

# PRIVACY POLICY

## FOR BANG & OLUFSEN

Version 1.14, Published 17 March 2026

### SCOPE

At Bang & Olufsen, we believe that how we listen is everything. For us, it is not just about hearing, it is about feeling. It is not about blending in, it is about crafting unforgettable experiences – whether that is through our sound, in our stores or online.

To deliver these experiences, we collect and use certain types of personal data when you interact with us. This includes when you engage with Bang & Olufsen via official channels, such as our websites, apps and stores.

Using your data helps us ensure functionality, improve our services, personalise your experience, and communicate with you in meaningful ways.

Our Privacy Policy explains how we collect, use, and protect your personal data, and outlines your rights in relation to this data.

For visitors, users, and others who reside in the State of California, *please refer to the **California Privacy Policy** further below.*

### OWNER AND CONTACT INFORMATION

This Privacy Policy is provided to you by:

Bang & Olufsen A/S ("Bang & Olufsen", "B&O" or "we", "us", "our"),  
Bang & Olufsen Alle 1  
DK-7600 Struer, Denmark  
With business registration number 41257911

This Privacy Policy covers Bang & Olufsen and its subsidiaries, as defined in the consolidated [Group Annual Report](#).

Bang & Olufsen is the data controller and responsible for the processing of your personal data.

In case of questions in relation to this Privacy Policy or our use of personal data, please send us an email at: [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk)

#### *Stores*

Bang & Olufsen operates with both our own stores (referred to as "Stores" or "Store") and stores operated by authorised Bang & Olufsen Dealers (independently owned stores or retail outlets) (referred to as "Dealers" or "Dealer"). The Dealers will be processing their own customer data. For information about how your Dealer is processing your personal data, we kindly refer you to their privacy policy. In addition, your Dealer and Bang & Olufsen will be sharing some personal data as described below.

#### *Bang & Olufsen's official channels*

References in this Privacy Policy to Bang & Olufsen's official channels refer to all apps, websites, social media pages, digital touchpoints, and other online platforms or accounts owned or controlled by Bang & Olufsen.

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## 1 TYPES OF PERSONAL DATA AND HOW WE USE YOUR PERSONAL DATA

When you engage with Bang & Olufsen via our services and official channels, we collect and process your personal data.

### PROVIDING PRODUCTS AND SERVICES

When you purchase or request products or services from Bang & Olufsen - whether via our website, our app, in a store or via our customer support - we collect and process a range of personal data to deliver a seamless experience and fulfil our obligations to you.

In some cases, trusted partners such as payment providers, logistics companies, or our Dealers may assist in delivering these services.

#### **Purchase in stores**

##### Contact information

*We process:* Your contact details, such as name, address, email address, phone number, and any additional information you choose to share with us.

*Purpose of processing:* To handle and complete your purchase and transactions, contact you regarding your purchase, delivery, returns, or technical support and ensure correct delivery and communication via the channels you have provided us with.

We also retain information about your preferred store, to enable the store to be the main responsible for services and repairs of your products, providing operational help, or acting as a main point of contact for your questions.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

##### Order and purchase information

*We process:* Details about your order and purchase, such as product name, quantity, stock keeping unit, product serial number, purchase date, preferred store, as well as any additional information you provide.

*Purpose of processing:* To complete your purchase, ensure delivery, and store information about your preferred store so they can provide service, repairs, and act as your main point of contact.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

##### Tax refund in our airport stores

*We process:* A copy of your passport and boarding pass, along with any additional information you choose to share with us.

*Purpose of processing:* To verify that you reside outside the EU, as required for tax refund purposes.

*Legal basis for processing:* Processing of passport and boarding pass is based on legal requirements for tax documentation.

### **Customised products / Atelier Program / Design your own**

*We process:* Contact and order details related to your custom designed product and any additional information you choose to share.

*Purpose of processing:* To provide updates about production and delivery.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

### **Purchases on Bang & Olufsen's official website**

#### Contact information

*We process:* Your contact details, such as your name, email address, physical address (if provided), your delivery information, such as delivery address (if different from physical address), phone number (if provided), IP address, in some cases geolocation (if you use store finder on our webpage) and language.

*Purpose of processing:* To handle your purchase orders, complete purchase transactions, to ensure information about the production, delivery of purchased products, possible returns, and to be able to get in contact with you via the app, email, phone or your choice of channel in case of technical issues with your product and to give technical support.

