



About this Notice

This EU Data Act Notice (**Notice**) is provided by Nikon Corporation (registration number 0100-01-008763 with registered office at 1-5-20, Nishioi, Shinagawa-ku, Tokyo 140-8601, Japan (**Nikon, we, our, us**), in accordance with Regulation (EU) 2023/2854 (**the EU Data Act**). This notice is provided to you because you have purchased on the connected products described below from us. With this Notice, we aim to comply with the information obligations under Article 3(2) of the EU Data Act, which has been applicable since 12 September 2025. In this Notice we explain which product data is generated through our connected camera, how this data is handled and will be made available to you. Please note that this Notice concerns connected products only. We do not provide 'related services' within the meaning of Article 2(6) of the EU Data Act in connection with the connected products. Accordingly, this Notice does not address matters relevant solely to related services.

This Notice focusses on the product data that is generated through our connected camera products. Where such product data also qualifies as personal data within the meaning of Regulation (EU) 2016/679 (the **General Data Protection Regulation** or **GDPR**) then its processing is governed by the GDPR which can be found [here](#).

Connected products

A connected product is a physical object or item that obtains, generates or collects data concerning its use or environment and that is able to communicate product data via an electronic communications service, physical connection or on-device access (Article 2(5) of the EU Data Act).

The following of our products placed on market in the European Union (**EU**) qualify as connected products within the meaning of Article 2(5) Data Act:

Mirrorless & DSLR Cameras (Z-Series and equivalents)

- Full-frame and APS-C mirrorless cameras with built-in Wi-Fi and Bluetooth (e.g. Z9, Z8, Z6 III, Z6 II, Z7 II, Z5 II, Z5 IIC, Zf, Z50 II, Z50, Z30, Zfc and equivalent models)
- Cinema cameras with built-in wireless connectivity (e.g. ZR and Z Cinema series, co-developed with RED Digital Cinema)
- Digital SLR cameras equipped with wireless functionality or compatible with optional wireless transmitters (e.g. D780 with WT-7)
- Digital compact cameras with built-in wireless connectivity (e.g. COOLPIX P1100)

Product data

Product data is - as defined in Article 2(15) Data – data that is generated by the use of the connected product that the manufacturer designed to be retrievable, via an electronic communications service, physical connection or on-device access.

1. Types of product Data:



Our connected products are capable of generating the following product data:

a) Metadata embedded in files

- Camera model, body serial number
- Lens type, focal length, aperture (f-number), shutter speed, ISO sensitivity
- Date and time of capture
- GPS coordinates
- White balance, picture control settings, active D-Lighting, noise reduction settings
- Flash information, metering mode, autofocus settings
- C2PA Content Credentials (on supported models, e.g. Z6 III): cryptographic signature binding the image to the camera, ensuring authenticity

b) Camera operational and diagnostic data

- Shutter count and actuations
- Battery status and charge cycles
- Wi-Fi and Bluetooth connection logs (device pairing history)
- Firmware version installed on the camera
- Error codes and diagnostic flags generated by the camera

c) Connectivity and network data (generated during wireless operation)

- BLE and Wi-Fi signal strength and connection state
- IP address of the camera on the local network (when in Wi-Fi STA mode)
- FTP transfer logs (filenames, transfer status, timestamps)
- Camera identification data exchanged during pairing (camera name, unique identifier)

2. Estimated volume of product data and data generation

The type, format and volume of product data vary depending on the device, software version, and settings. The estimated volume of the product data is small.

Our connected products may generate certain operational and connectivity data continuously and in real time during operation of the camera; other product data mentioned above is generated only when you perform an action such as capturing an image or initiating a transfer. Product data is not continuously transmitted unless the connected product is connected to a network, app or other device.

3. Data storage

- **Metadata embedded in files:** all associated metadata with captured images and video files are stored on the user's removable memory card (SD, CFexpress, XQD) inserted in the camera. The manufacturer does not have access to or control over data stored on the memory card: this data remains entirely under the user's control.
- **Operational and diagnostic data and pairing logs** are stored in the camera's internal memory. This data persists until the user performs a factory reset or the camera is repaired/replaced.



4. Access, retrieval and erasure

You can access and retrieve the product data described in this Notice directly from the connected product or user-controlled storage where the product data is stored, subject to the relevant product manuals, technical limitations and applicable Nikon terms.

Metadata embedded in files can be erased by removing the memory card or connecting the camera to a compatible device and thereafter viewing or exporting the relevant file metadata using compatible software;

Operational, diagnostic and connectivity data that is visible in the camera menu or settings can be accessed through the camera interface;

Other internally stored diagnostic logs may only be accessible during repair, support or service procedures.

You can erase product data stored on removable memory cards or available through device settings using the camera, the connected device

or other deletion methods described in the product manuals; a factory reset may erase certain internal settings, pairing information and logs.

Where product data is made available for export, it will be provided in a comprehensive, structured, commonly used and machine-readable format where technically feasible. Nikon does not have access to or control over product data stored only on the user's memory card or device and therefore may not be able to retrieve or erase that data on the user's behalf.

5. Terms of use and quality of service

Please note that access to and retrieval of product data stored on the device is not subject to separate terms of use beyond those accompanying the product at point of sale. Product data is provided as generated by the connected product without any service-level commitment regarding availability; as data access is provided directly from the device to you.

6. Contact

For question regarding this Notice or the product data generated by our connected products, please contact us following the [support page](#).

7. Changes to this notice

This Notice will be updated as necessary.



When this notice is updated during the lifetime of a product you own , we will make the updated notice available in the same manner as this notice.