

Bang & Olufsen

Bang & Olufsen A/S, Bang & Olufsen Allé 1, Postboks 40, 7600 Struer, Denmark

Beocare – Extension of limited warranty

Terms & Conditions

General conditions

Genuine Bang & Olufsen products ("Bang & Olufsen Products" or a "Bang & Olufsen Product") are covered by a limited warranty (the "Limited Warranty"). The Limited Warranty is subject to certain conditions which can be found [here](#). Among others, the Limited Warranty covers defects that may arise in the Bang & Olufsen Product only within the warranty period. The warranty period commences upon the date of purchase by the first consumer purchaser, i.e. the person who first purchased the product other than for the purpose of resale ("First Consumer Purchaser") and continues for a specific period stated in the applicable Limited Warranty (which may vary for different devices) after that date (the "Standard Warranty Period").

If customers meet the necessary requirements and successfully sign up for this Beocare program (see below), Bang & Olufsen Products are covered by this extended warranty (the "Extended Warranty"), meaning that the Standard Warranty Period of the Limited Warranty is extended so that the total warranty period is 60 months commencing on the date of purchase by the First Consumer Purchaser ("Extended Warranty Period").

In order to subscribe to the Extended Warranty and to benefit from the Extended Warranty Period, the customer is required to provide certain personal data (name, address, email) and to consent to receive marketing materials from Bang & Olufsen (defined as Bang & Olufsen A/S, Bang & Olufsen Allé 1, Postboks 40, 7600 Struer, Denmark). Such consent may then be revoked at any time and without terminating the Extended Warranty after completion of the successful sign-up process.

Requirements

The necessary requirements to successfully sign up for the Extended Warranty are as follows:

- The customer must be in possession of a Bang & Olufsen Product that is (i) covered by a Limited Warranty, (ii) still within the Standard Warranty Period and (iii) eligible for Beocare ("Eligible Bang & Olufsen Product"). A list of Bang & Olufsen Products eligible for Beocare can be found [here](#). It is not necessary for the customer to be the First Consumer Purchaser of the respective Eligible Bang & Olufsen Product.
- The sign-up process to Beocare may only take place by using the Bang & Olufsen smartphone application available for iOS and Android ("Bang & Olufsen App") which must be downloaded and opened. All the following steps will then take place in the Bang & Olufsen App. Note: It is not possible to sign up via the Bang & Olufsen website or in any other way.
- The customer needs to successfully register and set up its Eligible Bang & Olufsen Product using the Bang & Olufsen App to identify a valid serial number.
- The customer then needs to fill in all mandatory personal information (highlighted with a * symbol), namely first and last name, address (street, country, city, zip code) and email address, and consent to receiving marketing communications (including personalized marketing), in particular regarding Bang & Olufsen products and events in Bang & Olufsen shops, via email, mail and/or other electronic means ("Marketing Communications"). This consent may be revoked at any time after the sign-up process with no negative consequences for the customer (the Extended Warranty would still remain valid after the consent withdrawal), see below.

- The customer needs to read and accept these Beocare Terms & Conditions.
- The customer who has signed up to Beocare receives a confirmation email, including these Terms & Conditions and the actual warranty terms applicable to the specific Eligible Bang & Olufsen Product the customer registered. The customer needs to confirm his or her email address, that he or she consented to receiving Marketing Communications and that he or she wants to sign up his or her Eligible Bang & Olufsen Product for Beocare.

Legal consequences

If the customer meets the necessary requirements and successfully signs up for the Beocare program, the Eligible Bang & Olufsen Product that was signed up for Beocare benefits from an Extended Warranty Period ("Bang & Olufsen Product With Beocare"). All other terms and conditions of the Limited Warranty apply, in particular the procedure to be followed by the customer in asserting the Limited Warranty, the coverage by the Limited Warranty, the geographical scope of the Limited Warranty and any exclusions and limitations to the Limited Warranty.

If the customer does not meet the necessary requirements mentioned above and/or does not successfully sign up for the Beocare program, such customer will still continue to benefit from the Limited Warranty.

A Bang & Olufsen Product With Beocare **will not cease to benefit from an Extended Warranty Period regardless of whether the customer**

- **sells** the Bang & Olufsen Product With Beocare to a third party, or
- **revokes his/her consent** to receive marketing materials from Bang & Olufsen, which may be done any time by contacting Bang & Olufsen, or by clicking on the unsubscribe button contained in Bang & Olufsen's email newsletters and following the instructions, or by visiting <https://www.bang-olufsen.com/newsletter/unsubscribe> and following the instructions, or by clicking on the unsubscribe button contained in the Bang & Olufsen App.

Severability

If any portion of this Extended Warranty is held to be illegal or unenforceable, such partial illegality or unenforceability shall not affect the enforceability of the remainder of the Extended Warranty.

Consumer's legal rights

This Extended Warranty is provided in addition to the rights and remedies granted by the seller of the Bang & Olufsen Product or granted under applicable legislation. Any and all remedies (e.g. rectification, claim for damages, and/or right to terminate the contract) granted by the seller of the Bang & Olufsen Product or available by law remain unaffected by this Extended Warranty.