We also store the information about your preferred store, to enable the preferred store to be the main responsible for services and repairs of your product, providing operational help, or acting as a main point of contact for your questions.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

#### Order and purchase information

*We process:* Your order / purchase information, such as product name, quantity, stock keeping unit and product serial number, quantity, date of purchase, preferred store, and any additional information you choose to share with us.

*Purpose of processing:* To complete your purchase, ensure delivery, and information about your preferred store so it can provide service, repairs, and act as your main point of contact.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

#### Payment information

*We process:* Our payments are processed securely via a third-party provider, Global-e. We only process information which is necessary to complete the purchase, such as contact details, delivery details and payment status and selected payment method.

*Purpose of processing:* To complete your purchase and process your payment securely and to ensure correct refunds from a customer service perspective.

*Legal basis for processing:* Processing your data is necessary to fulfil your purchase agreement.

#### Shipping

*We process:* Personal data necessary to manage your order and delivery, such as contact details and shipping information.

*Purpose of processing:* To collaborate with shipping and logistics companies to ensure efficient delivery.

*Legal basis for processing:* Processing is based on the performance of your purchase agreement (to deliver your order).

#### Fraud prevention and compliance

*We process:* Transactional and behavioural data relevant to your purchase and account activity.

*Purpose of processing:* To collaborate with fraud prevention specialists to protect both you and Bang & Olufsen from fraudulent activity and to comply with financial regulations.

*Legal basis for processing:* Processing is based on legal obligations (e.g. anti-fraud and financial compliance) and our legitimate interest in maintaining transaction integrity and security.

#### **Store finder**

*We process:* Your geolocation from the device you are using.

*Purpose of processing:* To find the nearest Bang & Olufsen store based on your location.

*Legal basis for processing:* Consent.

#### **Book an appointment (in a store, booked via our website)**

*We process:* Name, email address and/or phone number, and the specific product you wish to see during your appointment.

*Purpose of processing:* To plan and facilitate your demo experience in your chosen store including contacting you with confirmations and updates, and ensuring the requested product is available during your visit.

If the location you have chosen is operated by a Dealer, we share this information with the Dealer to allow them to can carry out the appointment seamlessly.

*Legal basis for processing:* Processing is necessary for us to fulfil the service you have requested (fulfilment of an agreement).

#### **Abandoned cart emails (Applicable in USA and Canada)**

*We process:* Details of items placed in your shopping cart but not checked out, and your email address.

*Purpose of processing:* To send you reminder emails that the items are still available for purchase. This may also involve cookie-based tracking (see our [Cookie Policy](#) for details).

*Legal basis for processing:* Processing is based on our legitimate interest in providing relevant reminders and improving the shopping experience.

#### **Customer service / Technical support / Updates**

##### Customer service

*We process:* Information about your matter or request, including your contact details, information about your Bang & Olufsen products, and any user information that is necessary for us to assist with your matter (see “*Technical support and product usage*” below for more details). This may include product serial numbers, warranty information, place of purchase, and any additional information you choose to share with us.

*Purpose of processing:* To communicate with you via email, chat, phone, or social media, and to manage your questions, complaints, and warranty claims, or to contact you if there is a problem with your product or order. We also use your personal data to verify your identity, to conduct fraud checks, and prevent other illegal activity.

*Legal basis for processing:* Processing is necessary to fulfil our contractual obligations to you or based on our legitimate interest in providing customer support.

#### Technical support and product usage

*We process:* Your user information and contact details, information regarding your paired Bang & Olufsen products (including product serial numbers and stock keeping units); product and app usage data (such as usage type, date, operating system and frequency); login credentials; encrypted credentials for third-party services offered in our app (e.g., Deezer, Tidal, TuneIn); information about other users in your household (if applicable); health data of your products; and any custom names or attributes you assign to your B&O products.

We also collect product use activity logs and login credentials. Furthermore, we can (only if you have given specific consent hereto) access your product settings when assisting you with troubleshooting.

*Purpose of processing:* To provide technical support, manage your questions, handle complaints, and warranty matters, troubleshoot issues, and deliver relevant product software updates. This information also helps us improve product performance and optimise your user experience. We use your personal data to verify your identity, conduct fraud checks, and prevent other illegal activity.

*Legal basis for processing:* Access to your product settings is based on consent, or to fulfil our contractual obligations to you (if you have an account or a specific service agreement with us) or is based on our legitimate interest in maintaining product performance and providing effective customer support.

#### Call recordings

*We process:* Audio recordings of customer service calls (only if you've given consent hereto).

