

## Privacy policy

We process your personal data exclusively in accordance with applicable law, in particular the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (FDPA, new version). The following information explains how we handle your personal data.

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### A. Overview

#### 1. Responsible authority and data protection officer

This privacy policy applies to data processing by Lautsprecher Teufel GmbH, Budapester Straße 44, 10787 Berlin (hereinafter referred to as "Teufel").

Teufel's data protection officer is

Mr Mario Arndt,

DEUDAT GmbH, Zehntenhofstr. 5b, 65201 Wiesbaden

Tel.: +49 611 950008-32

Fax: +49 611 950008-5932

E-mail: [kontakt@deudat.de](mailto:kontakt@deudat.de)

2. Our data protection officer is always available for any questions or suggestions about data protection.

#### 3. Personal data

Personal data is any data that is directly or indirectly attributable to you or that can be attributable to you.

#### 4. Purposes

We process this data primarily for two purposes: the fulfilment of the contract and marketing purposes (advertising, newsletters, analysis of our website and your use). We will not sell or otherwise market your personal information to third parties.

#### 5. Your rights

It's your data! You have various rights in relation to your data that you can assert against us. We clearly signpost these to you in the relevant places. An overview of your rights can also be found here.

#### 6. Your protection

Our entire web presence, i.e. all forms in which you enter data, the ordering process and other functions, are secured by SSL (Secure Socket Layer). This widely used system for protecting data transmissions (this is also used

in online banking) guarantees secure and reliable handling of your data. You can recognise an SSL connection by the "s" at the beginning of the http or by a lock icon on your browser. We also use other suitable technical and organisational measures to protect your personal information.

#### 7. Your contact with us

If you contact us by e-mail or via a contact form, the personal data you provide will be automatically stored. This data, which you voluntarily transmit to us, is stored for the purpose of processing your request or for relevant communication.

## **B. Data processing and purposes | Basic principles and legitimate interests | Receiver |**

### **1. Using our website**

When visiting our website, information is automatically sent from your device to our servers and applications and stored in a so-called log file.

The information is as follows:

- Browser/browser version; operating system, name of your internet provider
- Website, application that brought you to us
- Your device's IP address
- URL and name of the site visited
- Date and time of the server request

This data is processed to provide the technical basis for your connection to the website, the proper display of the website on your device and an evaluation of the system's security and stability. Our legal basis for processing the IP address is therefore our legitimate interest, according to Art. 6 (1) lit. f GDPR. For the above reasons, the log files are deleted after 6 months.

#### Google Web Fonts

For consistent presentation of fonts, our sites sometimes use so-called Web Fonts provided by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA ("Google"). When you visit a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

To do this, the browser you use must connect to Google's servers. As a result, Google learns that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. This constitutes a legitimate interest within the meaning of Art. 6 (1) lit. f GDPR.

If your browser does not support Web Fonts, a default font will be used by your computer.

More information about Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's Privacy Policy: <https://www.google.com/policies/privacy/>.

### **2. Contract initiation and execution**

Teufel sells products in distance and over-the-counter retail. To execute contracts, we will process personal data that you send to us for the purpose of the purchase and its execution. For this, the following data is processed:

- Name, surname
- Billing and delivery address
- E-mail address
- Payment information
- If appropriate date of birth
- If appropriate telephone number

2.1 We process this data on the basis of Art. 6 (1) lit. b GDPR for the performance of a contract. With regard to your e-mail address, we are obliged to process it in order to send you an order confirmation (Art. 6 (1) lit. c GDPR). In addition, your e-mail address will be forwarded to our service provider Parcellab GmbH. This will inform you by e-mail about the shipping status of your delivery. The processing of your e-mail address for this purpose is based on

Art. 6 (1) lit. b GDPR. In addition, we store your IP address for an initiated order. This processing is based on our legitimate interest in protecting us against internet fraud, Art. 6 (1), lit. f GDPR. We delete the IP address for your order after 6 months.

For the shipment of the ordered goods, we transmit name, delivery address and if necessary your telephone number to our logistics service providers and also transport service providers. The telephone number is required for the transport service provider's coordination with you. For the handling of repairs we give your name, address and contact details to our service provider Minitec GmbH. In both cases, the processing of your personal data is to process the contractual relationship with you, in accordance with Art. 6 (1) lit. b GDPR.

If you create a customer account, we process the above data to create your customer account. The legal basis for this is your given consent (Art. 6 (1) lit. a GDPR). You can withdraw your consent to this at any time with effect for the future by e-mailing [unsubscribe@teufel.de](mailto:unsubscribe@teufel.de).

Once the processing of the contract and the purchase price payment are completed, your data will be blocked from further use and deleted after the relevant tax and commercial regulations expire, unless you have explicitly consented to the further use of your data, e.g. for sending our newsletter (see also [E-mail and Newsletter](#)).

## 2.2 Payments

For all payment methods, except payment in advance, we must forward the information required for payment to the payment service providers. This is done exclusively for the fulfilment of the contract, Art. 6 (1) lit. b GDPR.

