:

In order to provide you with services based on your HeyTap account, we may share your personal information with our affiliates. For example, when you use the realme Store through your HeyTap account, your personal information may be shared with our affiliate, HeyTap, to assist you in accumulating HeyTap account points and to assist you in redeeming points, memberships and other user benefits for other HeyTap supported products or features. Please read and understand the "Account Personal Information Protection Policy". **If we or our affiliates wish to change the purpose for which your personal information is used or processed, we will ask for your authorization and consent again.**

2) Sharing With Third-party Service Providers for Product/Service Functionality:

Some of our products/services are provided by third-party service providers only for the purposes set out in this Privacy Note. In order to provide you with the products/services you have requested, we may need to share the necessary personal information with third parties.

3) Cooperation With Third-Party Software Development Kit (SDK) Providers:

The products/services we offer may contain SDK plug-ins provided by our authorized partners. When you use the relevant services provided by the authorized partner in realme Store, the relevant service plug-in will collect and process your relevant personal information. **In order to maximize the security of your information, we strongly recommend that you review the privacy Notice of any third-party SDK services before using them. To protect your legitimate rights and interests, if you find that such SDKs or other similar applications pose risks, you are advised to terminate the relevant operation immediately and contact us promptly.**

4) We may share your personal information to the minimum extent necessary to comply with the requirements of laws and regulations, legal procedures, litigation, and/or requests from public agencies and government departments.

We may also disclose your personal information if we determine that disclosure is necessary to protect you or achieve the following purposes: investigation, prevention, and resolution of fraud, unauthorized use of products, violations of our terms or policies, or other harmful or illegal activities. For the avoidance of doubt, we will only collect, use, or disclose your personal information without your consent only insofar as expressly permitted by local data protection laws. This may include providing information to public or government agencies and exchanging information with third-party partners regarding the reliability of your account in order to prevent fraud, irregularities, and other harmful acts committed on or off of our products/services.

(3) Transferring

We will not transfer your personal information to any company, organization, or individual, except in the following circumstances:

- 1) We will transfer your personal information to other parties upon your active request and in compliance with the conditions stipulated by the relevant state authorities;
- 2) In accordance with applicable laws and regulations, the requirements of legal proceedings, and mandatory administrative or judicial requirements as necessary;
- 3) In the event of a merger, acquisition, or bankruptcy liquidation that involves the transfer of personal information, we will require the new company or organization in possession of your personal information to be bound by this Privacy Notice; otherwise we will require such a company or organization to obtain your authorization and consent again.

(4) Public Disclosure

With the exception of personal information such as the winner's mobile phone number or HeyTap Account name, which will be desensitized when announcing the winner, we will only publicly disclose your personal information under the following circumstances:

- 1) After obtaining your explicit consent to disclose the personal information you have specified in accordance with the disclosure method you have agreed to;
- 2) We may disclose your personal information if compelled to do so by law, legal processes, litigation, or government authorities. Subject to laws and regulations, when we receive a request for disclosure of information as described above, we will request that the appropriate legal documents, such as a subpoena or letter of inquiry, be issued in connection with the request. We strongly believe in being as transparent as possible about the information we are asked to provide, to the extent permitted by law. All requests are carefully reviewed to ensure that they have a legitimate basis and are limited to data that law enforcement has a legitimate right to obtain for specific investigative purposes.

Special Note: The information you voluntarily post or even publicly share when using this application may include your or others' personal information or even sensitive personal information, for example, when you choose to upload various forms of information such as text, images or videos containing personal information when commenting. Please consider carefully whether you wish to post or even publicly share such information when using this application. Once you have made such a disclosure, it is difficult to ensure that even if you delete the information from this application, the information you have disclosed is deleted from all Internet platforms that accept redistribution. Such information may still remain in the public domain and may be independently cached, copied or stored by other users or third parties not associated with realme Store and not under our control or may remain in the public domain by other users or such third parties.

