

## Privacy Notice

We are glad you have taken an interest in Teufel, and we take the protection of your privacy seriously. Here you'll find detailed information about how we handle personal data.

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### Security at Teufel: Collection, processing, use and transfer of personal data

We only use your personal data in accordance with the following policies and the German Federal Data Protection Act (*Bundesdatenschutzgesetz*) and German Telemedia Act (*Telemediengesetz*).

Personal data is only collected if you disclose it to us voluntarily in the context of placing an order, ordering a catalogue, opening a customer account, registering for our newsletter or registering for one of our raffle games. Unless you have given us your consent separately, data you disclosed voluntarily in the context of placing an order will only be used for the purpose of fulfilling and executing your order. Your data is blocked for further usage once the order has been completed and the purchase price has been paid in full. Such data is deleted upon regulation expiry that applies under tax law and commercial law unless you have expressly agreed to the further use of your data. When you register for our newsletter, your email address is used with your permission for Teufel advertising purposes until you cancel your registration. Cancellation is possible at any time. If you choose to have us save your ordering information for future use, then your data is saved in our customer database. You can have us delete your customer account at any time.

We will not transfer your data including your address and email address to third parties without your express consent that can be revoked at any time. The only exceptions to this rule are our service partners who require the transmission of data in order to process your order: your data will be transferred to a shipping company insofar as it is necessary for the delivery of your product. In the case of credit institutes and credit card companies processing your payment, only your payment data will be transferred to the external company. We may transfer your shipping address to the repair shop we contract with.

During the ordering process, your personal data is transferred via encryption over the internet (see also [Data transfer](#)). We employ technical and organisational security measures in order to protect your data which we are managing from coincidental or deliberate manipulation, loss, destruction or access by unauthorised persons.

You can visit our websites without stating your personal details. We only collect and store access data without personal reference in log files. This access data is automatically transferred by your browser to us, namely:

Browser and browser version on the computer accessing our site

Operating system on the computer accessing our site

Referring URL

Host name of the computer accessing our site (IP address)  
Time of server access

This data is evaluated only for the purposes of improving our offering and does not allow you to be identified. This data will not be combined with any other source of data.

## **Cookies**

We use cookies to make use of our online shop possible. Cookies are small text files which are saved on your computer.

We use two types of cookies:

### **Session cookies:**

When you use Teufel's online shop, session identification numbers are placed in so-called session cookies to save the contents of your shopping cart (amongst other tasks). These cookies are deleted when you close your web browser.

### **Permanent cookies:**

We also use a permanent cookie that allows us to carry out statistical analyses, such as how many users return to our web site. This cookie only enables us to establish the fact that a user has returned to our website – it does not enable us to identify the user. No personal data such as name, address, IP address or similar data is stored in this cookie. As we are always striving to offer you the best possible service on our website, we also use this cookie to display products which are of interest to you.

You can adjust the settings of your browser and choose to accept, reject, block or delete cookies from [www.teufelaudio.com](http://www.teufelaudio.com), [www.teufelaudio.co.uk](http://www.teufelaudio.co.uk), [www.teufelaudio.nl](http://www.teufelaudio.nl) or [www.teufel.de](http://www.teufel.de).

Our partner companies are not permitted to collect, process or use personal data via our web site by means of cookies.

## **Tracking pixels**

In order to constantly improve our advertising and our web sites, we use so-called tracking pixels. If an advertisement for our company is clicked or a website is loaded, a tracking pixel is loaded from a server in the internet and a registration is made there. We use this technique to see how users arrive at our websites, which websites are visited by our customers and which actions are carried out. The data collected for this purpose is not of a personal nature.

## **Webtracking**

The use of Webtrekk

In order to collect information regarding the use of our online offering and in the interest of optimising our offerings, we use the services of the company Webtrekk GmbH, Hannoversche Str. 19, 10115 Berlin ([www.webtrekk.de](http://www.webtrekk.de)). Webtrekk GmbH is certified by TÜV Saarland in the area of Web Controlling Software and Data Protection. The processing of tracking data in accordance with data protection standards and data security was tested during an on-location audit of Webtrekk in Berlin and at the site of their content hosting.