## 3. Customer service and support

In order to provide you with the best possible customer service before, during and after the order, we use the Zendesk platform's services. Operator is Zendesk Inc, 1019 Market Street, San Francisco, CA 94102 USA. Zendesk aggregates various processes (e-mail, telephone) to a customer so that the previous history is clearly available to us for consultation. If you contact our customer service, these entries will be stored with your request in Zendesk. The processing of your data for these purposes is based either on Art. 6 (1) lit. b or lit. f GDPR, we comply with our contractual obligations, for example, under the guarantee, or we process your data with Zendesk for the traceability and documentation of processes, for the clarification of issues and for the internal evaluation and improvement of our service, in each of which we have a legitimate interest. Zendesk contractually assures us that your personal data will be stored within the EU. However, it is conceivable that parts of this data will be transferred to the USA for service and support purposes commissioned by us from Zendesk. Zendesk is a participant in the so-called EU Privacy Shield. We also signed a standard data protection clause agreement with Zendesk in accordance with Art. 46 GDPR. In addition, Zendesk is one of the few software vendors in the world to introduce so-called Binding Corporate Rules company-wide (available at: <https://d1eipm3vz40hy0.cloudfront.net/pdf/ZENDESK%20-%20BCR%20Processor%20Policy.pdf>) which were approved by the EU Commission, Article 47 GDPR. For more information about data privacy at Zendesk, visit <https://www.zendesk.com/company/customers-partners/privacy-policy/>

The data is stored as long you do not object to its storage.

## 4. Blog's comments function

It is possible to comment on our blog posts. The entered data and the comment are stored by us. The data processing is only for the purpose of publishing the comment. The specified e-mail address will not be published, but may be used only to contact you regarding questions or support and at your request. We store your IP address with your entries in order to be able to pursue unlawful or such posts that violate the rights of third parties and to serve our interest in prosecution and enforcement. The legal basis for this processing is Art. 6 (1) lit. f GDPR. The log files are automatically deleted after 6 months.

## 5. Data processing by and with cookies

Cookies are used on our websites. Unless specified in more detail in the following statements, we use cookies for statistical purposes and for such purposes that should make our websites convenient for you to use. These cookies also allow us to optimise our shop and improve our promotional approach. Insofar as these cookies

process personal data and no other statements are made below, cookies are used on the basis of Art. 6 (1) lit. a GDPR

We use various types of cookies. The cookies set on our websites can be classified as session cookies and temporary cookies in terms of their lifetime.

Session cookies: These cookies will be deleted after your browser program is closed.

Temporary cookies: Depending on the cookie's purpose, its lifetime may be between 24 hours and several years.

A further classification of the cookies can be made according to their purpose. This is how we distinguish between technically necessary cookies, analysis cookies and advertising cookies.

Not all cookies set on our websites are set by Teufel. So a further distinction for cookies must be made between first-party cookies and third-party cookies. The latter are set by Teufel's partners and perform tasks that are intended to provide certain services for us on our websites. More detailed information on the partners and the processing carried out can be found below in the text.

You can prevent the setting of many of the cookies described here and in our Cookie Guidelines. You can also tell your browser through its settings which cookies you would like to accept in principle. You can also delete all cookies after each session. More information can be found here: [Cookie Guidelines](#).

## 6. Competitions

If you participate in our competitions, we process your data provided for this purpose only to conduct the competition. Depending on the competition's form, this includes a prize notification or a message that you did not win. Your data will be deleted after the competition is ended, unless you have, for example, consented to receive the newsletter. If you receive a prize from us and this must be sent to you, we use your data for these purposes as well and pass the data on to shipping service providers. The data processing for our competitions is based on Art. 6 (1) lit. b GDPR.

For the technologies below under 7 and 8 you can also use our cookie page and disable the various technologies with future effect, in addition to the objection or opt-out options of the individual providers and technologies mentioned in the texts.

## 7. Web tracking

We use web tracking or web analysis tools to evaluate your use of our website. Web-tracking technologies are technologies that aggregate site visits into statistical data, allowing us to see how visitors use our websites. We use this data to make our websites user-friendly, to measure reach and to conduct market research. In doing so, we make sure that the tools used, which perform the data processing as our contract processors only according to our instructions, do not merge the collected data about your website visits with personal data. Your IP address will only be stored in a truncated and therefore anonymous form, if it is stored at all. It is important to us to optimise our websites and to collect statistical data on their use. We base the data processing regarding web tracking on your consent according to Art. 6 (1) lit. a GDPR.

The data will be deleted as soon as it is no longer necessary for the purpose of its collection or if you have objected to its use.

### a. Google Analytics

We use Google Analytics and do so on the basis of Art. 6 (1) lit. a GDPR for the evaluation of usage behaviour on our website. Google Analytics is a web analytics service provided by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA ("Google"). Google uses cookies on this website for this web analytics

service. The information generated by the cookie about the use of our online offer by the users is usually transmitted to a Google server in the USA and stored there.

Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offer and to provide us with other services related to the use of this online offer and internet usage. In this case, pseudonymous usage profiles of the users can be created from the processed data.

