

DYSON GROUP CONSUMER HEALTH DATA PRIVACY POLICY

Effective: 01.09.2026

The Dyson Group ("Dyson," "we," "our," or "us") may collect, use, and disclose certain personal data that are considered consumer health data ("Consumer Health Data") when you buy or use our smart toothbrush related products and services. Our [Owner Privacy Notice](#) describes how we handle your personal data generally. This Consumer Health Data Privacy Policy ("Health Privacy Policy") supplements the Owner Privacy Notice and explains our practices regarding consumer health data as such term is defined by applicable laws including Washington's My Health My Data Act, Nevada's Consumer Health Data Privacy Act, and other applicable U.S. state consumer health privacy laws, as amended from time to time. This Consumer Health Data Privacy Policy applies to residents of U.S. states where such laws apply.

Categories of Consumer Health Data We Collect

We generally collect, use and disclose Consumer Health Data as needed to provide you with the products or services that you request or with your consent.

We collect the following categories of Consumer Health Data:

- **Individual Health Conditions, Treatment, Diseases or Diagnosis**
- **Bodily functions, Vital Signs, Symptoms and Measurements:** information and details about your brushing sessions and cleaning habits, including time, duration and frequency of your brushing activities, brushing mode, pressure and intensity, brushing zones, scrubbing activity, number of cleaning jets used or activated, cleaning completion status, number of cleaning gaps detected and addressed, and location and size of detected cleaning gaps.
- **Product-Related Information:** certain device-related information when using our products, including but not limited to battery level, software version, device status, Wi-Fi connection quality and signal strength, brush head type and identifier, brush head replacement dates and conditions, and other diagnostic information, including pump faults, camera-related faults, LED faults, and general product faults.
- **Derived or Inferred Information:** other information that may be processed to derive or infer data, such as personalized care insights, related to the above or other categories of Consumer Health Data derived or extrapolated from non-health related information.

We process any deidentified Consumer Health Data only in a deidentified manner and will not attempt to reidentify such Consumer Health Data.

Why We Collect and How We Use Consumer Health Data

We collect and use Consumer Health Data for the following purposes:

- Perform the services and provide the products requested by you;
- Provide personalized insights on your brushing habits and track efficiency and effectiveness of your brushing sessions;
- Provide customized tips on improving and maintaining your oral hygiene and brushing techniques;
- Communicate with customers as necessary to provide the aforementioned products or services;
- Ensure the safety, security and protection of your rights, other consumers' rights, and our rights;
- Prevent, detect and respond to security incidents and vulnerabilities and malicious or fraudulent activities;
- Perform auditing, reporting and other similar internal operations;
- Comply with applicable legal, compliance and regulatory obligations;
- Assist with general business and operational support, including through service providers who perform services on our behalf; and
- Verify or maintain the quality or safety of our products and services; and
- Improve, upgrade or enhance our products and services and other research and development purposes.

Categories of Sources From Which We Collect Consumer Health Data

We collect Consumer Health Data from the following categories of sources:

- Directly from you;
- From your interactions with us, such as when you use our health-related apps or browse our websites;
- Automatically when you use our products or services;
- From other third-party sources, such as data analytics providers or data brokers who provide us with information about consumers that may be interested in our products

We may also infer or derive Consumer Health Data by analyzing other non-health related data we have about you.

Disclosures of Consumer Health Data

We may disclose your Consumer Health Data described above as reasonably necessary to provide our products and services requested by you or for the purposes described in this Health Privacy Policy, including with our:

- Business partners and affiliates that are acting as Dyson's service providers
- Data processors and contractors who assist us in providing the goods and services to you. These data processors and related third parties may only use the Consumer Health Data as permitted in our contracts with them.
- Advisors, auditors, consultants and representatives.
- As permitted by law, such as (i) with your consent; (ii) to a third party as an asset that is part of a merger, acquisition, or other transfer of our business; (iii) if needed to protect your vital interests; (iv) as needed to prevent, detect, protect against or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities or other illegal activities; (v) as needed to preserve the integrity or security of our systems; or (vi) as needed to investigate, report or prosecute those responsible for any action that is illegal under applicable state or federal law.

We do not sell or share your Consumer Health Data with third parties and/or affiliates

Your Privacy Rights and How to Exercise Them

Depending on the jurisdiction in which you reside, you may have specific rights with respect to your Consumer Health Data:

- You have the right to know if we are collecting, using, disclosing or sharing your Consumer Health Data, to access such Consumer Health Data, including receiving a list of all third parties and affiliates with whom we have shared or sold your Consumer Health Data. As noted above, we do not currently sell or share your Consumer Health Data with third parties or affiliates.
- You have the right to request that we delete your Consumer Health Data.
- You have the right to withdraw your consent of our collection and processing of your Consumer Health Data if we are processing such Consumer Health Data with your consent.

We will not discriminate against you for exercising any of your rights.

If you, or a party authorised to act on your behalf, would like to exercise any of these rights, please email privacy@dyson.com or call your local Dyson centre from the Contacts page. We will send you a link to our privacy portal, using the contact details that you provide, where you will be invited to provide further information about your request and be given further information about how we will process that request.

We will also need to confirm your identity before acting on certain requests. We may not be able to respond to your request or provide you with personal data if we cannot verify your identity, or authority to make the request on someone else's behalf.

We will authenticate your request and process it as required under applicable law. We will respond to your request within 45 days of receipt of your request, but we may extend our response and will inform you of the reason for the extension.

You may appeal any decision we have made about your request by following the instructions provided in the correspondence we send to you communicating our decision. We will respond to your appeal within 45 days of receipt of your appeal. If your appeal is unsuccessful, you can file a complaint or contact the relevant government agency in your state listed below:

- Washington State Attorney General: <https://www.atg.wa.gov/file-complaint>
- Nevada State Attorney General: https://ag.nv.gov/Complaints/CSU_Complaints_FAQ/

Contact Us

If we make any material updates to this Health Privacy Policy, we will notify you as required under applicable law, including by either notifying you at the time of collecting your Consumer Health Data and obtaining your consent, or by updating this Health Privacy Policy. We reserve the right to amend this Health Privacy Policy at our discretion and at any time.

If you have any questions or concerns regarding our Health Privacy Policy or about your Consumer Health Data, please contact us below at

Dyson Group
privacy@dyson.com