*Purpose of processing:* To improve the quality of our customer service and staff training purposes.

*Legal basis for processing:* Processing is based on your consent (where required by law) and our legal obligations.

#### Support files

*We process:* Support files uploaded by your product or by you via our app. This information may include your email address, product details, technical data, songs played, Wi-Fi name, and other usage-related information. We also collect logs of all app activities, including transactions, errors, and intrusions. Support files include timestamps of events, user information, and actions performed on the server. We also process data about the user's usage patterns, activities, and operations within the app as well as login attempts (e.g. failed password entries) and any additional information you choose to share with us.

*Purpose of processing:* To troubleshoot product issues, monitor app performance, identify bugs, or slow transactions, and enhance security. Support files also help us optimise the user experience and improve the functionality of our products, website, and app.

*Legal basis for processing:* Access to your support files is based on consent, or to fulfil our contractual obligations to you (if you have an account or a specific service agreement with us).

#### Improvement of services and products

*We process:* Data from your use of our website, app, and products, such as IP address, tracking information, and, in some cases, geolocation data (e.g. when using the store locator). We also process information you provide through customer support or surveys, as well as data generated through your use of the products.

*Purpose of processing:* To analyse data at an aggregated level to gain insight into customer preferences and to improve the overall experience of the services, identify expectations and trends and enhance product development etc. We also conduct aggregated analytics and statistics on usage type, date, and frequency of B&O products. We may also invite you to participate in satisfaction surveys.

*Legal basis for processing:* Processing is based on our legitimate business interests.

## COMMUNICATIONS AND SUPPORT

### **Correspondences, enquires and call/chat recordings**

Whenever you contact Bang & Olufsen - whether by email, phone, instant messaging (e.g. WhatsApp and WeChat), online chat, social media, video chat, or during a visit to our Stores or through any other communication method - we collect and process the information you provide us with.

#### General enquiries and correspondence

*We process:* Your name, contact details, the content of your enquiry or request, and any additional information you choose to share with us.

*Purpose of processing:* To respond to your enquiries, requests, and feedback in a timely and effective manner, and to continuously improve our customer service.

*Legal basis for processing:* Processing is based on the performance of a contract (when your enquiry relates to a product or service you have purchased) and our legitimate interest in providing high-quality customer support.

#### Complaints

*We process:* Any complaints, or additional information you share during your interactions with us.

*Purpose of processing:* To resolve issues, respond to your needs, and improve our products and services.

*Legal basis for processing:* Processing is based on our legitimate interest in improving customer experience and maintaining high service standards.

### **Surveys, feedback, and competitions**

Bang & Olufsen values your feedback and creativity and may invite you to share your thoughts through surveys, reviews, or direct interactions. If you choose to participate in promotions or share content like photos or testimonials, we may use this to improve our services and highlight real genuine customer experiences.

#### Customer feedback and surveys

*We process:* Information you provide when participating in customer surveys, market research, or feedback forms, as well as data generated from your use of B&O products and any additional information you choose to share with us.

*Purpose of processing:* To understand your preferences, improve our products and services, and develop new features that matter to you. We may also contact you by email to invite you to take part in surveys and research activities.

*Legal basis for processing:* Processing is based on your consent and our legitimate interest in improving our products, services, and customer experience.

#### Competitions, prize draws, and promotions

*We process:* The personal data necessary to manage your participation, such as your name, contact details, and any additional information you choose to share with us.

*Purpose of processing:* To administer your entry, contact winners, and distribute prizes. Participation is voluntary.

*Legal basis for processing:* Processing is based on your consent and, where applicable, the performance of a contract. In some cases, processing may also be required to comply with legal obligations (for example, in connection with prize administration or reporting requirements).

## **ACCOUNT AND PROFILE MANGEMENT**

### **Account creation, administration, and profile maintenance**

*We process:* Login credentials and email address, as well as contact details and any additional information you choose to add to your account (such as your birthday and gender).

*Purpose of processing:* To administrate your account, including the collection of your preferences, identify and certify the identity of the user of the account, prevent unauthorised access and use, manage communication of notices and notifications and to manage your preferences and consents.

We will also use your personal data to bring you a personalised online experience and to make your purchase information available to you. We make your future purchases easier by remembering your shipping details and your references. You can delete your account at any time.

To ensure that the information we keep about you remains up to date, we may request you to log in to your account and update your details.

*Legal basis for processing:* Processing is based on your consent when you create your account and our legitimate interest in ensuring secure and personalised account access.