The data will be deleted after 14 months.

By enabling IP anonymisation on this website, the IP address will be truncated prior to transmission within the member states of the European Union or other signatories of the Agreement on the European Economic Area. The full IP address will only be sent to a Google server in the USA and truncated there in exceptional cases. The anonymised IP address provided by your browser will not be matched with other data by Google within the scope of Google Analytics.

You can prevent the storage of cookies by setting your browser software accordingly; in addition, you may also prevent Google's collection of data generated by the cookie and by your use of the online offer as well as Google's processing of this data by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

As an alternative to the browser plug-in, you can click on this link to prevent the collection by Google Analytics on this website in the future. This stores an opt-out cookie on your device. If you delete your cookies, you must click the link again. You can find more information about data protection in connection with Google Analytics [here](#).

#### b. Webtrekk

In order to collect statistical data on the use of our website and to optimise our content accordingly, we use the services of the company Webtrekk GmbH, Robert-Koch-Platz 4, 10115 Berlin (www.webtrekk.de). Webtrekk GmbH is certified by TÜV Saarland, ISO and eprivacy. The processing of tracking data was checked for data protection compliance and data security in an audit of Webtrekk on site in Berlin and at the hosting location.

The following data is collected:

- Browser type/version,
- Browser language,
- Screen resolution,
- Clicks,
- Cookies in/out,
- Colour depth
- Operating system used,
- Javascript enabled,
- Java in/out,
- Referrer URL,
- IP address (The IP address will not be saved, it is only used once for the purpose of geolocalisation (up to city level) and then deleted.)
- Time of access,
- Request (file name of the requested file),
- Anonymised form content (e.g., whether or not a phone number has been provided).
- Information about your orders: purchased products, order value, order time stamp, order ID, delivery city, delivery country
- City, country, region, internet provider

Anonymous usage profiles are formed from the data, which then form the basis for web statistics. Direct personal reference is not possible at any time. The collected data will not be merged with the user's pseudonym without their consent.

The data collection and storage by Webtrekk can be objected to at any time with effect for the future. Please visit the following link: <http://www.webtrekk.com/index/datenschutzerklaerung/opt-out.html>.

A cookie named "WebtrekkOptOut" will be stored on your computer. Please note that this objection only applies as long as you do not delete this cookie or until its expiry after 5 years.

Please also note that deleting all cookies on your computer also deletes this opt-out cookie.

If you visit our website with different devices, e.g. your mobile phone and your laptop, then Webtrekk is able to identify and process your activities in our shop across the different devices by means of a pseudonym. This increases Webtrekk's analysis quality, which means that the evaluation of advertising campaigns as well as the determination of our shops' reach can be better implemented. By means of so-called hash functions, your e-mail address will be converted to a pseudonym, and Webtrekk also adds a random ID to it - any references to persons in the profile created in this way is therefore excluded.

Would you like information about your data stored by Webtrekk? You can visit the following link (SHOW EID) at any time to query your Ever-ID and thus your data stored by Webtrekk. Please make a note of both displayed IDs (EID, Cookie-ID) and send them by e-mail to [datenschutz@teufel.de](mailto:datenschutz@teufel.de). Of course, in addition to the information, you can request the deletion of your data stored by Webtrekk at any time. Please inform us of this in your e-mail.

#### c. exactag

exactag GmbH ([www.exactag.com](http://www.exactag.com)) processes information on behalf of Teufel about visitors to our website and about visits to Teufel online ads. exactag collects information about the user for the evaluation of our advertisements and our website. This includes, for example, the following information: browser, product viewed, landing page, from which advertisement the user came, time of activity, user's city/country/region. exactag does not receive or use any personal information about the user. exactag sets cookies and uses fingerprinting technology to identify users. Fingerprint technology (also called IPless-Key) stores the internet browser's environment variables in a database without storing unique user-related data such as IP addresses. The cookies and/or the fingerprint allow the identification of the internet browser. By collecting and evaluating the data described, Teufel can evaluate the effectiveness of its advertisements and optimise them if necessary. If exactag collects the users' IP addresses, these will be anonymised after determining the user's city/country/region and stored only in this anonymised form. We also use exactag's cross-device tracking technology. If you are visiting our website on different devices and log in to us with different devices, we will recognise you on the devices and can thus store the collected information, e.g. from your mobile phone as well as your PC, to a single profile.

You can object to exactag's data usage at any time with future effect by clicking on the following link: <https://www.exactag.com/en/confirmation/> Your details will be deleted as soon as they are no longer necessary for the purpose of their collection or if you have objected to the data collection.

