

## Cookie Policy

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B&O uses cookies to provide the best possible service to the users and to improve your experience of our website and app, including to ensure functionality, to generate usage statistics, to remember your preferences, and to optimize our advertising on social media.

Our privacy policy describes how we use the personal data that our cookies collect about you when you visit our website and apps.

This Cookie Policy applies to the following web domain bang-olufsen.com, and our experience and product apps (hereafter referred to as 'website').

### Owner and contact information:

This Cookie Policy is provided to you by:

Bang & Olufsen A/S ("Bang & Olufsen" or "we", "us", "our"), Bang og Olufsen Allé 1

Bang & Olufsen Alle 1

DK-7600 Struer, Denmark

with business registration number 41257911

This policy covers the B&O A/S and its subsidiaries, as defined in the consolidated [Group Annual Report](#).

In case of questions in relation to this Cookie Policy, please send an email to [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk)

### What is a cookie?

A cookie is a data file that a website stores on your IT equipment such as your computer, tablet or smartphone. The object is to recognise your IT equipment and thus observe how you use the website.

Today, almost all websites use cookies. In many cases, cookies are required to provide the correct standard of service at the website.

A cookie is a passive file that cannot collect information stored on your computer or spread any computer virus or other harmful programs.

Some cookies are stored on your device only as long as you have your browser open (session cookies). Other cookies are stored on your device for a longer period of time (persistent cookies). When you return to a website, the cookie is automatically renewed.

Often cookies from parties other than the one owning the website are stored on your device (third-party cookies). These may be cookies with ordinary contents, but also analysis tools and embedded comment fields.

### Our use of cookies and tracking technologies

We and our service providers use internet server logs, cookies, tags, SDKs, tracking pixels, and other similar tracking technologies (collectively referred to as 'cookies'). We use these technologies in order to offer you a more tailored experience in the future, by understanding and remembering your particular browsing preferences.

The list below explains the cookies we use.

- A web server log is a file where website activity is stored.
- An SDK is a set of tools and/or code that we embed in our applications and software to allow third parties to collect information about how users interact with the Services.
- A cookie is a small text file that is placed on your computer or mobile device when you visit a site, that enables us to: (i) recognize your computer; (ii) store your preferences and settings; (iii) understand the web pages of the Services you have visited; (iv), enhance your user experience by delivering and measuring the effectiveness of

content and advertising tailored to your interests; (v) perform searches and analytics; and (vi) assist with security and administrative functions. Some cookies are placed in your browser cache.

- Tracking pixels (sometimes referred to as web beacons or clear GIFs) are tiny electronic tags with a unique identifier embedded in websites, online ads and/or email that are designed to: (1) collect usage information like ad impressions or clicks and email open rates; (2) measure popularity of the Services and associated advertising; and (3) access user cookies.

As we adopt additional technologies, we may also gather information through other methods in compliance with this Cookie Policy.

### **Online analytics and advertising**

We do not use any of the cookies described below, without your explicit consent.

#### **Analytics**

We may use third-party web analytics services (such as those of Google Analytics, Sessioncam ect.) on our Services to collect and analyze usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with fraud prevention; and provide certain features to you. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking here [<https://tools.google.com/dlpage/gaoptout>].

If you receive email from us, we may use certain analytics tools, such as clear GIFs to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to gauge the effectiveness of our communications and marketing campaigns.

#### **Online Advertising**

The Services may integrate third-party advertising technologies that allow for the delivery of relevant content and advertising on the Services, as well as on other websites you visit and other applications you use. The ads may be based on various factors such as the content of the page you are visiting, information you enter such as your age and gender, your searches, demographic data, user-generated content, and other information we collect from you. These ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.

Third parties, whose products or services are accessible or advertised via the Services, may also place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about you as discussed above. We also allow other third parties (e.g., ad networks and ad servers such as Google Analytics, DoubleClick, Facebook and others) to serve tailored ads to you on the Services, other sites, and in other applications, and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Services. We sometimes provide our customer information (such as email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs, in order to provide you with more relevant ads when you visit other websites and mobile applications.

#### **Mobile Advertising**

When using mobile applications from Bang & Olufsen or other, you may also receive tailored in-application advertisements. We may use third-party service providers to deliver advertisements on mobile applications or for mobile application analytics. Each operating system, iOS for Apple phones, Android for Android devices, and Windows for Microsoft devices provides its own instructions on how to prevent the delivery of tailored in-application advertisements. We do not control how the applicable platform operator allows you to control receiving personalized in-application advertisements; thus, you should contact the platform provider for further details on opting out of tailored in-application advertisements. You may review the support materials and/or the device settings for the respective operating systems to opt-out of tailored in-app advertisements.

#### **How long are cookies saved?**

How long cookies are saved on your device can vary however the cookies will not be kept for a longer period than 12 months. The time when they are scheduled to expire is calculated from the last date you visited the website. When cookies expire, they are automatically deleted.

## Consent and settings

Consent to collect cookies: We will place cookies only when you have given your consent. Acceptance of all cookies is entirely voluntary. You should be aware, however, that there may be some features or our website that may not be available if you choose not to accept cookies.

You are free to withdraw your consent at any time using the below link. If you choose to do so, the relevant cookies will automatically be blocked in your browser. You do not need to make any changes to your browser settings, therefore. Any such withdrawal of your consent will not affect the lawfulness of consent based placing of cookies on your IT equipment prior to the withdrawal.

Your consent applies to the following: bang-olufsen.com and Bang & Olufsen's apps.

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the "Help" section of your browser for more information. You can also manage the use of Flash technologies, including flash cookies and local storage objects with the Flash management tools available at Adobe's website. Please note that by blocking, disabling, or managing any or all cookies, you may not have access to certain features or offerings of the Services. For example, to complete a purchase on our websites, you will need to accept cookies sent by our sites.

## How to change my cookies settings?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [AboutCookies.org](http://AboutCookies.org) or [All About Cookies.org](http://All About Cookies.org).

Find out how to manage cookies in the most common browsers supported by our website:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)

To opt out of being tracked by Google Analytics across all websites, visit [Google Analytics Opt-out Browser Add-on](#).

We are planning to enhance our cookie tool to allow users to more easily change their cookie settings after their initial choice.

## Notice on Do Not Track

Do Not Track is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our website for third party purposes, and that is why we provide the variety of opt-out mechanisms listed above. However, we do not currently recognize or respond to browser-initiated Do Not Track signals.