## **MARKETING, PERSONALISATION AND PROFILING**

Bang & Olufsen uses your personal data to provide relevant offers and personalised experiences. This includes marketing communications, targeted advertising and profiling to tailor messages and recommendations to your interests.

### **Marketing communications**

*We process:* Contact details such as address, email address, phone number, instant messaging (e.g. WhatsApp and WeChat), social media and other communication channels, as well as any additional information you share with us.

*Purpose of processing:* To provide you with updates about products, services, events, and offers through the communication channels you have provided.

*Legal basis for processing:* Your consent.

## **Profiling and analytics**

*We process:* Data relating to your interactions with us, including digital and online behaviour such as engagement with our advertisements, website, app, and social media pages. This includes contact details (such as email addresses), user and device information (including device IDs), browsing and website/app activity, shopping and product usage behaviour, campaign participation, survey responses, interests, wish lists, hobbies, reviews, and purchase history and patterns, as well as any other information you choose to share with us.

*Purpose of processing:* To analyse your preferences and predict which products or experiences may interest you through profiling and analytics. This enables us to maintain accurate profiles and deliver personalised offers and advertisements on Bang & Olufsen's platforms, via email, and through third-party channels such as social media. We also use this information to build and maintain an accurate profile to ensure personal recommendations and communication tailored to you.

*Legal basis for processing:* Your consent (where required) and our legitimate interest in improving customer experience and relevant marketing.

## **User generated content**

*We process:* User-generated content you post on social media in accordance with our [User Generated Content License Terms](#), such as images, or any other personal data you provide (such as location information or other identifying information).

*Purpose of processing:* To feature and share your content to inspire others.

*Legal basis for processing:* Our processing in this regard will be based on your agreement thereto.

## **Cookies and similar technologies**

To enhance your experience with Bang & Olufsen, we use cookies and similar technologies on our website, app, and digital platforms.

*We process:* IP address, email address (if provided), tracking and protocol data, and details of items placed in your shopping cart but not checked out.

*Purpose of processing:* To enhance your experience on our website, app and digital platforms by remembering your preferences (such as language or region), analysing how you use our services, and delivering personalised marketing and content tailored to your interests. Cookies also help us understand which parts of our website are most popular and how we can improve our services. If you request information from us or our Dealers (e.g. catalogues or product details), we may store your data for marketing purposes and track your visits to provide tailored content and improve site functionality.

*Legal basis for processing:* Processing is based on your consent when you accept cookies and, where applicable, provide personal data for marketing purposes.

For more information about how we use cookies, you can access our [Cookie Policy](#) at any time via the link available at the bottom of every page on our website. You can also manage your cookie preferences under "[Cookie Settings](#)", which is also available at the bottom of our website.

## **EXTERNAL DATA AND SOCIAL PLATFORMS**

### **Social media, third-party platforms, and external data sources**



Bang & Olufsen may collect data when you interact with us through social media, third-party platforms, or external partners. This helps us provide a seamless experience, fulfil specific requests, and keep your profile accurate and relevant across all touchpoints.

*We process:* Anonymous event signals used for personalised advertising on social media. Behavioural data owned by third-party platforms (e.g., Meta) such as aggregated audience segments (e.g., users over thirty). Contextual targeting data (e.g., displaying ads on articles about design or architecture without using personal data).

*Purpose of processing:* To deliver relevant and personalised advertising based on anonymous signals or aggregated audience criteria. Optimise marketing campaigns and ensure ads are shown in appropriate contexts.

*Legal basis for processing:* Consent (where applicable), legitimate interests in promoting our products and services through targeted advertising, while ensuring minimal impact on individuals' privacy. No direct transfer of personal data occurs for contextual targeting or anonymous event-based activation.

## INFORMATION ABOUT THIRD PARTIES

In certain situations, you may provide Bang & Olufsen with personal information about others (such as a partner, child, or friend). This may include details like name, address, date of birth, contact information, marital status, wish lists, hobbies, and preferences, which we use solely to fulfil your request and personalise the experience.

### Information you provide about others

*We process:* Personal data about other individuals that you provide to us for example, when sending a gift, referring to a friend, booking an experience, or sharing details about a partner or child. This may include name, address, date of birth, email address, phone number, marital status, wish lists, hobbies, and preferences.

*Purpose of processing:* To fulfil your specific request involving third parties, such as delivering a gift, confirming a booking, or personalising an experience for someone else.