#### d. Optimizely

The web analysis service "Optimizely" from the supplier Optimizely Inc., 631 Howard Street, Suite 100, San Francisco CA 94105 is used on our domains [www.teufel.de](http://www.teufel.de), [www.teufelaudio.nl](http://www.teufelaudio.nl) and [www.teufelaudio.at](http://www.teufelaudio.at). With the help of this service we carry out A/B and multivariate tests. From the results of such tests, we hope to gain insight into how we should best lay out the website. Optimizely analyses your website usage. The analysis is done by setting a cookie on your computer. By means of this Optimizely cookie you will be recognised as a user of the website and non-personal data will be collected about your usage behaviour. This data is transmitted to a server in the USA and stored there. There is no storage of your full-length IP address; IP anonymisation is enabled on this website. The IP address is truncated before being stored. The IP address is not combined with collected usage data. You can object to Optimizely's analysis of your usage behaviour and the collection and storage of data required for it at any time with future effect by clicking on the following link and following the instructions there: [https://www.optimizely.com/opt\\_out/](https://www.optimizely.com/opt_out/) If you delete all cookies on your computer later, you must repeat the process, because the opt-out is ensured by means of a cookie.

#### e. Mouseflow

On the domain [www.teufelaudio.com](http://www.teufelaudio.com) we use the web analysis tool "Mouseflow" from Mouseflow ApS, Flaesketoerret 68, 1711 Copenhagen, Denmark. Mouseflow records randomly selected user visits on the domain [www.teufelaudio.com](http://www.teufelaudio.com) in relation to the user's mouse movements and click behaviour. The recording takes place

exclusively with anonymised IP addresses. With the help of these records, which are later played back through Lautsprecher Teufel, we draw conclusions about how we can make our website better. We can not draw any conclusions about you as a person with this record. The information collected is not personal. If you do not want a record in any case, you can object to the data collection at [www.mouseflow.de/opt-out/](http://www.mouseflow.de/opt-out/) at any time with effect for the future.

## **8. Online advertising**

As a direct sales company whose sales are almost exclusively online, we depend on internet advertising and advertising approaches to customers and interested parties. When selecting the technologies used, we attach great importance to meeting these high data protection standards. The providers of the respective tools, as our processors, are subject to our instructions regarding data processing. We also select the service providers according to how they process your data. For the services described below, we collect the personal data specified in each case on the basis of your consent in accordance with Art. 6 (1) lit. a GDPR.

### **a. Tealium Tag Management**

Teufel uses "Tealium IQ" from Tealium Inc., 11095 Torreyana Road, San Diego, CA 92121. This tool allows us to control all pixels and cookies contained therein. Tealium also controls the cookie configurations that you have set on our website. With this tool we can determine when a pixel or cookie should be loaded and what data should be transmitted to it. Tealium IQ itself does not come into contact with the data, but files a cookie with you.

The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

### **b. Peerius**

With the help of the Peerius service from Peerius GmbH, Geneststraße 5, D-10829 Berlin, the offers in our shop are aligned to your interests on our web pages. For this, your user behaviour will be analysed and then suitable product recommendations and other relevant graphics and banners will be displayed. Your user behaviour consists of such data as your last shopping cart (content), visited categories in the shop, visited products. If you are a newsletter subscriber, the insights into your user behaviour will also be used to show you individually tailored product recommendations in the newsletter. The categorisation of your user behaviour takes place via a cookie that you have filed. Peerius does not store any of your personal data, even your IP address is only stored in a truncated and therefore anonymous version.

The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

### **c. Google-AdWords**

Teufel uses Google AdWords, a Google Inc. service. Google AdWords is an internet advertising service that allows advertisers to run advertisements in both Google's search engine results and the Google advertising network. Google AdWords allows us to pre-define certain keywords that will display an advertisement in Google's search engine results only when the user uses the search engine to retrieve a relevant keyword search result. Advertisements are distributed on relevantly themed web pages in the Google advertising network using an automated algorithm and according to the pre-defined keywords. The purpose of Google AdWords is to promote our website by inserting interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine.

If you reach our website via a Google ad, we will file a conversion cookie with you. The conversion cookie allows both us and Google to understand whether a data subject who came to our website via an AdWords ad generated revenue, i.e., completed or cancelled a purchase. Then we can measure and, if necessary, optimise the success of our AdWords ads.

The conversion cookie stores personally identifiable information, such as the web pages visited by the data subject. Each visit to our website transfers personal information, including the IP address of the internet connection used by the data subject, to Google in the United States of America. This personal information is stored by Google in the United States of America. Google may transfer such personal data collected through the technical process to third parties.

Teufel has set a cookie lifespan of 30 days. At Google, your data will be deleted by anonymisation after 18 months at the latest.

You may object to interest-based advertising by Google. Visit [www.google.com/settings/ads](http://www.google.com/settings/ads) and make the desired settings there.

#### d. Google Remarketing

Teufel uses Google Remarketing, a service provided by Google Inc., which makes it possible to display advertisements to internet users that have previously visited our websites. The integration of Google Remarketing allows us to create user-oriented advertising and thus to show the internet user interest-relevant advertisements that are tailored to their individual interests.

By using a cookie, Google will be able to recognise a visitor to our website if they later visit other websites that are also members of the Google advertising network. With each visit to a website on which Google Remarketing's service has been integrated, the data subject's internet browser automatically identifies itself to Google. As part of this technical process, Google receives information about personal data, such as the user's IP address or surfing behaviour, which Google uses to display interest-relevant advertising, among other things.

