

BANG & OLUFSEN

COOKIE POLICY

Bang & Olufsen appreciates your interest in our products and your visit to our web site.

At Bang & Olufsen we intend to give you as much control as possible over your personal information and to us it is important that you feel comfortable in visiting our web site. There are times however when we may need information from you. Any personal information that you may give us including your e-mail address are used in the following ways:

If you give us personal information in order to receive information in return from us or our authorized dealers - for instance catalogues or general information regarding Bang & Olufsen - we collect and store that information in a database for marketing purposes. This information enables us to fulfil your information request. If you review or download information, we track the visit. That information is helpful, amongst other things, to provide you with tailored information and to give us information about which part of the site is frequented. The stored information will be used to improve the utility of the site, e.g. to help with quick logins on the user's favorite sites and to differentiate between users and their individual data sets.

We do not sell or provide the information collected or stored about you, to third parties who are not our contractors.

The web site may contain links to non-Bang & Olufsen web sites. Bang & Olufsen is not responsible for the privacy practices of such web sites.

WHAT ARE COOKIES? HOW DOES WWW.BANG-OLUFSEN.COM USE COOKIES ON ITS SITE?

A cookie is a small data file that Web sites often store on your computer's hard drive when you visit their sites. A cookie may contain information (such as a unique user ID), that is used to track the pages of the sites you've visited.

We use cookies in order to improve your website experience. When you visit us, your cookie helps us to display your local retailer on the site. If you have saved your information with us, your cookie allows us to recognize you when you return to our site and provides you with access to your community information.

If you have not saved your information with or ordered from us, we may monitor and maintain information about your use of our Web site in a manner that does not identify you. In either case, this information helps us serve you better by improving our site design, as well as our products, services, contests, and promotions.

We also use a statistical system to track the navigational footprint on our website to further improve our site design.

You can refuse cookies by turning them off in your browser. You can read more about how to disable cookies in the Help menu of your browser. If you turn off cookies, though, we will not be able to display your selected retailer . Nor will we be able to recognize you as a known, signed up user to allow you access to your account information.

Our websites is enabled with Google Analytics, which means that Bang & Olufsen use Remarketing with Google Analytics to advertise online. The features implemented are based on Display Advertising (e.g., Remarketing or Google Display Network Impression Reporting) and you can at all times opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the [Google Ads Settings](#). For more information, please visit [Google Analytics opt-out browser add-on](#). As part of the service, third-party vendors, including Google, show Bang & Olufsen ads on sites across the Internet. Bang & Olufsen and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to Bang & Olufsen's website.