*Legal basis for processing:* Processing is based on the performance of a contract (to fulfil your request) and your consent (when sharing someone else's data).

## BUSINESS RELATIONSHIPS

### Supplier and business contacts

If you are a supplier, business partner, or professional contact, we may process your personal data to manage our ongoing relationship.

#### Supplier relations

*We process:* Contact information, including name, title, email address, phone number, company name, business address, and any other information you provide.

*Purpose of processing:* To manage our business relationship with you or the company you represent, communicate about ongoing projects or contracts, and fulfil any agreement between you (or your company) and B&O or for the purposes of administering B&O's relationship with you.

*Legal basis for processing:* Processing is based on our legitimate interest in maintaining and administering supplier relationships and fulfilling contractual obligations.

### Professional contacts and event participants

*We process:* Name, contact information, and any additional information provided by you.

*Purpose of processing:* To manage our relationship with you, communicate and invite you to relevant events or collaborations and ensure we can accommodate any specific needs you may have, such as allergies or accessibility requirements.

*Legal basis for processing:* Processing is based on our legitimate interest in maintaining and administering our relationships and fulfilling contractual obligations.

### **Visits to our offices**

When you visit our offices, we may collect your name, contact details, and company affiliation (if relevant) for visitor registration and safety purposes.

*We process:* Names, phone numbers, email addresses, and company affiliation of individuals visiting our premises.

*Purpose of processing:* To keep a record of who is present at our locations, primarily for safety and emergency purposes.

*Legal basis for processing:* Processing is based on our legitimate interest in ensuring workplace security and preparedness in case of emergencies.

## **SENSITIVE DATA**

### **Sensitive or special categories of data**

In certain cases, we may receive sensitive or special categories of personal data from you, such as information about allergies or accessibility needs in connection with a visit to an event, a Store, or our offices.

*We process:* Sensitive personal data such as information about allergies, accessibility needs, or other health-related details - only when relevant, for example, in connection with events or tailored services.

*Purpose of processing:* To fulfil your specific request and ensure your experience with Bang & Olufsen is safe, inclusive, and adapted to your needs.

*Legal basis for processing:* If you choose to share such data, we will treat it as your consent to process it for the intended purpose.

## **2 RETENTION OF YOUR PERSONAL DATA**

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. The retention period depends on the type of data and the reason for its collection. When the retention period expires, or if you request deletion and we no longer have a legal basis for retaining your data, your information will be securely deleted or anonymised.

### **Purchases**

Personal information related to your purchase and product warranty information is retained and processed for a period of one year following the expiry of your warranty, or for longer if the data is legitimately processed for other purposes - such as providing you with personal benefits or customised direct marketing based on your consent, or for pursuing our legal claims where retaining such information

is considered necessary. If you have created an account, we will retain the purchase and product warranty information until you delete your account or ask us to delete the information.

### **Abandoned cart emails (only applicable for USA and Canada)**

Personal information related to items you have placed in your shopping cart is kept and processed for a period of one year.

### **Account**

Personal information you have provided us with when creating an account, and other information you have added to your account will be kept until you delete your account. Personal information related to your use of our app and product software updates is kept and processed for a period of three years from the date you last have been active in using any of B&O apps or deleting your account.

### **Support files**

Data uploaded from your product or app as part of support are stored for three months.

### **Improvement / Customer service / Technical support**

Personal data related to our provision of personal benefits to you is kept and processed for a period of five years from the date of your last purchase of a B&O product. Personal data related to your feedback on our products and services is kept and processed for a period of two years from the completion date of the relevant survey, questionnaire, or feedback form.

*Telephone calls:* The recordings are kept for a period of thirty days.

*Claims/complaints:* Five years after the occurrence of the complaint.

### **Marketing**

Personal data related to our provision of direct marketing to you (House of Bang & Olufsen) and personal data related to your use of your B&O products is retained and processed until you unsubscribe or change our preferences on your account.

After you unsubscribe, we will retain the minimum amount of data necessary to demonstrate that we previously held valid consent, and we will keep this for a period of two years.

### **User generated content**

User-generated content is kept and processed as specified in our [User Generated Content Terms](#).

### **Cookies**

Cookies are kept for maximum one year.

### **Visitors**

The contact details from visitors on our premises are kept for two months.

### **Supplier relations and other business contacts**

B&O will keep your personal information for as long as we maintain a relationship with you and thereafter, for as long as there is a legitimate purpose for retaining it, including where B&O is required to keep the information under applicable law. For marketing purposes, we will keep the information for as long as you have given your consent.