The cookie is used to store personal information, such as the websites visited by the data subject. Each visit to our website transfers personal information, including the IP address of the internet connection used by the data subject, to Google in the United States of America. This personal information is stored by Google in the United States of America. Google may transfer such personal data collected through the technical process to third parties.

Teufel deletes your data after 540 days at the latest; at Google your data will be deleted after another additional 7 days.

You may object to interest-based advertising by Google. Visit [www.google.com/settings/ads](http://www.google.com/settings/ads) and make the desired settings there.

#### e. Criteo

Information about website visitors' surfing behaviour on our pages and online offers is collected through the technology of Criteo (Criteo GmbH, Unterer Anger 3, 80331 Munich) for marketing purposes in an anonymous form and cookies are set for this purpose. This allows Criteo to analyse the surfing behaviour and then display targeted product recommendations as a suitable banner ad when other websites are visited. The anonymous data can never be used to personally identify the website visitor. The data collected by Criteo will only be used to improve the advertising offer. We also use Criteo's cross-device tracking technology. Criteo uses this to recognise you on different devices and display advertisements that would interest you on your mobile phone as well, for example.

Each banner displayed has a small "i" (for information) on the bottom right, which opens on mouse roll-over and a click leads to a page where the system is explained and an opt-out is offered. When clicking on Opt-Out, an opt-out cookie is set, which will prevent the display of these banners in the future. There is no other use or disclosure to third parties.

You can get more information from Criteo and object to its anonymous analysis of your surfing behaviour at <https://www.criteo.com/privacy/>. Your data will be deleted as soon as it is no longer necessary for the purpose of its collection or if you have objected to the data collection.

#### f. Facebook Pixel

We use the "Facebook Website Custom Audiences" tool. By means of a pixel integrated on this website, we mark you as a user of our website. No personal data will be collected or used for this purpose. Facebook can recognise you using this pixel when visiting the Facebook website. Information about your visit to our website will be forwarded to Facebook without personal reference for analysis and marketing purposes. The information transmitted to Facebook is a non-reversible and non-personal checksum, which is based on your usage data. There is no transmission of further or other data in the context of this technology.

You can find out more about Facebook's data handling and also change your settings, among other things, here: [https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/), or <https://www.facebook.com/about/ads> or here <https://www.facebook.com/privacy/explanation>. If you wish to opt out of 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/)

You can also object by selecting the "disable advertising cookies" option on our [Cookie page](#).

Your data will be deleted as soon as it is no longer necessary for the purpose of its collection or if you have objected to the data collection.

#### g. Performance Media

With the help of the provider Performance Media Deutschland GmbH, Gorch-Fock-Wall 1a, 20354 Hamburg, Germany, advertising campaigns for our products are displayed on other websites. For this purpose, Performance Media sets a cookie when you visit our website and uses this cookie to recognise you on other websites and display advertising for Teufel. You can object to the processing of your data by Performance Media at any time with effect for the future by using the opt-out offered here <http://www.performance-media.de/opt-out>. If you do not explicitly object, the data will automatically be deleted after 180 days.

#### h. BingAds

We use the services of the remarketing tool BingAds. This company is operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. If you arrive on our website via Bing or Yahoo, a cookie is set before your arrival. The stay on our website is recorded in this cookie. If you leave our website, you will see advertisements about Teufel. We also detect when you reach us by clicking on an advertisement from another website. We also use Microsoft's cross-device tracking technology. Microsoft uses this to recognise you on different devices and to display advertisements of interest to you on your mobile phone as well, for example. Only non-personal data, such as your browser, operating system and duration of stay on our website, are processed for this purpose. Data that could allow conclusions to be drawn about you will only be processed in a pseudonymised form. You can object to BingAds' data processing with effect for the future by changing your settings for interest-based advertising via the following link:

<https://advertise.bingads.microsoft.com/en-gb/resources/policies/microsoft-bing-ads-privacy-policy>

Your data will be deleted as soon as it is no longer necessary for the purpose of its collection or if you have objected to the data collection.

#### i. Emarsys

Your stay on our website is detected through cookies set by Emarsys (Emarsys GmbH, Hans-Fischer Straße 10, 80339 Munich). Your behaviour in our shop is stored on the set cookie, e.g., which pages/products you have viewed. Provided that you have subscribed to the newsletter, this data may be used by us to show you only advertisements that are relevant to you in the newsletter. The merging of cookie data and the newsletter takes place via pseudonyms, which are created by means of a so-called hash function.

#### j. Zoobax

With the help of the provider Zoobax, Kainzenbadstr. 10, 81671 Munich, we operate affiliate marketing. This is an area of online marketing in which website operators place advertising links from Teufel on their websites and receive commission on any subsequent successful purchases by a customer. Zoobax sets a cookie on the computer of the customer (visitor) to correctly record sales. Zoobax Tracking Cookies store the order numbers, the value of the goods and, if applicable, the name and amount of a redeemed voucher. This data is required for the payment transaction via affiliate marketing.

