Vestel and the EU Data Act

At Vestel, we recognize the importance of transparency and trust in our relationships with our customers. In alignment with the European Union Data Act, we commit to responsibly managing and securely sharing data generated by our products, providing clarity to users and third parties about the types of product data that can be accessed, how to request data, and the principles we follow to ensure secure, fair, and compliant data sharing. Vestel can retrieve the data upon your request and send it to the requester in an electronic file free of charge.

Data Sharing Categories

1. TVs

Vestel Smart TVs generate and collect specific data intended to enhance user experience and enable additional third-party services.

Type of Data	**Description**
Device Information	Covers technical specifications and identifiers including build info, software version, CA module state, system health, and monitoring logs.
User Settings and Preferences	Profile settings, AI-driven configurations, and user-specific preferences.
Audio-Visual Settings	Customizations related to sound and picture quality.
Application and Content Usage	Usage of installed apps, content browsing, and media access patterns.
Channel and Input Source Activity	Information about channel tuning, external inputs, and interaction with live or scheduled content.
Menu and Search Interaction	User behavior on menus and search activities.
Power and Operational States	Status data such as power on/off, low battery warnings, and general device state changes.
Remote and Input Usage	Captures how users interact with the TV using remote control, USB ports, and

	Bluetooth devices.
Connectivity and Network	Information about internet connectivity, speed, outages, and software update activity.
Hybrid and Broadcast Services	Information from enhanced broadcasting and HbbTV-related interactions.
Third-Party Services and Voice Assistants	Usage data related to voice assistants and smart TV integrations.
Error and Diagnostic Data	Records of system errors, faults, warnings.

2. White Goods

Vestel connected appliances—including refrigerators, washing machines, dishwashers, and ovens, air conditioners—provide specific operational data to enhance appliance efficiency, optimize energy usage, and improve service and maintenance.

Types of Data Available:

Type of Data	**Description**
Device Information	Technical and identification details and configuration history.
Device Status	Current operational state and performance indicators of the device.
Energy Consumption	Records of energy and water usage (if available), cost estimates, and related time-based metrics (weekly, monthly, yearly).
Discovery and Capability Information	Device capabilities, features, program lists, supported commands, software version, available options, status sets, and any detected errors.
IoT Thing Information	Cloud connectivity and management details from AWS IoT Core
Error and Diagnostic Data	Records of system errors, faults, warnings.

Estimated Data Volume for TV & WG

Vestel's connected product groups offer a wide range of models, configurations, and service integrations. The size of generated data is approximately 1KB per event. The general estimated volume of data generated is highly dependent on usage, individual product parameters—including but not limited to hardware version, feature set, usage behavior, software updates, and third-party service activations.

Data is stored both on rotated device log files and on cloud with retention period of maximum 10 years.

3. EVC

Electric Vehicle Chargers (EVC) collect essential data to support effective charging management, maintenance, and enhance the user experience.

Types of Data Available:

Type of Data	Description	Estimated Volume	Retention Period
Charging session data	Current operational state during a charging session (e.g. duration, actual power, kWh charged, charging status), charger contains information required to connect to the back office (URL & CPID if applicable)	15 to 20 MB data per day	up to 30 days
Logging information	Charging and status history for debugging purposes	15 to 20 MB data per day	up to 30 days
Factory PreConfiguration	During configuration activities related to hardware & functional options.	< 1MB per day	up to 30 days

Accessing Data

Data generated by the device is available in plain text or other machine-readable, industry-standard formats. Users can access local data directly through the device's communication interfaces, such as USB. For cloud-stored data, both users and third parties can submit a request to psirt@vestel.com.tr. Requests must contain product type, product reference id. Requests must include a valid legal basis and consent where applicable. Shared data is pseudonymized and limited to what is necessary for the purpose.