The following data is collected:

- Browser type / version
- Browser language
- Screen resolution
- Clicks
- Cookies on/off

- Colour depth
- Operating system used
- Javascript activation
- Java on/off
- Referrer URL
- IP address (is only saved anonymously and deleted again directly after use)
- Time accessed
- Request (file name of requested file)
- Anonymised form contents (ex. Whether a telephone number was entered or not)
- Information regarding your orders: bought products, order value, order time stamp, order ID, county, city
- City, country, region, internet provider

An anonymised user profile is constructed from this data which constitutes the foundation of web statistics. A direct connection to any person is not possible at any time. The collected data is not merged with the user's pseudonym without the user's permission.

The collection and saving of data by Webtrekk can be revoked at any time with future effect via the following link:

<http://www.webtrekk.com/index/datenschutzerklaerung/opt-out.html>

Your decision to opt out will be saved on your computer as a cookie named "WebtrekkOptOut". Please note that your opt out is only in force if you do not delete this cookie for a period of up to 5 years after which time the revocation loses its validity.

Please note that if you delete all cookies from your computer, the opt-out cookie will also be deleted.

#### Optimizely

On our domains [www.teufel.de](http://www.teufel.de), [www.teufelaudio.nl](http://www.teufelaudio.nl) und [www.teufelaudio.at](http://www.teufelaudio.at) we use the web analysis service "Optimizely" from the provider Optimizely Inc., 631 Howard Street, Suite 100, San Francisco, CA 94105. This service helps us conduct A/B and multivariate testing. We hope to use the insights gained from the results of these tests to improve the website. Optimizely analyses the way you use the website. The analysis is conducted through the use of cookies on your computer. You as a user of the website are recognized by these Optimizely cookies and non-personal data regarding your user behaviour is collected. This data is transmitted to a server in the USA where it is saved. The full length of your IP address is not saved, IP anonymization is enabled on this website. The IP address is shortened before it is saved. Only in exceptional cases is the full IP address is sent to an Optimizely server in the USA and masked there. Users are not matched to specific IP addresses.

You may withdraw your consent to the analysis of your user behaviour and the collection and saving of the required data by Optimizely at any time with future effect by clicking on the following link: [https://www.optimizely.com/opt\\_out/](https://www.optimizely.com/opt_out/)

Note that if you later delete all cookies from your computer, you will need to repeat this process as the opt-out is secured by means of a cookie.

#### Data transfer

All of the personal data that you disclose during the purchasing process is only transferred from your computer to us in an encrypted state. For this purpose, we use Secure Socket Layer (SSL), a proven system for encryption. This widely prevalent system guarantees the highest possible level of security and is applied not only to your order data, but also to such information as your bank account details or credit card number.

#### Facebook

We have Facebook (Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA) plug-ins integrated on our website. They are identified by the Facebook logo or the "like me" button.

Facebook plug-ins forward information regarding your visit to the Teufel Audio website to Facebook and might make a record of the visit if you have a Facebook account and you're logged into your Facebook account during

your visit to the Teufel Audio website. If you do not want this, you must log out of your Facebook account prior to visiting the Teufel Audio website.

Otherwise, the Facebook plug-in forwards your Teufel Audio visit information and interactions to Facebook – when you visit Teufel Audio through a Facebook plug-in oriented site. Through interaction with the Facebook plug-in (for instance, clicking the “like me” button), this information and additional information you enter in this context is also saved.

Purpose, methods and types as well as scope of information stored by Facebook, and how Facebook uses the information, is found on the Facebook privacy notice (<http://www.facebook.com/privacy/explanation/>). Here you can also read further about how to prevent and limit the storage and usage of your personal information in Facebook.

## Facebook Pixel

We employ the tool “Facebook Website Custom Audiences.” By using a pixel integrated on this website, we’re able to mark you as a user of our website. No personal information is collected from you or used during this process. The use of this pixel makes it possible for Facebook to recognize you when you return to the Facebook website. Information regarding your visit on our website is transmitted without reference to your person for the purposes of marketing and analysis. The information communicated on Facebook is a non-traceable checksum comprised of your user data that cannot be associated with any individual. The transfer of additional or other information within the context of this technology does not take place.

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/)

You’ll find more information about how Facebook data is used and your setting options here:

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/), as well as here <https://www.facebook.com/about/ads> and here <https://www.facebook.com/privacy/explanation>.