The data collection is based on our legitimate interest to settle our affiliate partners' remuneration claims in accordance with Art. 6 (1) lit. f GDPR. The data will be deleted as soon as it is no longer necessary for the purpose of its collection or if you object to the data use.

If you do not wish these cookies to be stored, please disable the acceptance of the analysis cookies at

<https://www.teufelaudio.com/uk/cookie-guidelines.html>.

## 9. E-Mail and Newsletter

We use your e-mail address, in addition to the above indicated purposes, for the following purposes too.

### a. Advertising for own similar products and customer satisfaction

In accordance with our instructions provided when collecting the e-mail address in the ordering process, we are allowed to send you advertising for Teufel's own similar products and to ask you once after a purchase about your customer satisfaction. You can object to the use of your e-mail address for this purpose at any time by sending a message to [unsubscribe@teufel.de](mailto:unsubscribe@teufel.de) or via a link in the e-mail with effect for the future.

### b. Newsletter

If you have given us your consent and have subsequently clicked on the confirmation link sent (Double Opt-In procedure), you will regularly receive our newsletter with product recommendations, practical tips and surveys. Based on your consent, Art. 6 (1) lit. a GDPR, we use your e-mail address, your usage behaviour in the newsletter and purchasing behaviour in the shop to store a personal profile to your e-mail address and to suggest only those offers that are of interest to you within the newsletter. For this purpose, the newsletters contain a tracking pixel - a miniature graphic that triggers a server request so a log file can be written.

Your e-mail address will be deleted as soon as it is no longer necessary for the purpose of its collection. Your e-mail address will therefore be stored as long as the subscription to the newsletter is active. For the dispatch of the newsletter and the alignment to your interests we use the help of the service provider Emarsys, Hans-Fischer Straße 10, 80339 Munich. You can withdraw your consent to receive the newsletter at any time with effect for the future at [unsubscribe@teufel.de](mailto:unsubscribe@teufel.de) or via a link in the mail.

### c. Product and Shop Reviews

If, after completing your order, you gave us your consent to offer you various opportunities to review our shop or our products by e-mail, we will also process your e-mail address for this purpose, relying on your consent, Art. 6 (1) lit. a GDPR. Your consent to receive this e-mail can be withdrawn at any time with effect for the future at [unsubscribe@teufel.de](mailto:unsubscribe@teufel.de) or via a link in the e-mail.

## 10. Google Maps

Our website has an API (software interface) that allows us to use Google Maps. Google Maps is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. We use Google Maps to display interactive maps and route plans that assist our users in locating and finding our stores.

Use of the functions offered by Google Maps requires the storage of your IP address. This information is usually transmitted to a Google server in the USA and stored there. The operator of this website has no control over this data transmission.

The use of Google Maps serves the purpose of assuring an appealing presentation of our online and offline offers and to make finding the locations specified on the website easier. This represents a legitimate interest in the meaning of Article 6 (1, lit. f) GDPR. In the course of such data processing, our cooperation with Google is based on a joint data controller agreement in accordance with Art. 26 GDPR, which can be accessed here (<https://privacy.google.com/intl/de/businesses/mapscontrollerterms/>).

More information about data protection by Google can be found the following link: <https://www.google.de/intl/de/policies/privacy/>

## 11. Data processing for Radio 3sixty App

Radio 3sixty uses an app provided by our partner Frontier Smart Technologies Ltd. The app's data protection statement can be found at: <https://www.frontiersmart.com/product-privacy-policy-en#.XOey2S9Xai5>

## 12 . Data processing for Holist

Holist uses an app provided by our partner Linkplay Technology Inc. The app's data protection statement can be found at: <http://linkplay.com/privacy-policy/>

### **13. Data processing via voice-controlled devices**

Some of our devices are voice-controlled (e.g. via the Alexa voice service from Amazon Europe). The voice service providers will process personal data when the voice-control function is activated. The processing of personal data is necessary for the seamless functioning of the voice control or direct control functions. Please check with the relevant provider to learn more about the scope and legal basis of data processing and the terms of use for the respective voice service.

Our company, Lautsprecher Teufel, does not have remote access to the voice and audio signals after activation of the respective voice service. The ambient noise is only stored locally in the device buffer memory for a few seconds as an infinite loop and is constantly overwritten with new ambient noise. Voice and audio signals will only be recorded when the device detects an activation command for the respective voice service. The recording will be stored in a software solution of the respective voice service provider and processed exclusively by that provider. Our company does not have access to any of the voice and audio recordings. The data is processed in the sole responsibility of the respective voice control provider (e.g. Amazon). Please check with the relevant provider with respect to the scope, purposes and legal bases of the data processing.

Our partner Linkplay Technology Inc. will also process personal data that is collected by the voice-controlled devices. The relevant data protection statement can be found at: <http://linkplay.com/privacy-policy/> Our company does not have access to these data.

### **C. Data processing for Teufel Streaming**

If you use a streaming device from us (Teufel Streaming, or formerly Raumfeld), data from the devices or the corresponding app about the devices' use will be processed.

