

PRIVACY 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 website 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.

TRADEMARKS

Unless otherwise indicated, all trademarks, trade names and/or logos displayed on the web site are subject to the trademark rights of Bang & Olufsen a/s (or its subsidiaries), including - but not limited to - all of Bang & Olufsen's corporate marks (e.g., Bang & Olufsen and B&O) and its product marks.

NO WARRANTIES OR REPRESENTATIONS

INFORMATION ON THIS WEB SITE IS PROVIDED "AS IS" WITHOUT ANY WARRANTIES OF ANY KIND. Bang & Olufsen AND ITS SUPPLIERS, TO THE FULLEST EXTENT PERMITTED BY LAW, DISCLAIM ALL WARRANTIES, INCLUDING THE WARRANTY OF MERCHANTABILITY, WARRANTY OF NON-INFRINGEMENT OF THIRD-PARTY RIGHTS, AND THE WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE. Bang & Olufsen AND ITS SUPPLIERS MAKE NO WARRANTIES ABOUT THE ACCURACY, RELIABILITY, COMPLETENESS, OR TIMELINESS OF THE MATERIAL, SERVICES, SOFTWARE, TEXT, GRAPHICS AND LINKS. IN NO EVENT WILL Bang & Olufsen BE LIABLE TO ANY PARTY FOR ANY DAMAGES WHETHER DIRECT, INDIRECT, SPECIAL, CONSEQUENTIAL OR OTHER FOR ANY USE OR INABILITY TO USE OF THIS WEB SITE OR ITS CONTENTS, OR OF ANY OTHER HYPERLINKED WEB SITE, INCLUDING, WITHOUT LIMITATION, ANY DAMAGES FOR LOST PROFITS, BUSINESS INTERRUPTION, LOSS OF PROGRAMS OR OTHER DATA ON YOUR INFORMATION HANDLING SYSTEM OR OTHERWISE, EVEN IF WE ARE EXPRESSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Bang & Olufsen makes no warranties and/or representations whatsoever about any other web site which you may access through this one. Such links are provided only as a convenience and do not mean that Bang & Olufsen endorses or accepts any responsibility for the contents or the use of such web site. In addition, it is up to you to take precautions and to ensure that whatever you select for your use is free of such items as viruses, worms, Trojan horses and other items of a destructive nature.

Information on this web site may contain technical inaccuracies or typographical errors. The information contained on the web site may be changed at any time without prior notification or obligation.

Information that Bang & Olufsen publishes on the web site may contain references or cross references to Bang & Olufsen products, services etc. that are not announced or available in your country or adapted for use in your country. The accuracy of such information cannot be guaranteed, particularly since this information is subject to change, specific requirements or availability. Please note that such references do not imply that Bang & Olufsen intends to introduce such products, services etc. in your country. Contact your local Bang & Olufsen dealer for complete details regarding the products, services etc. which may be available in your country.

COMMUNICATIONS WITH THIS WEB SITE

If you should choose to provide Bang & Olufsen with your name, address and e-mail address (Hereinafter referred to as: "personal information") through this web site for the purpose of receiving information from Bang & Olufsen, please be advised that Bang & Olufsen will store the personal information in a database and may pass the personal information on to its subsidiaries and distributors. The personal information may be used for marketing purposes. By providing the personal information through this web site you consent to the use of the personal information as described in this paragraph.

You are prohibited from posting or transmitting any commercial, unlawful, threatening, libelous, defamatory, obscene, scandalous, inflammatory, pornographic, or profane material or any material that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability, or otherwise violate any law. Bang & Olufsen will fully cooperate with any law enforcement authorities or court order requesting or directing Bang & Olufsen to disclose the identity of or help identify or locate anyone posting any such information or materials.

Any communication or material other than personal information you transmit to the web site by e-mail or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, non-confidential and non-proprietary. Bang & Olufsen cannot prevent the "harvesting" of information from this web site, and you may be contacted by Bang & Olufsen or unrelated third parties, by e-mail or otherwise, within or outside of this web site. Anything you transmit may be edited by or on behalf of Bang & Olufsen, may or may not be posted to this web site at the sole discretion of Bang & Olufsen.

Although Bang & Olufsen may from time to time monitor or review discussion, chats, postings, transmissions, bulletin boards, and the like on the web site Bang & Olufsen is under no obligation to do so and assumes no responsibility or liability arising from the content of any such locations nor for any error, defamation, libel, slander, omission, falsehood, obscenity, pornography, profanity, danger, or inaccuracy contained in any information within such locations on the web site. Bang & Olufsen assumes no responsibility or liability for any actions or communications by you or any unrelated third party within or outside of this web site.

Bang & Olufsen does not want to receive confidential or proprietary information from you through our web site. Please note that any information, unsolicited suggestions, ideas or other submissions will be deemed to be non-confidential and non-proprietary. By sending Bang & Olufsen any information or material, you grant Bang & Olufsen a royalty free, unrestricted, irrevocable license to use, reproduce, display, perform, modify, transmit and distribute those materials or information, and to sublicense such rights, and you also agree to that Bang & Olufsen is free to use any ideas, concepts, know-how or techniques that you send us for any purpose.

PRICE POLICY

Prices shown are subject to change without notice. Bang & Olufsen are not responsible for typographical errors.

For more information, we kindly advise you to contact one of our authorized retailer. They shall be pleased to inform you of prices.

[Find your nearest retailer](#)

COPYRIGHT NOTICE

You should assume that the contents of this web site are copyright © 2015 Bang & Olufsen a/s (or its subsidiaries where so indicated), Danish Company CVR-no. 4125 7911 , Struer, Denmark (hereinafter referred to as: "Bang & Olufsen"). All Rights Reserved.

Information on this web site, including but not limited to, text, images and sound, may not, except where otherwise explicitly indicated, be reproduced, copied, inserted on websites, transferred, distributed or stored without prior written permission by Bang & Olufsen. Modifications to the contents of the web site are expressly prohibited.

Parts of the web site may contain images that are subject to its providers copyright.