If you would like to revoke your consent for the use of Facebook Website Custom Audiences, you can do so by clicking on the following link: [https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/)

## Email and newsletter

The email address you provided in the order process is used in order to send a shipping confirmation. Other important customer information necessary for the ordering, processing and delivery is also used by our system. In addition, we use your email address to send you regular updates relating to the products you have purchased (software updates, similar products, system expansions, system components) or in order to ascertain your level of satisfaction with the products you have purchased. You may revoke the use of your email address for the above mentioned purposes at any time with future effect without incurring additional costs other than transmission costs according the base rates. To do so, click on the unsubscribe link in the newsletter or send an informal letter per email to [privacy@teufelaudio.com](mailto:privacy@teufelaudio.com) or by post to Teufel Lautsprecher GmbH, Datenschutz, Budapester Straße 44, 10787 Berlin.

We would be happy to regularly send you interesting, customized and carefully curated offers per email. To receive these offers, subscribe to our newsletter during the order process or via the subscription form on our website.

During your visits to our website, we compile an encrypted user profile based on information gathered from your onsite activities. We would like to use this information in order to send you mailings targeted towards your needs. When you subscribe to our newsletter, you declare yourself to be in agreement with the use of the above mentioned information as well as your order history in order to allow customized mailings to be sent to you. Your information will be exclusively used for this purpose and by no means forwarded to third parties. You may revoke the use of your email address for the above mentioned purposes at any time with future effect without incurring

additional costs other than transmission costs according the base rates. To do so, click on the unsubscribe link in the newsletter or send an informal letter per email to [privacy@teufelaudio.com](mailto:privacy@teufelaudio.com) or by post to Teufel Lautsprecher GmbH, Datenschutz, Budapester Straße 44, 10787 Berlin.

### **Payment information**

In order to confirm and process your order, Teufel, or respectively the service company contracted by Teufel to process a payment, requires information regarding your bank account details and/or credit card, provided you don't opt to pay via cash-on-delivery. This information is temporarily stored by Teufel when necessary until the sale contract has been fulfilled in full by both parties.

Teufel, or respectively the service company contracted by Teufel to process a payment, will only use the information provided for completing contracts with the customer. The information will not be transferred to third parties, and strict precautions are taken to protect it from access by third parties.

### **Right to disclosure**

Pursuant to the German Federal Data Protection Act, you have a right to free of charge information on your stored data and, if applicable, you are entitled to have this data amended, blocked or deleted.

### **Contact person for privacy issues**

If you have questions concerning the collection, processing or use of your personal data – or to request information, disclosure, rectification, locking or deletion of such data, or if you wish to revoke any prior consent – please contact:

Marco Tessendorf (external Data Protection Officer)  
Lautsprecher Teufel GmbH  
Budapester Str. 44  
10787 Berlin, Germany  
E-Mail: [privacy@teufelaudio.com](mailto:privacy@teufelaudio.com)

### **Revocation of prior consent**

Please be aware that you can withdraw your expressed consent at any time with application to the future.

### **Declaration of acknowledgement and consent**

You may have expressly consented or confirmed to the points listed below during the process of placing your order.

#### ***Acknowledgement of privacy notice***

I have read and am in agreement with the data privacy statement.

#### ***Newsletter***

I consent to the receipt of the newsletter from Lautsprecher Teufel GmbH containing product offers, practical tips and surveys that have been customized for me. My consent can be revoked at any time.

#### ***Customer account registration***

Yes, I want to register for future orders - please include my information in your customer data base.

### **Privacy Statement for the use of Raumfeld products**

We appreciate your interest in our Raumfeld devices and the Raumfeld App. Protecting your privacy is very important to us. Hereinafter, we provide detailed information about how your data is handled.

## **Security with Raumfeld: collection, processing, use and disclosure of personal data**

We use your personal information solely in accordance with the following provisions and in compliance with relevant regulations of the German Federal Data Protection Act (BDSG) and the German Telemedia Act (TMG).

Only the personal data and information, which is required for communication between the device and Raumfeld infrastructure, shall be collected, processed and used by Raumfeld.

- Device type,
- Device ID,
- Device version,
- Installation ID (which devices are combined),
- Active music services and their accumulated duration of use,
- Device addresses (IP).

Unless you have specifically consented to the further use of your data, for example, to be sent our newsletter or automatic reports (see 'Help us to improve Raumfeld'), we use this data to optimise the use of Raumfeld products and to provide support functions should you need these for using the device.

