

Information about IQOS devices as connected products pursuant to the EU Regulation 2023/2854 of the European Parliament and of the Council of 13 December 2023 (the “EU Data Act”)

Device Data

The types of data that IQOS devices are capable of generating during their lifecycle (“Device Data”) are the following:

- Product technical data, which may include technical information for example regarding battery use, error readings, heating duration and the number of times you clean your device;
- Device usage data, which may include information related to the use of consumables (e.g. HEETS, TERE, DELIA and/or LEVIA sticks) for example, the number of puffs you take, the number of experiences and the duration of these events.

The volume of Device Data that IQOS devices are capable of generating may vary based on various factors which include data types, type of events recorded (e.g., errors and experiences), and device memory. For example, it is estimated that IQOS devices may generate approximately 140 bytes of data per experience.

Device Data that IQOS devices are capable of generating is stored on device only and is only transferred to our servers if you choose to share it with us. The duration of retention is outlined in our Privacy Notice (see section “*How long will information about you be kept?*”).

Device Data may be organized in formats like Microsoft Excel and made available to you, upon your request, if you choose to share your Device Data through, for example, the IQOS app (for IQOS devices only and only available in selected countries) or during after-sales services (such as firmware updates), where available. If you choose not to share Device Data with us, you will not be able to receive any Device Data that you request.

How to contact us

If you wish to request access, retrieval or erasure of your Device Data, please submit your request using one of the following contact methods:

Email: contact.lu@iqos.com

Phone: 80027676