



EU Data act

Shelly Devices provide data access primarily through Shelly Smart Control a cloud-based platform and related services, allowing users to gain insights into energy, sustainability, asset, and power/electrical data for optimization, maintenance, and improved reliability. Access is often provided through user-friendly interfaces, APIs, or dashboards, with options for data consent management and robust security measures.

When the Shelly Device is connected to the Shelly service - Shelly Smart Control, data (personal and non-personal) can be processed and stored. More information about the Shelly Service Data available at: <https://control.shelly.cloud/#/terms-and-conditions> and <https://control.shelly.cloud/#/privacy-policy>

For using the Shelly Device via a third party integrated service, data might be processed and stored by the relevant service provider in compliance with their terms of use and privacy policy. By sharing your Shelly Device to third party service you are sharing your data. Make sure to read the third party's terms of service and any referent data information before connecting your Shelly Device thereto.

Methods of Data Access and Management:

- **Shelly Smart Control**

This platform offers services for processing and accessing Device and Device related data.

- **APIs and Dashboards:**

Users can access real-time data and insights through, [Application Programming Interfaces \(APIs\)](#) or user-friendly dashboards provided by Shelly Smart Control available for [iOS](#), [Android](#) and [Web](#).

- **Web Interface**
- **Integrators Access**

In some cases, partners can be granted read-only or administrator access to device data within the platform, with control over these permissions via integrations. The Device user is the only one to decide with whom and what data can be shared.

- **Third-Party Applications:**

Shelly may provide links to third-party applications for convenience, but users are advised to review their data practices separately.

Shelly Devices can generate data. Depending on the type of device these data can vary. Shelly devices can be used as standalone devices or as a connected product to Shelly or third party integrated services at user's choice.

Smart plugs

Shelly device (Connected product)	EAN
Shelly Plus Plug UK	3800235265581
Shelly Plug S Gen3	3800235261675
Shelly AZ Plug White	3800235262900
Shelly AZ Plug Black	3800235262917
Shelly Outdoor Plug S Gen3	3800238070557

Data generated by the connected product

The connected product is capable of generating data continuously and in real time as follows:

- **Data type:** Status of output, source of last command, power, voltage and current measurements, energy consumption, internal device temperature, configuration of auto timers, configuration of overpower protections; events; device logs; WiFi AP & STA status and configuration (IP, SSID, BSSID, RSSI); Cloud, MQTT, BLE, Outbound Websocket status and configuration (server, SSL options); list of user webhooks; list of user schedules; system information (MAC, firmware version, available firmware updates, uptime, RAM & FS size)
- **Data format:** JSON
- **Estimated amount of data:** Between 384 KB and 1 MB

Information storage

The connected product is capable of storing data on a device or a remote server.

The intended storage period is:

- **On the device:** Infinite (until explicit reset request).
- **On remote server:** 3 years for statistics, Last state and other UI related - Infinite (until device deletion).

Data access and deletion

Direct access via Shelly Smart Control

- Shelly Smart Control Web app <https://control.shelly.cloud>
- Shelly Smart Control Web available for Android/iOS.

Direct access via integrated third party services

Remote Server Access via API:

- <https://shelly-api-docs.shelly.cloud/integrator-api/>
- <https://shelly-api-docs.shelly.cloud/cloud-control-api/>

On Device Access

- Built-in WebUI (Web User Interface)
- RPC API as described in <https://shelly-api-docs.shelly.cloud/gen2/>

Data deletion

Data stored on the connected product

- Factory reset via built-in WebUI
- Factory reset via RPC call <https://shelly-api-docs.shelly.cloud/gen2/ComponentsAndServices/Shelly#shellyfactoryreset>
- Factory reset via user-button interaction
- Factory reset via remote server access (Web, Android, iOS apps)

Data stored on the Shelly Cloud

Deletion of data about Devices added in the Shelly Cloud can be deleted via the functionalities of the Shelly Smart Control. The terms of use can be called/viewed at <https://control.shelly.cloud/#/terms-and-conditions>.

Deletion of Device data in the Shelly Cloud does not delete any data stored on the Device itself.

Quality of service

The quality service of the Application Programming Interfaces (e.g., reliability or speed) depends on device load and network conditions, typ. sub-100 ms response time from device direct APIs and sub-300 ms for remote server APIs.