5. How We Protect Your Personal Information

(1) The Security Measures We Take

realme places great importance on personal information security. We have taken reasonably practical and technical measures to protect the collected information related to the services to prevent unauthorized access, public disclosure, use, modification, damage, or loss of data. We take all reasonably practical measures to protect your personal information. In particular:

- 1) We use security technologies such as SSL/TLS to encrypt many services. We regularly review practices regarding information collection, storage, and possessing (including physical security measures) to prevent unauthorized access or system tampering.
- 2) In accordance with the requirements of relevant laws and regulations, we have appointed a DPO and established a personal information protection organization. We have also established relevant internal control and management procedures. We strictly control access to personal information and only allow realme employees and personnel of authorized service companies to access such personal data on a need-to-know basis in order to process such information or provide relevant services to you. These employees and external personnel are subject to strict contractual confidentiality obligations. If they fail to perform these obligations, they may be held liable or their relationship with realme may be terminated. Access logs of personal data will be recorded and audited regularly. For employees who need access to sensitive personal information, their access rights are approved by the DPO or the relevant management personnel, then the access is logged, and technical measures are taken to prevent unauthorized access, modification, copying or downloading of personal information.
- 3) The security of your information is extremely important to us. Therefore, we endeavor to ensure the security of your personal data and implement safeguards such as full security encryption throughout storage and transmission to prevent your information from unauthorized access, use, or disclosure. At the same time, no one can access the specific content of certain encrypted data except the users themselves.
- 4) When transmitting and storing your personal data of special categories, we use security measures such as encryption. We use technical measures to process your personal biometric information before storage. For instance, we store only the essential components of personal biometric information.
- 5) We will strictly screen business partners and service providers and implement the requirements for personal data protection into the business contracts or audits, assessments, and other activities between both parties.
- 6) We will promulgate and implement data security management standards within the company to clarify the standards and requirements for the protection of user data (including users' personal information).
- 7) We conduct security and privacy protection training, testing, and other activities to enhance employees' awareness and proficiency in personal data protection.
- 8) We use international and industry-recognized standards to protect your personal data and actively go through relevant security and privacy protection certifications. We will establish a good coordination and communication mechanism with regulators, third-party security service providers, and assessment and certification bodies to counter and manage information security threats in a timely manner and protect the security of your personal information and privacy.

(2) Notification and Response to Personal Information Security Incidents

Please note that although we have taken reasonable measures to protect your information, no website, Internet transmission, computer system or wireless connection is completely secure.

To deal with possible risks such as personal data breaches, damage, and loss, we have developed various mechanisms and controls that clearly define personal information security incidents and the corresponding handling procedures. We have established a dedicated emergency response team responsible for personal data security planning, data loss mitigation, analysis, location and remediation, and follow-up operations with relevant departments in accordance with personal information leakage incident management norms and requirements.

In the event of a personal data security incident, we will, as required by relevant laws and regulations, promptly inform you of the underlying circumstances and possible impact of the security incident, the measures we have taken or will take, the recommendations you may take to prevent and mitigate risks, corrective steps you can take, etc. We will promptly inform you of the incident by email, letter, phone, push notification, etc. When it is difficult to inform the personal information subjects individually, we will make a reasonable and effective announcement. At the same time, we will also proactively report the handling of personal data security incidents in accordance with the requirements of the regulatory authorities.

You may also contact us directly through the means disclosed in this Privacy Notice.

6. Your Rights to Your Personal Information

We respect your rights with respect to your personal information. The following is a list of your legal rights and how we will protect them. **Please note that operational settings may vary between different operating systems and different product software versions**; in order to optimize your experience, we may adjust the operational settings, so the following management path is for reference only.

(1) The right to access, rectification

You have the right to know and access how we process your personal information and what choices and rights you have regarding your personal information. Please understand that we will not be able to respond to your request for access if there are laws and administrative regulations that require confidentiality or do not require disclosure, or if your request for access will prevent government agencies from fulfilling their statutory duties. At the same time, in order to ensure the quality of your personal information and to avoid adverse effects on your personal rights and interests due to inaccuracy and incompleteness of your personal information, we may need to verify the necessary aspects of your identity before you exercise your right of correction or amendment. We may need to carry out the necessary verification of your identity before you exercise your right to rectification. In particular:

You can access, correct or add your nickname, gender, real name authentication information, email address, mobile phone number and emergency contact, in "realme Store - My - Settings - Account Settings - My Information".

You can check your order history, in "realme Store - My - All orders".

You can access your points, in "realme Store - My - Points".

You can access your coupons, in "realme Store - My - Coupons".

You can access your shipping address, in "realme Store - My - Shipping address".

(2) The right to erasure

We will delete your personal data on our own initiative, or you may request us to do so, in any of the following cases

The purpose of the processing has been achieved, cannot be achieved or is no longer necessary to achieve the purpose of the processing;

We have ceased to provide products/services or the retention period has expired, for example, if you no longer use our products/services;

You have withdrawn your consent;

We process your personal information in breach of any law, regulation or agreement; or

Other cases provided by law or regulation.