### **Legal obligations and legitimate interests**

We may retain your data for longer if required by law, to resolve disputes, enforce our agreements, or protect our legal rights. We also periodically review and update the information we hold to ensure it remains accurate and relevant.

### 3 WHERE WE STORE AND PROCESS YOUR PERSONAL DATA

As a general principle, your personal data is stored and processed within the European Economic Area (EEA). However, your personal data may be transferred outside EEA between the entities in the B&O, between B&O and its Dealers and certain types of third parties, *as described in the section “Our disclosure of your personal data to third parties”* and only for the purposes for which your personal data was collected.

Personal data collected and processed in the People’s Republic of China is retained in accordance with applicable Chinese legislation.

In the event that your personal data is transferred to any third countries, as defined in General Data Protection Regulation (GDPR), such transfers will be conducted in accordance with applicable laws and regulations. Appropriate legal and security safeguards will be ensured prior to any transfer, either by transferring the data to countries recognised by the European Commission as providing an adequate level of protection, or by entering into appropriately drafted contracts between B&O and the non-EEA recipient, ensuring that your personal data is processed in accordance with GDPR requirements.

### 4 OUR DISCLOSURE OF YOUR PERSONAL DATA TO THIRD PARTIES

As a general principle, we collect and process personal data in order to facilitate or improve Bang & Olufsen’s products, services, or offers. We do not share such data with third parties except as described in this Privacy Policy.

We may disclose your personal data to third parties to the extent required by law, court order, or a decision from a competent public authority and for the purposes of law enforcement. In addition, we may share your personal data with the following third parties:

1. Our group companies and Dealers, in order to deliver products and services to you, ensure a consistent level of service across our products and services, and enhance our products, services, and your overall customer experience.
2. Third-party vendors performing services on our behalf, including billing, sales, marketing, IT support, advertising, analytics, research, customer service, product service support, shipping and purchase order fulfilment, data storage, validation, security, fraud prevention, payment processing, and legal services. These vendors may access your personal data only to perform such services and are prohibited from using it for any other purpose.
3. Music streaming services. When you initiate a connection with a third-party streaming service through B&O products, we may share the information necessary to enable delivery of the third-party content.

4. Third parties involved in establishing, exercising, or defending Bang & Olufsen's legal rights.
5. Third parties involved in a merger, sale, joint venture, assignment, transfer, or other disposition of all or part of B&O's assets or stock, including in connection with bankruptcy or similar proceedings.
6. Other third parties, subject to your consent.

When we disclose your personal data to a third party, we take all reasonable steps to ensure that such parties are bound by confidentiality and privacy obligations regarding the protection of your personal data. Any disclosure is carried out in compliance with legal requirements, including entering into data processing agreements with the relevant third parties, ensuring that personal data is processed only in accordance with our instructions, applicable law, and for the purposes specified by us, and that adequate security measures are in place.

## 5 YOUR RIGHTS

Under the General Data Protection Regulation, you have a number of rights in relation to our processing of information about you. If you wish to exercise your rights, you must contact us. Please note that before accessing your account or making any changes to it, we will need to verify your identity properly.

If you have an account, you can also access your data by logging into your account at <https://cloud.bang-olufsen.com>.

### **Right to see information (right of access)**

You have the right to gain access to the information that we process about you and to receive the personal data concerning you, which you have provided to B&O, in a structured, commonly used, and machine-readable format. You also have the right to transmit those data to any third party of your choice.

### **Right to rectification (correction)**

You have the right to have incorrect information about you rectified. We encourage you to update your personal data provided to B&O whenever there are changes to your personal details. To ensure that the personal data we process is up to date, we ask that you check and, if relevant, update your personal data at least once a year.

### **Right to erasure**

In special cases, you have the right to have information about you erased before the time of our ordinary general erasure. Following deletion, your personal data will be removed from B&O's servers without undue delay, although it may take up to two months to ensure the complete deletion of any information that may be stored in our back-ups.

### **Right to restriction of processing or objections**

In certain cases, you have the right to restrict the processing of your personal data. You also have the right to object to the processing of your personal data that is collected and processed for the purposes of B&O's legitimate interests - for instance, when we provide you with relevant product software updates,

make your future purchases easier by remembering your shipping details, or conduct analytics and statistics on the type, date, and frequency of your use of B&O products.

