

## Privacy policy

Current status: 04.06.2021

Loewe respects your privacy and your right to appropriate control of your personal data. In this privacy notice, we explain what personal data is, what types of personal data we collect, how it is processed and what rights you have in this regard. Your data will be specially protected by Loewe and will not be sold to third parties.

### Name and contact details of the person responsible

Loewe Technology GmbH ("Loewe")

Industriestrasse 11

96317 Kronach

Phone: +49 (0)9261 / 99-0

Fax: +49 (0)9261 / 99-300

E-mail: [loewe@loewe.de](mailto:loewe@loewe.de)

The data controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

### Contact details of the data protection officer(s)

We have appointed a data protection officer for our company.

ITs Hein GmbH

Andreas Hein

Kulmbacher Street 27 b

95460 Bad Berneck

Phone: +49 (0)9273 / 50139-10

E-mail: [datenschutz@loewe.de](mailto:datenschutz@loewe.de)

What is personal data?

Personal data is information that relates to an identified or identifiable person such as name, address, telephone number, e-mail address, IP address, order information.

What personal data is collected and processed?

Loewe collects and processes personal data (e.g. name, address, telephone number and e-mail address) as described in more detail below in these notes. This regularly occurs when you voluntarily provide us with personal data, e.g. when you want to learn more about Loewe products and services via our website or contact our Customer Care Center.

What data do we automatically collect?

We automatically collect data collected by cookies and similar technologies when you access, use or contact us through our website. We may collect information about the type of device you use to access our website, the operating system and version, your IP address, the time, the type of browser you use, the pages you view on our website, and whether and how you interact with content on our website. For more details, please see the passages described in more detail below regarding cookies and/or tracking systems such as Google Analytics.

What data do we receive from other sources?

We may receive data about you from authorized Loewe partners if you are interested in Loewe products there, for example if you register for our newsletter("sendinblue") to be included in our customer database or if an authorized partner registers you with us because you have purchased a Loewe product.

Children's data.

Loewe's offerings are not targeted at or intended for children under the age of 16. Although visitors of any age may use our website, we do not knowingly collect personal information from anyone under the age of 16 without parental consent. If a parent or guardian notifies us or otherwise becomes aware that a child under the age of 16 has improperly registered with our website using false information, we will immediately delete the personal data.

Collection of personal data and purposes of processing

Your first contact with Loewe.

If you wish to obtain information about Loewe, you may, for example, surf our website, make a telephone call to our Customer Care Center or visit an authorized Loewe partner. To learn more about Loewe products, you may voluntarily provide us with personal information such as your name and email address. In addition, we may also collect information online through cookies or similar technologies when you visit our website.

What information do we collect? Name, e-mail address, address (optional), telephone number (optional), date of birth (optional), IP address and information passed on through cookies or comparable technologies (e.g. settings in the configurator).

For what reason is the data collected? We use this data to inform you about upcoming events and new products from Loewe. In addition, the IP addresses help us to record geographical data of visitors to our website. This allows us to improve our website for all visitors.

The basis for data processing is Art. 6 para. 1 lit. a) and lit. b) DSGVO, which permits the processing of personal data in the context of a voluntarily given declaration of consent and/or for the performance of a contract or pre-contractual measures.

The purchase of Loewe products.

Once you have decided on a Loewe product, you can purchase it either directly from us at [www.loewe.tv](http://www.loewe.tv) or from an authorized Loewe partner. If you choose to purchase through our online store, you will be asked to provide us with information during the checkout process to complete the purchase and delivery. If you do not agree to provide us with your data during the product purchase, a contract will not be concluded.

What information is collected? Name, phone number, email address, shipping address, payment information.

For what reason is the data collected? We use this information to complete the transaction, conduct a satisfaction survey if necessary, assist with delivery issues, process returns, and resolve other issues related to your purchased Loewe product. Processing your personal data for this purpose is necessary for the performance of the contract entered into with you. Note: We do not store any payment or credit card information from you. We use payment information only in connection with the purchase of a Loewe product.

If you have opted for delivery via an authorized Loewe partner when ordering your Loewe product, we will transmit your data to the authorized Loewe partner selected by you. This partner will take care of the delivery and installation and is your contact person for service questions in addition to us.

The basis for data processing is Art. 6 (1) lit. b DSGVO, which permits the processing of personal data for the performance of a contract or pre-contractual measures.

Registration of your Loewe product.

To obtain the manufacturer's warranty, register your Loewe product within 4 weeks from the date of purchase directly via our site <https://www.loewe.tv/de/produkt-registrierung> or via the authorized Loewe partner from whom you purchased the device.

If you purchase via our online store, we will automatically register your device with your specified data after the transaction has been completed.

What data will be collected? Name, telephone number (optional), e-mail address (optional), address, date of birth (optional), item and serial number of your purchased Loewe product, date of purchase.