In addition, for some of your personal information, you can directly delete it on the relevant function page of the product or service.

We will determine whether or not to respond to your request in accordance with national laws and regulations and regulatory requirements. If we decide to respond to your request for deletion, your personal information will be deleted or anonymized, except where laws, regulations, or regulatory documents require otherwise. We will also notify the entities that have obtained your personal information from us and require them to delete the data in a timely manner, unless law or regulations require otherwise or those entities have obtained your independent authorization.

Please note that when you ask us to delete or anonymize your information, **we may not be able to delete it from the system immediately due to applicable laws and technical security restrictions; we will store your personal information securely and restrict any further processing of it until it can be deleted or anonymized.**

(3) **The right to copy, transfer your personal information**

You have the right to copy or transfer your personal information. If you wish to copy or transfer your personal information, you may contact us through the means set out in the “How to Contact Us” section of this Privacy Note and we will provide you with a copy in a timely manner.

If you request the transfer of your personal information to the personal information processor you have designated, we will carry out the transfer subject to the conditions set out by the relevant government authorities.

(4) **The right to withdraw consent**

Each operational function or specific service requires some basic personal information to be completed (see the “How We Collect and Use Your Personal Information” section of this Privacy Notice). You may give or withdraw your consent at any time by deleting information, turning off device permission Settings, changing the relevant product or function Settings page, or logging out of your account. For example:

1) System permission settings: You can withdraw your permission for us to use your device by going to "Settings - Permissions and Privacy - Permissions Management - Permissions" on your device or in "realme Store - Me - Settings - About Us - System Permission Settings".

2) User Experience Programme: You may disable the User Experience Programme feature in "realme Store - Me - Settings - User Experience Programme".

3) Personal Information Protection Policy Management: You may withdraw your consent to process personal information for additional features of realme Store or withdraw your consent to the this Privacy Note, in "realme Store - Me - Settings - About Us - Withdraw consent to Privacy Note".

4) In the marketing and promotional SMS/email messages that we send to you, we will explain the specific unsubscribe options and you can withdraw your consent in accordance with the options in the message.

Please note that if you withdraw your consent, we will no longer be able to continue providing you with the services for which you have withdrawn your consent or authorization.

When you withdraw your consent, we will no longer process the corresponding personal information, but your decision to withdraw your consent will not affect the processing of personal information previously conducted on the basis of your authorization.

(5) **The right to account cancellation**

We provide you with various way to cancel your HeyTap account.

You can visit <https://id.heytag.com/profile.html>, select “Personal Data Management,” click “Delete Account” and follow the instructions to submit your account cancellation request.

You can cancel your HeyTap account in "realm Store - My - Settings - Delete Account", click on it and you will be redirected to your browser, please log in to the HeyTap account you want to cancel, click "Delete Account" and follow the instructions to submit your account cancellation request.

You may also contact us directly and request cancellation of your account through the means disclosed in this Privacy Notice

(6) **The right to obtain a copy of your personal information**

You may request a copy of the personal information we store about you by contacting us directly through the means disclosed in this Privacy Notice.

(7) **The right of complaint**

You have the right to contact us and file a complaint through the means disclosed in this Privacy Notice or through our online customer service. **If you are not satisfied with our response, especially if our handling of personal information harms your legitimate rights and interests, you may also lodge a complaint or report to the regulatory authorities in your jurisdiction, or file a lawsuit with a competent court.**

(8) **The right of constraint automated decision-making in informaiton systems**

In certain business functions, we may make decisions based on non-human automated decision-making mechanisms, including information systems and algorithms. If these decisions significantly affect your legitimate rights and interests, you may contact us contacting us directly through the means disclosed in the "How to Contact Us" section of this Privacy Notice.

(9) Depending on the applicable data protection laws in your location, you may have additional rights to your personal information. If you reside in Europe, please refer to the GDPR-related section.

(10) **Reply to your request above**

1) Response methods

You can contact us in the following ways

- Submit a request to our platform for exercising the rights of data subjects ("DSR Platform website": <https://www.realm.com/global/privacy-feedback>.)
- Contact us through the contact details set out in the "How to Contact Us" section of this Privacy Notice.