### **Right to withdraw your consent**

Some of Bang & Olufsen's processing activities are based on your consent. In such cases, you have the right to withdraw your consent at any time. Where you have given consent to the processing of your personal data, you are free to withdraw it at any time. Withdrawal will not affect the lawfulness of processing that has already taken place on the basis of your consent. If you choose to withdraw your consent, the processing of your personal data will cease, and the data will be erased.

### **Further information**

You can read more about your rights in [the Danish Data Protection Agency's guidelines](#) on the rights of data subjects. You are, of course, also welcome to contact us.

### **Right to complain**

If you want to complain, please contact us.

If you are not satisfied with the outcome of your complaint or with the way your complaint has been handled by B&O, you may lodge a complaint with the Danish Data Protection Authority.

Contact details: Email [dt@datatilsynet.dk](mailto:dt@datatilsynet.dk) or visit [www.datatilsynet.dk](http://www.datatilsynet.dk).

## **6 MISCELLANEOUS**

### **Third party websites, plug-ins, and services**

Websites, apps, and products of Bang & Olufsen may contain links to third-party websites, plug-ins - such as social media login plug-ins - or services, including voice-control functionality provided by Amazon or Google. With regard to your use of voice enabled B&O products, please note that B&O does not collect or process any sound recordings on its own behalf, but merely makes third-party services available.

If you choose to use these websites, plug-ins, or services, you may disclose your information to those third parties. B&O is not responsible for the content or practices of those websites, plug-ins, or services. The collection, use, and disclosure of your personal data will be governed by the privacy policies of those third parties, and not by this Privacy Policy. We urge you to read the relevant third parties' privacy and security policies.

### **Data security**

Bang & Olufsen is committed to protecting the security of your personal data. We use the necessary organisational, technical, and administrative measures to safeguard the personal data under B&O's control, including access, transmission, input, and availability controls, as well as the separation of data. Access to a number of B&O's online services is protected by access restrictions based on username and password. It is important that you always choose a password that is difficult for others to guess and protect it from disclosure.

Your personal details and your credit card details, if you have provided such information to B&O, remain encrypted on B&O's secure web servers. Credit card information is directed to one or more approved and certified service providers and will not be stored for longer than necessary to process the transaction. All external transmissions of personal data facilitated by B&O are protected by encryption.

All data storage and processing at B&O's computer facilities, as well as those of our business partners, are subject to written contractual agreements.

If you have reason to believe that your interaction with B&O is no longer secure (for example, if you believe the security of any account you hold with B&O has been compromised), please notify us of the problem immediately by contacting us.

### **Use by children**

Bang & Olufsen does not target and is not intended to attract children. Accordingly, our online services, including personal accounts on websites and apps provided by B&O that collect any personal data, are not directed at and should not be accessed by individuals under the age of sixteen, and we request that such individuals do not provide any personal data to B&O.

Minors must obtain express consent from parents or legal guardians before accessing or providing any personal data.

If notified by a parent or guardian, or discovered by other means, that a child under the age of sixteen has provided his or her personal data to B&O, we will cancel the child's account, if any, and delete the personal data in our possession.

### **Changes to our Privacy Policy**

Bang & Olufsen may modify or update this Privacy Policy when necessary to reflect changes in our products and services, changes in applicable legislation, regulations, or practice and to address customer feedback. Accordingly, please review it periodically. Date of the latest update is always provided at the top of the document.

If there are material changes to this Privacy Policy, we will notify you either by posting a notice or by sending you a notification.

### **Sale of personal data**

We do not, and will not, sell your personal data. For more information, please see our statement ***WE DO NOT SELL YOUR PERSONAL INFORMATION.***

### **California Privacy Rights**

Visitors, users, and others who reside in the State of California are also subject to our California Privacy Notice.

## **CALIFORNIA PRIVACY POLICY**

This California Privacy Policy applies solely to visitors, users, and others who reside in the State of California. The California Privacy Policy supplements the Privacy Policy above. To the extent any provision in this California Privacy Policy conflicts with a provision of the Privacy Policy, the California Privacy Policy shall govern with respect to visitors, users, and others who reside in the State of California.

### ***California Shops***

Bang & Olufsen operates with both our own stores (referred to as "Stores" or "Store") and stores operated by authorised Bang & Olufsen Dealers (independently owned stores or retail outlets) (referred to as

“Dealers” or “Dealer”). The Dealers will be processing their own customer data. For information about how your Dealer is processing your personal data, we kindly refer you to their privacy policy. In addition, your Dealer and Bang & Olufsen will be sharing some personal data as described below.