For what reason is the data collected? We assign you to the Loewe product you purchased in order to be able to issue our manufacturer's warranty accordingly. We use this information to guarantee you the best service and to inform you about important service information and software updates. Furthermore, we also store your data with regard to the product liability law.

The basis for data processing is Art. 6 (1) b DSGVO, which permits the processing of personal data for the performance of a contract or pre-contractual measures.

Support by Loewe Support.

You may contact our Customer Care Center to request assistance with your Loewe product. In order to provide you with the best possible service, we may collect data about you and your Loewe product.

What data do we collect? Name, email address, phone number and other communications with Loewe Support. If a memory dump of the diagnostic data of your Loewe product is necessary, we will inform you about it. This information is only transferred with your active consent. The memory dump contains, among other things, relevant information of the technical system that led to the incident; this includes information such as the music service used, the volume level, the product configuration, the WLAN signal, route information, error codes, device information.

For what reason is the data collected? We collect this information to provide you with the best possible service and to respond to your customer inquiries. For example, for customer questions and technical issues, we use contact information to respond to you via your preferred communication channel (phone, email). For technical issues, we use system diagnostic data to effectively troubleshoot the issue and provide support services. When returning and/or exchanging a Loewe product, we use contact information to ensure that the receipt and/or delivery or repair of the product is successfully completed. The use of this data is necessary to fulfill the contract entered into with you. Furthermore, we assign your data to existing transactions in our customer database.

The basis for the data processing is Art. 6 para. 1 lit. a and/or lit. b DSGVO, which permits the processing of personal data in the context of a voluntarily given declaration of consent and/or for the fulfillment of a contract or pre-contractual measures.

Software update/error analysis of Loewe products.

If your Loewe product is connected to the Internet, you can update the software version of your Loewe product online or transmit error information to Loewe. This only happens with your consent; you will be informed of this on the TV screen before the transfer.

What data is collected? When updating the software version of your Loewe product, we collect the MAC address of the TV set, the IP address and the article and serial number of the product, the time of the update and the status of the update.

For what reason is this data collected? We collect this data to provide you with the best possible service. With a software update, you receive improvements and bug fixes for your Loewe product.

The basis for the data processing is Art. 6 (1) lit. a DSGVO, which permits the processing of personal data in the context of a voluntarily granted declaration of consent.

Error analysis for Loewe products.

Loewe does not collect any personal data when transmitting error logs. We only collect anonymized usage and error information, primarily for the reason of correcting errors and improving our products in the future.

E-mail advertising and newsletter registration.

If you register for our newsletter on our website via "sendinblue", we use the data required for this purpose or separately provided by you (e-mail address) to send you our e-mail newsletter on a regular basis. We use the collected data to compose and personalize our messages for you. For example, we contact you by e-mail to inform you about new Loewe products or services, as well as security or software updates, to help you with support issues or to invite you to participate in a survey. This processing is necessary to serve our legitimate interest.

Registration for the newsletter is done via a double opt-in process. Unsubscribing from the newsletter is possible at any time and can be done via a link provided for this purpose in the newsletter. After unsubscribing, we will delete your e-mail address unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this statement.

You can find more details on this and the corresponding data protection information from "sendinblue" at:

<https://de.sendinblue.com/legal/privacypolicy/>

The basis for data processing is Art. 6 (1) a) DSGVO, which permits the processing of personal data in the context of a voluntarily granted declaration of consent.

MyLoewe (Service) App.

The MyLoewe (Service) App gives you the opportunity to take advantage of various services for your Loewe devices.

You can find more details about the data collected and how it is used, as well as the corresponding data protection information, at:

Voice control via Amazon Alexa.

With the Alexa Skill you can control your Loewe TV via your Amazon Alexa.

To activate this function in the TV, the Alexa Skill must be activated in your Amazon app and connected to the Loewe TV. Loewe does not collect any function data after activation. Only the provision of certain services (such as TV program data) may require the transfer to and temporary storage of some data on a Loewe server. This data is deleted immediately after execution.

We would like to point out that you have authorized Amazon to process your usage data in order to ensure that the voice control or direct control function works smoothly. If you no longer consent to the collection or sharing of this data, you can deactivate the Alexa Skill.

The basis for the data processing is Art. 6 (1) a) DSGVO, which allows the processing of personal data in the context of a voluntarily given declaration of consent.

With whom do we share personal data?

Loewe does not offer personal data from its customers for sale, either now or in the future. We disclose your data only for the purposes described in this statement. To the extent permitted, to fulfill contractual and/or legal obligations, your personal data will be disclosed to various public and internal bodies as well as external service providers.

Third party providers

Sales partners/suppliers and (external) service providers for the initiation, establishment and execution and termination of a contractual relationship with you.

Loewe engages a number of third-party providers to perform services on our behalf. These include web hosters, online service providers (e.g. web agencies), delivery service providers, payment providers (e.g. Paypal). We only share your personal information with third party service providers or agents to process transactions on our behalf for the purposes described in this statement or to provide products or services that you have requested or authorized. In such cases, your personal information will be released to the applicable third party vendor or agent, but only for the purpose of providing services on behalf of and under the direction of Loewe and in accordance with this Privacy Policy.