If you have any questions, comments or suggestions about your rights as a subject of personal information, or if you would like us to provide you with an explanation of this Policy, you may contact us. We will provide you with an explanation in a timely manner. If you are not satisfied with the response you receive, you have the right to complain to the relevant supervisory authority.

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2) Response time

We will make every effort to verify your identity and complete the processing response within 15 business days of receipt of your request. This period may be extended when necessary, taking into account the complexity and number of individual requests, and the feasibility of technical implementation. In the case of a delay in information being provided, we will notify the personal information subjects of the circumstances and reasons for the delay. If the time limit set in this section

conflicts with the relevant laws and regulations, the provisions of the relevant laws and regulations shall prevail.

3) Other **Please note that for security reasons, we may need to verify your identity before processing your request. In principle, we do not charge a fee for a reasonable amount of requests. However, for multiple and repetitive requests that exceed reasonable limits, we will charge a certain fee to cover some costs depending on the nature of the request. We may reject requests that are manifestly unfounded, unreasonably repetitive, require disproportionate technical effort (for instance, requiring the development of new systems or fundamental changes to current practices), pose risks to the legitimate rights and interests of others, or are highly impractical. The reasons for this may be specified to you in our response. In addition, we may not be able to respond to your request if it directly relates to matters linked to national security, national defense, public health, criminal investigation, public interests, etc., or if it may result in serious harm to the legitimate rights and interests of you or other individuals or organizations.**

7. How We Process Minor's Personal Information

Our products, websites, and services are primarily intended for adults and do not target children (anyone under the age of 14 or under a similar minimum age as defined in the relevant jurisdiction is considered a child); we do not provide services directly to children.

If you are a child, you should obtain prior consent from your parents or guardians before using realme Store and be sure to read this Privacy Notice carefully with your parents or guardians; children should not use our products/services without the consent of their parents and guardians.

It is the responsibility of parents and guardians to supervise children's use of realme Store to ensure proper usage. If you are the parent or guardian of a child, we hope you will work together with us to protect children's personal information and raise awareness and competence in protecting children's personal information. You should ensure that children are using our products/services with your consent and guidance. You should read this Privacy Notice carefully with the child before assisting them to use realme Store.

Please note that due to objective limitations such as technical conditions, our products/services may not be able to actively identify the age of Users. We do not actively collect, store, use, transfer, or disclose children's personal information, and we do not use children's personal information for marketing purposes. If you are a child, a parent or legal guardian of a child, or if you otherwise become aware that the information we collect, store, or use may include personal information about a child, you may promptly contact us through the means disclosed in this Privacy Notice and we will attempt to delete the relevant data as soon as possible.

8. Third-Party Service Providers and Their Services

This Privacy Notice does not apply to products/services provided by third-party providers. Our websites, products, applications, and services may contain links to third-party websites, products, and services. Such links are not to be regarded as a recommendation or authorization by us of the content of the link. You can choose whether or not to access websites, products, and services provided by third parties. Please note that the third-party websites that you visit using the hop feature of our products/services and the third-party service providers that you access have their own privacy policies. Your information may also be collected and processed when you visit third party websites or use third party applications.

we have no control over such third-party service providers and **their collection and use of the personal information is not subject to our control or this Privacy Notice, nor can we accept any**

responsibility or liability for their privacy policies or for the conduct of their handling of personal information.

We will make commercially reasonable efforts to require these third parties to take steps to protect your personal information, but we cannot guarantee that these third parties will take such steps as we require. Therefore, we strongly recommend that you read the privacy policies of these third parties and understand the third party's privacy practices prior to using the third party's services to determine whether to use/continue to use the third party's services.

9. How This Privacy Notice Is Accessed and Updated

How this Privacy Notice is accessed

You can access this Privacy Notice in "realme Store - My - Settings - About US - Privacy Notice".

You can view the previous version of the Privacy Notice by clicking at the end of this Privacy Notice.

How this Privacy Notice is Updated

We reserve the right to update or modify this Privacy Notice from time to time. We will send you notifications of changes made to this Privacy Notice through different channels. For major changes to this Privacy Notice, if you have provided us with an email address, we will notify you via your email before the change takes effect, otherwise we will post a Privacy Notice on our website or by sending you a push notification through the realme Store, so that you can be aware of the personal information we collect and how we use it.

Please note that we will only process your personal information in accordance with the updated Privacy Notice after we have obtained your consent. We will not limit your rights under this Privacy Notice without your express consent.