## TYPES OF PERSONAL DATA AND HOW WE USE YOUR PERSONAL DATA

Please read section 1 “*TYPES OF PERSONAL DATA AND HOW WE USE YOUR PERSONAL DATA*” in the Privacy Policy for information about which types of personal data we treat and how we use your personal data.

### Sale of personal data

We do not, and will not, sell your personal data. For more information, please see our statement ***WE DO NOT SELL YOUR PERSONAL INFORMATION.***

## YOUR RIGHTS

California residents have the following rights:

### 1. Right to know about personal data collected or disclosed

You have the right to request that we disclose certain information to you about our collection and use of your personal data over the past one year. Once we receive and verify your verifiable consumer request (see instructions and description below), we will disclose to you:

- The categories of personal data we have collected about you;
- The categories of sources from which the personal data was collected;
- Our business or commercial purpose for collecting that personal data;
- The categories of third parties with whom we share that personal data;
- The specific pieces of personal data we have collected about you; and/or
- If we have disclosed your personal data for a business purpose, a list of such disclosures, identifying the categories of personal data that each category of recipient obtained.

### 2. Right to request deletion of personal data

You have the right to request that we delete any of your personal data that we have collected from you and retained, subject to certain exceptions. Once we receive and verify your verifiable consumer request (see instructions and description below), we will delete your personal data from our records and instruct our service providers to do the same, unless an exception applies.

We may deny your request to delete your personal data if retaining the information is necessary for us or our service providers to:

- Complete the transaction for which we collected the personal data, fulfil the terms of a written warranty or product recall in accordance with federal law, provide a good or service that you have requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract with you;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activity;
- Debug, identify, or repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise that consumer’s right to free speech, or exercise another right provided by law;



- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et seq.);
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with a legal obligation; and/or
- Make other internal and lawful uses of the personal data that are compatible with the context in which you provided it.

### **3. How to exercise your right**

To exercise your right to know about, access, or delete personal data, please submit a verifiable consumer request to us by either:

Emailing us at: [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk)

Sending a written letter to: Bang & Olufsen A/S, Bang & Olufsen Allé 1, DK-7600 Struer, Denmark  
Only you, or a person registered with the California Secretary of State whom you authorise to act on your behalf, may submit a verifiable consumer request related to your personal data. You or your authorised agent may make a verifiable consumer request for access or data portability no more than twice within a one year period.

#### Your verifiable consumer request must

- a. Provide sufficient information to allow us to verify that you are the person from whom we collected personal data, or an authorised representative; and
- b. Describe your request in sufficient detail to enable us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal data if we are unable to verify your identity or authority to make the request and confirm that the personal data relates to you. Making a verifiable consumer request does not require you to create an account with us. We will use the personal data provided in a verifiable consumer request solely to verify the requestor's identity or authority to make the request.

#### Response timing and format:

We will acknowledge receipt of a request within 10 days and provide information about how we will process it. We endeavour to provide a substantive response to a verifiable consumer request within forty-five days of its receipt. If we require more time (up to ninety days), we will notify you in writing of the reason and the extension period. Any disclosure we provide will cover only the one year period preceding the date we received the verifiable consumer request. The response will also explain any reasons why we cannot comply with a request, where applicable. For data portability requests, we will choose a format for providing your personal data that is readily usable and should allow you to transmit the data from one entity to another without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that a fee is warranted, we will inform you of the reason for the decision and provide a cost estimate before completing your request.

### **4. Right to Non-Discrimination**

We will not discriminate against you for exercising any of your rights under the California Consumer Privacy Act. Unless permitted by the California Consumer Privacy Act, we will not:

- Deny you goods or services;
- Charge you different prices or rates for goods or services, including by granting discounts or other benefits, or imposing penalties;
- Provide you with a different level or quality of goods or services; or
- Suggest that you may receive a different price or rate for goods or services, or a different level or quality of goods or services.

#### California Shine the Light Law

California Civil Code Section 1798.83 permits visitors who are California residents to request certain information regarding our disclosure of personal data to third parties for their direct marketing purposes. To make such a request, please contact [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk).

#### Online tracking

Please note that our websites do not support “Do Not Track” browser settings and do not currently participate in any “Do Not Track” frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your personal or non-personally identifiable data. B&O does not offer any financial incentive programmes to consumers and does not consider consumers’ data to hold significant value for B&O, as we do not sell your personal data.