

Privacy Policy for the cloud-based Device Management Platform Sennheiser DeviceHub

1. Introduction

We appreciate your interest in the Device Management Platform Sennheiser DeviceHub. Protecting your personal data is important to us. The Device Management Platform (hereinafter referred to as "DeviceHub") is a service provided by Sennheiser electronic SE & Co. KG (hereinafter referred to as "Sennheiser"), which can be accessed via the website <https://devicehub.sennheiser.com> or via the Sennheiser Customer Portal.

In this privacy policy, we inform you about the nature, scope, and purpose of the collection and use of personal data when accessing and using DeviceHub.

2. Data Controller

The data controller within the meaning of the General Data Protection Regulation (GDPR) is:

Sennheiser electronic SE & Co. KG
Am Labor 1
30900 Wedemark
Germany
Email: info@sennheiser.com

3. Data Protection Officer

If you have any questions about data protection and this privacy policy, you can also contact Sennheiser's data protection officer:

Contact form: <https://www.dsextern.de/anfragen>

DS EXTERN GmbH
Dipl.-Kfm. Marc Althaus
Frapanweg 22
D-22589 Hamburg

4. Data Processing during registration for a user account and access to Sennheiser DeviceHub

When registering for the user account and accessing DeviceHub the following personal data:

- First name
- Last name
- E-Mail address

The aforementioned data is necessary to generate a user account and to provide you with access to DeviceHub. The processing of this data is based on Art. 6 para. 1 lit. b) GDPR for the

performance of a contract or to take steps prior to entering into a contract, i.e. in this case the terms of use regarding the Sennheiser Customer Portal respectively DeviceHub.

The data collected during registration will be stored as long as you have a Sennheiser Group user account for DeviceHub. If you delete your Sennheiser Group user account of one or both of those services, your data regarding all Sennheiser services will be deleted unless statutory retention periods require longer storage.

5. Data Processing during the use of Sennheiser DeviceHub

When using DeviceHub, we process the following personal data that you enter as part of your interactions within DeviceHub, namely:

- First name
- Last name
- E-Mail address
- Organisation Name
- Role
- Industry
- Mac Address

This processing is based on Art. 6 para. 1 lit. b) GDPR for the performance of a contract or to take steps prior to entering into a contract, i.e. in this case the terms of use regarding the Sennheiser Customer Portal respectively DeviceHub.

The data will be stored for as long as necessary to fulfill the contractual obligations and for the duration of your use of DeviceHub. If you delete the Sennheiser Group user account to all services are terminated, your data will be deleted unless statutory retention periods require longer storage.

6. Data Processing when contacting us

If you contact us through DeviceHub, we process the personal data you provide as well as the content of your message.

This data is processed to handle any request you may have to our consumer services such as resolving your problem or question, manage any complaints or deal with any feedback you may provide us;

This data processing is based on Art. 6 para. 1 lit. b) GDPR for the handling of your request and the performance of a contract or to take steps prior to entering into a contract.

The data collected during contact will be stored for the duration necessary to process your request and any subsequent queries. After the request has been fully processed, the data will be deleted unless statutory retention periods require longer storage.

7. Use of Web Tools, Cookies and Local Storage

To make DeviceHub more attractive and to enable the use of certain functions, we use several website tools. Using these tools makes it necessary that we and certain third parties on our

website may store information on your device via cookies and local storage. These are small files that are stored on your device. Some of the cookies or local storage items we use are deleted after the end of the browser session, i.e., after you close your browser (e.g. so-called session cookies). Other cookies or local storage items remain on your device and allow us or our partner companies to recognize your browser on your next visit (e.g. so-called persistent cookies).

You will find all relevant information on cookies and local storage as well as information on the relevant website tools which utilize cookies and local storage in the Usercentrics Consent Management Platform.

8. Transfer of Personal Data

Personal data is only transferred to processors who process the data on behalf of Sennheiser (“**Service Provider**”). For example, we may contract with Service Providers to provide certain services, such as data storage and management, marketing and promotions. These processors are carefully selected and contractually obligated to process the data in accordance with applicable data protection regulations. Service Providers are prohibited from using personal data other than specified by us.

The data will be stored for as long as necessary to fulfill the purposes described in this privacy policy or as required by law.

9. Transfer to Third Countries

If one of the above-mentioned data transfers is made to a recipient outside the European Economic Area, an appropriate level of data protection for the foreign transfer is guaranteed by suitable security measures. If data is transferred to such a country and there is no adequate decision by the European Commission, this will be done based on appropriate safeguards such as the use of standard contractual clauses or binding corporate rules by the service provider. You will find further information in our Usercentrics Consent Management Platform.

10. Your Rights

You have the right to:

- Request information about your personal data processed by us in accordance with Art. 15 GDPR;
- Request the correction of incorrect or incomplete personal data stored by us in accordance with Art. 16 GDPR;
- Request the deletion of your personal data stored by us in accordance with Art. 17 GDPR, unless the processing is necessary to comply with a legal obligation or to assert, exercise, or defend legal claims;
- Request the restriction of the processing of your personal data in accordance with Art. 18 GDPR;
- Receive your personal data that you have provided to us in a structured, commonly used, and machine-readable format or to request the transfer to another controller in accordance with Art. 20 GDPR;
- Withdraw your consent at any time in accordance with Art. 7(3) GDPR. This means that we will no longer continue the data processing based on this consent for the future;

- Lodge a complaint with a supervisory authority in accordance with Art. 77 GDPR. The competent supervisory authority is The State Commissioner for Data Protection Lower Saxony, Prinzenstrasse 5, 30159 Hanover, Telephone + 49 (0) 511 120 4500 Email: poststelle@lfd.niedersachsen.de

11. Notice to Residents outside the EU and the European Economic Area

If you are not located in the EU or the European Economic Area, different data protection regulations may apply. Please refer to the privacy policy which applies to your country. You can find the relevant privacy policy here.

12. Changes to This Privacy Policy

We reserve the right to adapt this privacy policy to ensure it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g., when introducing new services. The new privacy policy will apply to your next visit.

13. Contact

If you have any questions about the processing of your personal data or this privacy policy, you can contact us at any time:

Sennheiser electronic SE & Co. KG
Am Labor 1
30900 Wedemark
Germany
Email: info@sennheiser.com

This privacy policy was last updated on August 11, 2025.