Such changes to the Privacy Notice will apply as of the effective date (or “Update Date”) specified in the notice or website, and your continued use of the products, website, and services will be deemed acceptance of the updated Privacy Notice.

10. How to Contact Us

If you have any comments or questions regarding this Privacy Notice or practices, or if you have any questions about the collection, use, or disclosure of your personal information by realme, please contact us through our "**DSR Platform website**": <https://www.realme.com/global/privacy-feedback>.)

11. Miscellaneous

The interpretation of this Privacy Notice and the resolution of disputes shall be governed by the laws of the People's Republic of China. If any dispute arises in connection with the signing and performance of this Privacy Notice, both parties shall endeavour to resolve it through friendly negotiation; if such negotiation fails, either party may file a lawsuit with the People's Court of Nanshan District, Shenzhen City, China.

The title of this Privacy Notice is for convenience and readability only and shall not affect the meaning or interpretation of any provision of this Privacy Notice.

Due to differences in language usage in different countries/regions, in the event of any discrepancy between other language versions and the Chinese version, the Chinese version shall prevail in the People's Republic of China.

12. Definition of terms used in this policy

Personal information: means all kinds of information related to identified or identifiable natural persons that are electronically or otherwise recorded, excluding information that has been anonymized.

Sensitive information: means personal information that, once leaked or illegally used, may easily cause harm to the dignity of natural persons grave harm to personal or property security, including information on biometric characteristics, religious beliefs, specially-designated status, medical health, financial accounts, individual location tracking, etc., as well as the personal information of minors under the age of 14.

Affiliated Companies: means companies directly or indirectly controlled by Realme Mobile Telecommunications (Shenzhen) Co., Ltd., companies directly or indirectly controlling Realme Mobile Telecommunications (Shenzhen) Co., Ltd., or companies directly or indirectly controlling or exercising significant influence over Realme Mobile Telecommunications (Shenzhen) Co., Ltd., or companies directly or indirectly controlling or exercising significant influence over Realme Mobile Telecommunications (Shenzhen) Co., Ltd., together with Realme Mobile Telecommunications (Shenzhen) Co., Ltd. "Affiliate" means any company or organization that controls, is controlled by or is under common control with a Party. "Control" means the ability, directly or indirectly, to influence the management of the relevant enterprise, whether through ownership, voting shares, contracts or any other means recognized by the People's Court.

B. GDPR Exclusive Terms

The following terms and conditions apply only to users in the European Union, Liechtenstein, Norway, the United Kingdom, or Switzerland ("within Europe").

1. Legal Basis for Processing Personal Information

We will only process your personal information as described in the "How We Collect and Use Your Personal Information" section on the following legal basis:

- (1) **Consent:** We may process your personal information based on your consent. In particular, we may ask you to consent to our promotional activities, such as sending you promotional messages, your participation in the "User Experience Program," and your use of certain services. You have the right to withhold consent, or to withdraw consent at any time. Withdrawal of your consent does not affect the legality of our use of your personal information prior to your withdrawal of consent. If you have given us your consent to use your personal information, we will use it only for the purposes specified in the consent statement. Please note that if our processing is based on your consent, and you withhold or withdraw your consent, we may not be able to provide the related services. In addition, neither the initial withholding of consent nor the withdrawal thereof will have any negative consequences for you.
- (2) **Contract:** Fulfilling a contract or entering into a contract with you.

Examples of legal basis scenarios are as follows:

- 1) Providing you with realme services, processing your order or performing a contract between you and realme;
- 2) Allowing you to comment or post in realme Store;

- 3) Allowing and managing your participation in lucky draws, contests, or promotional activities run by us;
- 4) Diagnosing product problems or providing other customer service and support services.
- (3) **Compliance with legal obligations:** realme may be obligated to process personal information in order to comply with our legal obligations, such as realme being required to retain data due to tax laws or commercial purposes.
- (4) **Legitimate interests:** It may be necessary to process your personal information for the legitimate interests of realme. In particular, such cases include the following:
 - 1) Conducting customer surveys to understand your user experience;
 - 2) Analyzing customer markets based on the country where you use our services, including the quantity of users to which the product is marketed and promoted;
 - 3) Analyzing the efficiency of our business operations;
 - 4) Analyzing error logs to improve service quality and application functionality;
 - 5) Providing you with personalized services, and recommending and displaying content and advertising tailored to your needs within our services;
 - 6) Communicating with you by any means and responding to questions or comments you submit to us;
 - 7) Ensuring the functionality and security of our services;
 - 8) Verifying your identity;
 - 9) Conducting internal audits to prevent and investigate fraud, cyber security threats, or other misuse;
 - 10) Improving and developing our services, including security features, such as improving the functional experience of our products and improving product user-friendliness, operational performance, functionality, and design;
 - 11) Investigating or defending against legal claims.

