

WE DO NOT SELL YOUR PERSONAL INFORMATION

At Bang & Olufsen, we believe your privacy deserves the same attention to detail as our design. Depending on your location, you may have specific rights regarding how your personal information is used and shared.

We use cookies and similar technologies to enhance your experience - helping us understand how you interact with our platform, tailor content, and refine our services. This may include sharing data with trusted partners in social media, advertising, and analytics to deliver personalized experiences.

Certain jurisdictions may define this type of data usage as “sale,” “sharing,” or “targeted advertising.” However, we do not exchange your personal information for monetary compensation or similar value.

For a deeper understanding of how and when we share your data, please refer to our <https://www.bang-olufsen.com/en/legal/privacy-policy>, available at the bottom of our website.

Your Experience, Our Priority

At Bang & Olufsen, we use cookies to ensure our website functions seamlessly and to enhance your experience. Some cookies are essential—they do not track personal information but help remember your preferred language, items in your cart, and ensure smooth navigation.

For more details, please refer to our <https://www.bangolufsen.com/en/legal/cookie-policy> available at the bottom of our website.

Your Choices Matter

Opting out of non-essential cookies

You can update your cookie preferences at any time by clicking the “Change Cookie Settings” link located in the footer of our website. This allows you to manage which cookies you allow, giving you full control over your browsing experience.

Opting out of marketing communications

If you no longer wish to receive marketing emails from us, simply click the “Unsubscribe” link found at the bottom of any marketing email.

Requesting deletion of your personal data

To request the deletion of your personal information—where legally possible—please contact our privacy team at gdpr@bang-olufsen.dk.

For any questions or concerns, feel free to reach out to gdpr@bang-olufsen.dk. We're here to help.