

Data collection and use notice

This Notice (“**Notice**”) explains how [Dell Technologies and its group of companies](#), on behalf of itself or for a third party or for its direct and indirect subsidiaries (“**Dell**”), collects, uses and shares your data when you use Dell software. We collect and use certain types of data, described below, to personalize your experience with Dell products, to enhance our support and to improve our products, solutions and services (“**Dell Solutions**”).

Information we automatically collect

We may automatically collect behavioral and usage information about how you use, access or interact with the Dell Solutions. This information may not necessarily reveal your identity directly but may include unique identification identifier and other information about the specific device you are using, such as your service tag, the hardware model, operating system version, hardware settings and system crashes, installed applications, their settings and usage, and/or (MAC) address, and other data that may uniquely identify your device or system.

We may also collect information about how your system or device has interacted with the Dell Solutions, such as statistical information, network connection indicators and routing. In some instances, the information collected may directly or indirectly identify an end-user and link an individual to certain online behavior to the extent required for the purposes provided in this Notice.

Dell software may consolidate all or part of the aforementioned information in data logs that are transmitted to Dell when an internet connection is established. The types of technology used by Dell may change over time as technology evolves. For more information about our use of cookies and other similar tracking technologies please read our Cookies and Similar Technologies on Dell’s online [Privacy Statement](#).

Data transfers

Data described in this Notice may be transferred outside of your country to other locations such in the USA, EU, Japan, including to third-party hosting sites. We will take all appropriate technical and organizational measures to safeguard the data that we transfer.

Retention of your data

We will retain your personal data as necessary in connection with the purposes described in this Notice, and in accordance with Dell’s retention policies and applicable law. The data that is collected by Dell as described in this Notice will be kept in accordance with Dell’s retention policies and applicable law.

Personal information and privacy

Dell’s collection, use and processing of Personal Information you provide is described in Dell’s Privacy Statement. If you would like to contact us for any reason regarding our privacy practices, please email us at privacy@dell.com or see our full [Privacy Statement](#) online.