Since finding devices in local networks is not always reliable, Raumfeld devices use a database in order to find each other, which works through an active Internet connection as well as with problematic routers. The data is also used to allocate appropriate updates to a device and notify you about service information relevant for you, for example, when a music service you use is going to be disabled. We also announce new products or features to you.

Redirecting data which is collected within the European Economic Area to locations outside the European Economic Area is prohibited. Any data collected in North America shall not be redirected to locations outside North America. If data is disclosed to third parties, it shall be disclosed in anonymised and aggregated form, so that no conclusions about who you are can be drawn. This allows us to be able to supply the music services with anonymous and aggregated data on the usage patterns (how long a title is played by each user, when pause, play or skip was pushed) of our common customers.

Your personal data will be encrypted with HTTPS using current and secure online methods. We use technical and organisational security measures to protect your data that we manage against accidental or intentional manipulation, loss, destruction or against access by unauthorised persons.

Lautsprecher Teufel reserves the right to revise the following provisions at any time and without prior notice. For this reason, we recommend you visit the page regularly to familiarise yourself with the privacy policies for Raumfeld devices and the Raumfeld App.

## **Music services**

### **Services without registration**

Certain music services can be used from the Raumfeld App without having to register with the service provider. The body responsible for the collection, processing and use of personal data when using these music services is the respective music service provider and not Lautsprecher Teufel. With respect to this, we refer to the data privacy policy of the respective provider:

- TuneIn: <http://tunein.com/policies/privacy/>

- Napster: <http://de.napster.com/privacypolicy>

## Services with registration

Registration with the respective service provider is required in order to use the services TIDAL, Rhapsody, SoundCloud and Last.fm Scrobbling. Registration can be carried out via the service provider's website/app or optionally via the Raumfeld App. The body responsible for the collection, processing and use of personal data which must be provided upon registration is the respective music service provider and not Lautsprecher Teufel. With respect to this, we refer to the data privacy policy of the respective provider:

- TIDAL: <http://tidal.com/de/privacy>
- Rhapsody: <http://www.rhapsody.com/privacy>
- SoundCloud: <https://soundcloud.com/pages/privacy>
- Last.fm Scrobbler: <http://www.last.fm/legal/privacy>

You must log into the respective music service in the Raumfeld App in order to be able to use it. The account information is stored in our firmware and associated with the system ID. The account information is used to renew the session for the corresponding music service. Your account data shall be deleted if you manually delete your account from the Raumfeld system and thereby disable the music service. As part of the manual and automatic reports, the login data can also be forwarded to us as part of the log data. We use this information only for the purpose stated (see 'Help us to improve Raumfeld'). No data shall be disclosed to third parties.

## Services which can be used independently of the Raumfeld App

In a system which is set up, you can control Raumfeld devices by way of another app. Third-party hardware and software, which is outside our control, is integrated into the Raumfeld system for this purpose. The body responsible for the collection, processing and use of personal data is the respective service provider. We have absolutely no access to the information collected by the service provider. If you use the services Spotify Connect or Google Cast for Audio, these providers have access to audio controls on your Raumfeld devices, for example, volume. For more information, please refer to the data privacy policy of the respective provider:

- Spotify Connect: <https://www.spotify.com/de/legal/privacy-policy/>
- Google Cast for Audio: <https://www.google.com/policies/privacy/>

In order to validate and authenticate existing equipment with regard to the service Google Cast for Audio, we collect your name and email address. We can thus ensure that only real persons register for the service and not bots, etc. This data will not be shared and used for any purpose other than for validation.

The help of a third party 'StreamUnlimited Engineering GmbH' is used to realise Google Cast for Audio functions. It organises and supports the cloud server which is necessary for accessing the audio services of Google Cast for Audio. This third party reserves the right to verify the use of licensed software in terms of its admissibility in order to prevent illegal activities (e.g. the transmission of a copy of the licensed software to a non-licensed device). The identification of the device is carried out using an individual token to which you, by using it, give your consent for monitoring purposes. For monitoring purposes, a protocol of the MAC address, the user's IP address, the brand, model name and firmware version for the monitoring of use is created every time the device is used. You acknowledge that the third party saves and processes this data upon reasonable suspicion of unlawful use for possible analysis. StreamUnlimited is also entitled to transmit the data in an anonymous format to the appropriate developer of one of the licensed software-supported functions if reasonable suspicion of an infringement by the end-user exists.