When we process your personal information based on the reasons stated above, we will do so only after we have fully evaluated and balanced our interests with your privacy rights.

2. Additional Information on How Your Personal Information Is Transferred Globally

If we transfer your personal information to a jurisdiction outside the European Union, Liechtenstein, Norway, the United Kingdom or Switzerland ("within Europe"), as described in the "How We Collect and Use Your Personal Information" section, we will ensure that appropriate safeguards are in place, such as:

- (1) The recipient of the personal information is located in a country that is recognized as "adequate" by the European Commission.
- (2) The recipient has signed a contract obliging them to protect your personal information in accordance with the "Model Contract Clauses" approved by the European Commission.
- (3) Or, in the absence of appropriate safeguards as described above, we will require your express consent to the cross-border transfer of your personal information, or take any other protective measures that are generally recognized as adequate to protect your personal information.

For more information about safeguards relating to personal information transfers outside Europe, please submit your request through "DSR Platform website": <https://www.realme.com/global/privacy-feedback>,..

3. Additional Information on Cookies and Other Tracking Technologies

If you would like more information on the use of cookies and other tracking technologies, [please click here](#).

4. Additional Information on Rights to Personal Information

Under the legal requirements of the EU's General Data Protection Regulation ("GDPR"), you have the following rights:

- (1) **The right of access:** You may request access to the personal information we hold about you.
- (2) **The right to rectification:** If you find that the personal information we process about you is inaccurate or incomplete, you have the right to request that we make timely corrections and, where appropriate, request that your personal information be supplemented.
- (3) **The right to erasure:** You may submit a request to us to delete your personal information. In some cases (for example, where we have no legitimate reason to continue processing your personal information to the extent required by applicable laws and regulations), we are obligated to delete it promptly. Please note that having deleted all the data contained in your device does not mean that you have deleted all the data collected and processed by realme about you. Therefore, we encourage you to request deletion of your personal information by submitting request through "DSR Platform website": <https://www.realme.com/global/privacy-feedback>,.
- (4) **The right to restrict processing:** In certain circumstances, where you dispute the accuracy of personal information, you have the right to request realme to restrict the way we process your personal information for a period of time, so that we can verify the accuracy of the personal information. We will only retain enough, or process as much data as is necessary, to ensure that we honor your request for restriction in the future.
- (5) **The right to object:** You have the right to object at any time to any processing of your personal information, based on legitimate interests in your particular circumstances. If you decide to object to the processing of your personal information, we will stop processing the personal information related to you, unless we can demonstrate that there are compelling reasons to continue processing your personal information that outweigh your interests, rights, and freedoms, or we initiate, exercise, or defend our legal claims. You may object to direct marketing campaigns at any time and for any reason.
- (6) **The right to data portability:** You have the right to obtain a copy of your personal information in a structured, accessible, and machine-readable format, and to transfer this data to other providers and, in some cases, directly to other providers.
- (7) **The right to withdraw consent:** If you have given your consent for us to process your personal information, but later change your mind, you have the right to withdraw your consent at any time. Withdrawal of your consent does not affect the legality of our use of your personal information prior to your withdrawal of consent. If you wish to withdraw your consent to receiving promotional messages, you may unsubscribe by the method described in each promotional message. If you withdraw your consent, we may no longer be able to provide you with the corresponding services.
- (8) **The right of complaint:** You have the right to file a complaint with the competent supervisory authority regarding the way we handle or process your personal information, or to file a lawsuit

with a court of competent jurisdiction. For information on how to contact your local data protection supervisory authority, please click [here](#).

5. Contact Information for EU Representatives

If you have any questions or concerns regarding our Privacy Notice or practices, please submit your request through our "DSR Platform website": <https://www.realme.com/global/privacy-feedback>. You can log on to the platform to contact us. Alternatively, you may contact us at the following address:

Baradine Invest, S.L.U.

calle Poeta Joan Maragall 38, 10B, 28020, Madrid (Spain)

Click to view past versions of the "realme Store Privacy Notice" :

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