

Product / Service: Laurastar connected appliances and mobile application

Device and Service Description

Laurastar appliances are fully functional without connectivity. The optional mobile App (iOS/Android) enhances the user experience by providing usage statistics, support and maintenance advise. Connectivity occurs via Bluetooth Low Energy (BLE).

Categories of Data Generated and Collected

We distinguish between technical appliance data and personal data.

Data Category	Description	Personal Data?	Purpose of Use
Appliance Data	Counters (usage time, cycles), events (alerts, error codes), model, serial no., firmware	No	Ensure functionality, troubleshooting, maintenance, R&D, product improvement
Account Data <i>(subsidiary markets only)</i>	First name, last name, email, country, language, gender, login/SSO (Apple, Meta, Microsoft), purchase date, device ownership link	Yes	Enable account-based services, product registration, customer support, warranty management
Aggregated/Derived Data	Regional usage statistics, error rates, anonymized patterns	Anonymized	Statistics, service optimization, product development

Purposes of Data Use

- Provide and improve app services (usage feedback, personalized maintenance tips)
- Enable customer service and warranty support
- Product improvement and R&D
- Statistics (aggregated and anonymized)

Storage and Processing

- App Backend (cloud, EU-regulated)
- CRM (cloud, Switzerland)
- BI (cloud, EU-regulated)

Data is encrypted in transit and at rest, with strict access controls. Retention is limited to the duration of the customer relationship or statutory obligations.

Data Access and Sharing

- Internal access: Customer Service, R&D, Marketing
 - External access: Trusted service providers under contractual data processing agreements
 - No data is sold to third parties
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User Rights

- Access: Users can view their product data in-app and request a machine-readable copy of related data, free of charge
 - Correction: Users may update their account information
 - Deletion: Users may request deletion of their account/personal data. Appliance counters/events remain but are anonymized
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Security Measures

- BLE communication encrypted
 - Compliant TLS encryption for data in transit
 - Encryption at rest in cloud systems
 - Role-based access control, least-privilege principle
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Compliance with the EU Data Act

Laurastar ensures that:

- Users can access appliance-generated data free of charge, easily and securely
 - Processes are in place to handle user requests (via app self-service or Customer Service)
 - A clear distinction is maintained between personal data (GDPR/FADP) and appliance data (Data Act)
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This statement is designed to meet transparency obligations under the EU Data Act and Swiss FADP and may be provided to authorities, distributors and partners for compliance purposes.

Contact

For questions regarding data use or to exercise rights:

Laurastar Group SA – Customer Service