

HEOS PRIVACY POLICY

Introduction

The HEOS App is offered by D&M Holding US Inc. ("D&M US", "we" or "us"). D&M US is the data controller within the meaning of the applicable data protection laws. We recognize privacy and security as being a concern for individuals using the HEOS App. As a user of the HEOS App, we want to make you comfortable with our privacy practices and the security measures we take to protect your personal information. Personal information is any data that can be traced back directly or indirectly to an identified or identifiable individual.

With this privacy statement ("Statement") we inform you on our privacy practices and security measures concerning your personal information collected when you download and use the HEOS App.

If we decide to change this Statement, such changes will be included in the HEOS App itself and on our website(s), so please check back periodically to ensure you are aware of the most current Statement.

What personal information is collected?

You may use the HEOS App with or without a HEOS Account. Depending on how you use the HEOS App, different types of personal information may be provided by you or collected by the HEOS App.

Using the HEOS App without a HEOS Account

If you choose not to create a HEOS Account, we may process the following personal data: your computer's unique internet protocol (IP) address and the serial number of your HEOS product. If you purchase or connect more HEOS products or services to your system we may process information in relation to these additional products or services.

Next to that, we enable you to create playlists or access music services whose content comes through the HEOS App. We may keep a history of your use of the HEOS App that may include listings of content played, playlists and a record of which services you used.

Using the HEOS App with a HEOS Account

In addition to your IP address, product information, and playlist information, we will process the following information when you create a HEOS account: your name, e-mail address, log in details, gender, country location, device details (model, mac address, update activity) and playback tracking (used for the 'history' feature of the HEOS App).

For what purposes will your personal data will be used?

We may use your personal data as listed above for:

- providing products and services to you;
- to maintain contact with you;
- to optimize our products and services;
- for (direct) marketing purposes;
- market research;
- customer service and handling complaints/disputes;
- the performance of audits, such as accounting audits;
- to meet with statutory obligations.

Who has access to the information?

Next to D&M US your data will also be processed by our affiliates in the Netherlands, Germany and Ireland in their position as data processors. In accordance with our instructions they may process your personal data for providing you assistance with the use of the HEOS App. Furthermore, these affiliates may also act as data controllers in accordance with the local data protection laws. In their position as data controllers they may contact you regarding products and services which may be of interest to you, provided you have given your consent to do so or you have previously requested a product or service from us.

We may also instruct trusted third parties to perform services in respect of the processing of your personal data on our behalf. For example, when you use the HEOS App we will utilize third party servers in order to store or provide you with information such as music content or other content that may be streamed from our servers to your D&M products. With any of our affiliates and trusted third parties acting as data processors, we have data processing agreements in place in accordance with the applicable laws.

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Transfer of your personal data

We may transfer your personal information to servers located outside the country in which you live. You should be aware that many countries do not afford the same legal protection to personal information as you might enjoy in your country of origin. While your personal information is in another country, it may be accessed by the courts, law enforcement and national security authorities in that country in accordance with its laws. Subject to such lawful access requests, we promise that anyone processing your personal information outside your country of origin is required to implement measures to protect it and is only entitled to process it in accordance with our instructions.

Security measures

No data transmission can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, D&M US cannot ensure or warrant the security of any information you transmit to us using the HEOS App, and therefore you use the HEOS App at your own risk. Once we receive your personal information, we use our best effort to ensure its security on our systems, to protect it against loss, misuse or alteration.

When you give us personal information, that information may be electronically sent to servers outside of the country where you originally entered the information. In addition, that information may be used, stored and/or processed outside of the country where you entered that information. Whenever D&M US (or a third party engaged by us to that purpose) handles personal information, regardless of where this occurs, it takes steps to ensure that your information is treated securely and in accordance with the relevant laws and regulations, conditions and this Statement.



Your rights and contact

If you have any questions or concerns about privacy, or if you would like to review, correct or change any personal information you have provided, please contact us by using the contact details mentioned below.

If you reside in the Netherlands:

D&M Europe B.V.
Beemdstraat 11
5653 MA Eindhoven
The Netherlands
Tel. +31 (0)40 2507844
E-mail address: privacy@denon.eu
Chamber of Commerce number: 17073774
VAT number: NL 800.594.757 B 01

If you reside in Germany:

D&M Germany GmbH
An der Kleinbahn 18
41334 Nettetal
Germany
Tel: +49 21 571 20836
E-mail address: privacy@denon.eu
VAT number: 115/5708/0144

If you reside in Ireland:

D&M Audiovisual Ltd.
1 Lanyon Quay
BT13LG
Belfast
United Kingdom
Tel: +44 289 0279831
E-mail address: privacy@denon.eu
VAT number: GB 207 8170 71

If you reside in any other country:

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