The processed data is:

- Device type,
- Device ID,
- Device version
- Installation ID (which devices are associated),
- Device addresses (IP), these are stored only in anonymised form

We use this data for various purposes. The data is a prerequisite for the functioning of the product: the app must recognise the devices, the devices must recognise each other and "know" which network they are in. Because finding devices on local networks is not always reliable, Teufel Streaming devices use a database to find each other. Furthermore, the data will be used to assign the appropriate updates to a device and to provide you with important technical information regarding the music services you use. The basis of this data processing is therefore Art. 6 (1) lit. b GDPR.

In addition, we also process the data provided to optimise our products and our support. Conclusions about you as a person are not possible. This processing is based on our legitimate interest to further develop our products, to correct errors and also to create usage statistics and is therefore based on Art. 6 (1) lit. f GDPR. The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

If usage data is passed on to third parties, this will only be done in anonymous and aggregated form. Your data will be encrypted over the internet using HTTPS.

#### **Music services**

##### **Services without registration**

You can use certain music services from an app without registering with the provider. The responsible authority for the collection, processing and use of the personal data when using these music services is the respective music service provider and not Teufel. Please refer to the privacy policy of the respective provider:

- TuneIn: <http://tunein.com/policies/privacy/>
- Napster: <https://gb.napster.com/privacypolicy>

### Services with registration

For the use of the services TIDAL, Rhapsody, SoundCloud and Last.fm Scrobbling a registration with the respective provider is required. Registration can be made via the provider's website/app or optionally via the app. The responsible authority for the collection, processing and use of the data to be entered in the registration is the respective music service provider. Please refer to the privacy policy of the respective provider:

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

Logging in to the app is required to use the respective music services. The account data is stored in our firmware and associated with the system ID. The account details will be used to renew the session with the appropriate music service. If you manually remove your account from the Teufel Streaming System and disable the music service, your account information will be deleted. As part of the manual and automatic reports, the log-in data can also be transmitted to us as part of the log data. We use this data only for the stated purpose. It is not transmitted to third parties.

### Services used independently of the app

Once a system is set up, you can also control the Teufel Streaming devices from another third-party app. For this purpose, the Teufel Streaming system's third-party hardware and software will be integrated, which is not under our control. The responsible authority for the collection, processing and use of personal data is the respective provider. We have no access to the data collected by the provider. If you use the Spotify Connect or Google Cast for Audio services, these providers will have access to your Teufel Streaming devices' audio controls, such as the volume. For further information, please refer to the respective provider's privacy policy:

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

To validate and authenticate existing devices for the Google Cast for Audio service, we collect your name and email address. This is how we make sure that only people sign up for the service and not bots or anything similar. These data will not be shared or used for any purpose other than validation. Data collection is therefore carried out in accordance with Art. 6 lit. b and f GDPR. The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

The Google Cast for Audio functionality is realised with the help of a third party "StreamUnlimited Engineering GmbH". This organises and supports the cloud server necessary to access the Google Cast for Audio's audio services. This third-party provider reserves the right to check the use of the licensed software for legitimacy in order to prevent illegal activities (e.g. the transfer of a copy of the licensed software to a non-licensed device). The identification of the device takes place via an individual token, the use of which you consent to for checking purposes. For monitoring purposes, each time the device is operated, the MAC address, the user's IP address, brand, model name, and firmware version are logged to observe usage. You acknowledge that the third-party provider may store and process this data for reasonable suspicion of unlawful use. StreamUnlimited may also submit the data in an anonymous format to the appropriate developer of a function supported by the licensed software if there is reasonable suspicion of an infringement by the end user. The processing of your personal data takes place on the basis of our legitimate interest in the prosecution of legal violations in accordance with Art. 6 (1) lit. f GDPR. The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

### Manual Reports

In case of problems, you can send reports manually to Lautsprecher Teufel via your Teufel Streaming devices and apps. In this case the following data will be transferred to us: log files (which also contain information about usage behaviour), device IDs, settings, information about the infrastructure, list of active programs, e-mail addresses and log-in data for the respective music services (if the log was sent at the time of registration with the music service ). This personal data and information will only be used to optimise our product and will not be shared with third parties without your express consent. The processing of the data is based on your consent according to Art. 6. (1) lit. a GDPR. The data will be deleted after 6 months.

### Automatic Reports

You can also enable the systems (devices, apps, etc.) to automatically send reports. In this case, the same data as the manual reports will be transferred to Lautsprecher Teufel (see manual reports). This data and information is used only for the purpose of optimising our product and will not be disclosed to third parties without your express consent. By enabling you consent to the automatic collection, processing and use of this data by us for the purpose of optimising Teufel Streaming products. The processing of the data is based on your consent according to Art. 6. (1) lit. a GDPR. The data will be deleted after 6 months.