## Pre-release versions

The following personal data is collected, processed and used by Lautsprecher Teufel upon registering for the pre-

release version of the Raumfeld software: First name, last name and email address Voluntary information also includes your title, phone number and postal address.

This information is collected so that we can get in touch with you in order to better evaluate the pre-release version before it is made publicly available. Your information enables us to optimise Raumfeld software and if necessary rectify any errors which occur. In order for this to be done, however, it's necessary for you to log in as a user. By logging in, your system is linked to you as a person. Participation in a pre-release version is voluntary. 'Help us to improve' automatic reports are always sent to Lautsprecher Teufel when pre-release versions are used. See content of these reports below. The Raumfeld system can also be used if you use the public versions. You can also revoke your consent with effect for the future at any time.

## **'Help us to improve Raumfeld'**

### Manual reports

Should errors occur, you can send manual reports to Raumfeld via your Raumfeld devices and apps. In this case, the following data is transmitted to Raumfeld: Log files (which also includes information on usage behaviour), device IDs, settings, information about the infrastructure, the list of active applications, email addresses and login information for the respective music services (if the log was sent at the time of registering with the music service provider). This personal data and information shall only be used to improve our product and shall not be disclosed to third parties without your express consent.

### Automatic reports

You can also activate the systems (devices, apps, etc.) to send automatic reports. In this case, the same information shall be transmitted to Lautsprecher Teufel as is the case with manual reports (see 'Manual reports'). This personal data and information shall only be used to improve our product and shall not be disclosed to third parties without your express consent. Upon activating this, you consent to the automatic collection, application and use of this information by Raumfeld for the purpose of optimising Raumfeld products.

## **Google Analytics App Tracking**

The Raumfeld App uses Google Analytics, an analysis service of Google Inc. ('Google'). This analysis tool is used to statistically analyse user visits as well as to create pseudonymous user profiles.

Google Analytics uses so-called 'IDs', identifiers which are stored on your device and which enable the analysis of your use of the Raumfeld App. The information generated by the ID on your use of the Raumfeld App are usually transmitted to a Google server in the USA and stored there. In the case of this app having IP anonymisation activated, your IP address shall be truncated by Google within the member states of the European Union or in other states which are party to the Agreement on the European Economic Area. Only in exceptional cases shall the full IP address be sent to a Google server in the USA and truncated there. On behalf of the operator of the Raumfeld App, Google will use this information to evaluate your use of the app in order to compile reports on app activities and to provide other services connected to the app usage and Internet usage to the app operator. The IP address transmitted from your browser by Google Analytics shall not be compiled with other data from Google. IP anonymisation is activated by default in this app.

You can disable the storage of the ID and thus the use of the Google Analytic App Tracking in the Raumfeld App's settings and thereby express your opposition to the use of your data.

## **Email and newsletter**

If you have given your consent to this in the set-up process or in the settings, we shall use your personal information, such as your email address and optionally your first and last name, to keep you regularly updated on new features related to the products you have acquired (software updates, system enhancements, system components) or to consult you regarding your satisfaction with the acquired products. You can revoke the use of



your email address for the aforementioned purposes at any time with future effect without incurring additional costs other than the usual transmission costs at the basic rates. To do this, click either the unsubscribe link in the newsletter or send an informal letter by email to [datenschutz@teufel.de](mailto:datenschutz@teufel.de) or send a letter by post to Lautsprecher Teufel GmbH, Datenschutz, Budapester Straße 44, 10787 Berlin, Germany.

### **Withdraw of consent**

We would like to point out that you can withdraw your expressly given consent at any time with effect on the future.

### **Consent forms and confirmations of acknowledgement**

In the course of the set-up process, if necessary, you expressly give the following consents and confirmations of acknowledgement.

### **Acknowledgement of Data Privacy Policy**

I have read and agree to the Data Privacy Policy ([Link](#)).

### **Newsletter**

I hereby give my consent to receive the newsletter of Lautsprecher Teufel GmbH which offers product recommendations, practical tips and surveys which are suitable for me. I can revoke my consent at any time.

### **Automatic reports**

By activating automatic reports, I hereby give my consent for Lautsprecher Teufel to collect, process and use for the purpose of optimising Raumfeld products.