## **6. Google Fireplace Analytics tracking via Teufel Streaming**

Our app uses the Google Firebase service provided by Google Ireland LTD, Gordon House, Barrow Street, Dublin 4, Ireland Google Firebase is a platform for developers of apps for mobile devices and websites and offers numerous functions. We use the “Firebase Analytics” service, which allows us to analyse the use of our services. Google Firebase assists us in capturing data about the interactions of our users. Certain events, e.g. when the app is launched for the first time, when it is uninstalled, updated or when it crashes, as well as the frequency, manner and method (click paths) of using the app are captured. Certain general interests of users are also captured and analysed, but without any references to individual persons.

Google Firebase uses so-called “IDs”, which are identifiers that are stored on your device and allow for an analysis of your use of the app. The information generated by the IDs is usually transmitted to a Google server in the USA and stored there. If IP anonymization is activated for this app, Google will truncate your IP address in a member state of the European Union or a signatory state to the Agreement on the European Economic Area before transmitting the data. IP anonymization is always activated for this app.

The information processed with the help of Google Firebase will in certain cases be used in combination with other Google services, e.g. Google Analytics and the Google marketing services. If this is the case, only pseudonymised information, such as the Android Advertising ID or the Advertising Identifier for iOS, will be used to identify mobile devices of users. Further information about the use of data for marketing purposes by Google can be found on the following information page: <https://www.google.com/policies/technologies/ads>; Google’s data protection statement can be found at: <https://www.google.com/policies/privacy>

The legal basis for using the data is our legitimate interest pursuant to Article six (1, sentence 1 lit. f) GDPR. (i.e. our interest in analysing and optimising our apps and in their economically efficient operation). Users who would like to object against targeted advertising by Google marketing services can use the optional settings and opt-out methods provided by Google: <http://www.google.com/ads/preferences>. Users may also deactivate Google Firebase tracking under the menu item (settings/system information/analytics).

Google is certified under the Privacy-Shield treaty, which warrants a level of data protection that complies with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

### **Google Analytics via Teufel Streaming**

The app also uses Google Analytics, a web analysis service provided by Google Ireland LTD, Gordon House, Barrow

Street, Dublin 4, Ireland („Google“). This analysis tool is used to carry out statistical analyses of user interactions. The analysis is based on the analysis data received from Google Firebase and does not entail the collection of any additional data by Google Analytics. We use Google Analytics exclusively for the purpose of obtaining a better analysis of the data collected by Google Firebase.

Google Analytics is deactivated automatically when app tracking is deactivated as described above. **E-mail and Newsletter**

If you have given your consent to this in the setup process or in the settings, we will use your e-mail address and optionally your first name and surname to keep you up-to-date on any new features relating to the products you have purchased (software updates, system extensions, system components) or to ask you about your satisfaction with the purchased products. You can object to the use of your e-mail address for the above-mentioned purposes at any time with effect for the future. To do this, either click on the unsubscribe link in the newsletter or send an informal letter by e-mail to [unsubscribe@teufel.de](mailto:unsubscribe@teufel.de). The processing of your data is based on Art. 6 (1) lit. a GDPR. Your data will be deleted immediately after the consent is withdrawn.

## D. Your rights

In addition to the rights already described for the respective processing, you also have the following rights if the relevant legal requirements apply.

### 1. Right to information

According to Art. 15 GDPR you have the right to obtain information in particular about the purposes for which we process data, which categories of personal data are processed, who may be the recipient of this data and how long we store this data. You also have the right to request information about whether your personal information has been transferred to a third country or an international organisation and what the appropriate guarantees are for the transfer.

### 2. Right to rectification

You have a right to demand that we correct incorrect or incomplete data in our systems, Art. 16 GDPR.

### 3. Right to deletion

This right (Art. 17 GDPR) assures you of the possibility of having data stored with us deleted. We always comply with this request to the desired extent if no statutory retention periods are to be observed.

### 4. Right to restriction

You can demand that we restrict the processing of your data if: the accuracy of the data is disputed by you; the processing is unlawful, but you refuse its deletion; if we no longer need the data, but you need it for asserting, exercising or defending legal claims, or you have filed an objection to the processing in accordance with Art. 21 GDPR.

### 5. Right to data portability

According to Art. 20 GDPR, you have the right to receive selected data about you stored in a common, machine-readable data format, or to request the transfer of this data to another responsible person.

### 6. Right to lodge a complaint

You always have the right to lodge a complaint with a supervisory authority. The competent authority is the one in your usual place of residence or the authority responsible for our company's headquarters. The responsible supervisory authority for Lautsprecher Teufel GmbH is the Berlin

Commissioner for Data Protection and Freedom of Information, Friedrichstr. 219, 10969 Berlin, Tel: 030 138890, Fax: 030 2155050, e-mail: [mailbox@datenschutz-berlin.de](mailto:mailbox@datenschutz-berlin.de)

### 7. Right to object

In addition to the respective objection rights described above regarding the processing of your data for advertising purposes, you have a general right to object to data processing, which we carry out based on Art. 6 (1) f) GDPR. We are then obliged to comply with your objection if you give us reasons of overriding importance.

### 8. Right to withdraw consent

You may withdraw your consent to the processing of your personal data with effect for the future at any time.