If you register online your Loewe product that you have purchased from an authorized Loewe partner, we will transfer your data to our customer database, to which your authorized Loewe partner also has access. If you contact us outside of Germany or Austria, we will pass on your data to our country representatives accordingly.

Public authorities:

Tax authorities, customs authorities, social security institutions, police, public prosecutor's office, supervisory authorities, courts.

The legal basis for the use of personal data

We rely on various legal bases for the use of your personal data:

Declaration of consent (Art. 6 para. 1 lit. a DSGVO).

If you have given us your voluntary consent to the collection, processing or transmission of certain personal data, this consent forms the legal basis for the processing of your personal data.

Fulfillment of a contract (Art. 6 para. 1 lit. b DSGVO).

The use of your personal data may be necessary to fulfill a contract you are about to enter into and/or have already entered into with us - for example, to complete the purchase of your Loewe product, register it, help with delivery problems, process returns or answer your questions.

To fulfill legal obligations (Art. 6. para. 1 lit. c) DSGVO or in the public interest (Art. 6. para. 1 lit. e DSGVO).

As a company, we are subject to various legal obligations. In order to comply with these obligations, processing of personal data may be necessary, and this may involve in particular:

- Prevention/defense of criminal acts/legal defense.
- Creditworthiness, age and identity checks
- Control and reporting obligations

Legitimate interests (Art. 6. para. 1 lit. f DSGVO).

We may use your personal data for our legitimate interests - for example, we rely on our legitimate interest to analyze and improve Loewe products and services and our content on our website, to send you notifications about software updates or information about Loewe products and services, or to use your personal data for administrative purposes.

## Use of cookies and other similar technologies

This website uses cookies. Cookies are used by websites to make the user experience more efficient. We use cookies and similar technologies, such as pixel tags, tracking pixels, and other identifiers, to personalize our website for you, remember your preferences, understand how visitors use our website, and customize our marketing offers to personalize content and ads, provide social media features, and analyze traffic to our website. We also share information about your use of our website with our social media, advertising and analytics partners. Our partners may combine this information with other data that you have provided to them or that they have collected as part of your use of the Services.

A 'cookie' is a small data file containing a specific string of characters that is sent to your computer whenever you visit a website. Some cookies, called session cookies, are necessary for the site to function properly. They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal device until you delete them. Cookies can be used to

determine the number of visits to the site. We use this information exclusively to improve our websites. Cookies do not cause any damage to your computer and do not contain viruses.

If you make appropriate settings in our cookie banner, you may not be able to access all functions of this website without restrictions.

### Cookies used

By law, we may store cookies on your device if they are strictly necessary for the operation of this site. For all other cookie types, we need your permission.

This site uses different types of cookies. Some cookies are placed by third parties that appear on our pages.

You can change or revoke your consent to cookies below at any time in the cookie banner on our site.

### Necessary cookies

Necessary cookies help make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

name	provider	purpose	expires	type
CookieConsent	Cookiebot	Stores the user's consent status for cookies on the current domain.	1 year	HTTP Cookie
dealerSearchRadius	www.we-by-loewe-com	Pending	Session	HTML Local Storage
PHPSESSID	www.we-by.loewe.com.	Retains the user's states for all page requests.	Session	HTTP Cookie

### Statistical cookies

Statistical cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.



name	provider	purpose	expires	type
_ga	Google	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.	2 years	HTTP Cookie
_gat	Google	Used by Google Analytics to limit the request rate	1 day	HTTP Cookie
_gid	Google	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.	1 day	HTTP Cookie
collect	Google	Used to send data to Google Analytics about the visitor's device and behavior. Captures the visitor across devices and marketing channels.	Session	Pixel Tracker

### Marketing cookies

Marketing cookies are used to follow visitors around websites. The intention is to show ads that are relevant and appealing to the individual user and therefore more valuable to publishers and advertising third parties.

name	provider	purpose	expire	type
ads/ga-audiences	Google	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Pixel Tracker
C	Adform	Used to check whether the user's browser supports cookies..	30 days	HTTP Cookie
misc/img	Mediamath	Collects data on visitor behavior and interaction - This is used to optimize the website and make advertising on the website more relevant.	Session	Pixel Tracker
mt_misc	Mediamath	Collects data about the user's visits to the website, such as which pages were loaded. The registered data is used for targeted advertising.	29 days	HTTP Cookie
uid	Adform	Registers a unique user ID that the user's browser recognizes when visiting websites that use the same advertising network. The purpose is to optimize the display of advertisements based on the user's movements and various offers from advertisers to display user ads..	2 Months	HTTP Cookie

name	provider	purpose	expire	type
uuid	Mediamath	Collects data about the user's visits to the website, such as which pages were loaded. The registered data is used for targeted advertising.	1 year	HTTP Cookie

## Use of Google Analytics

We use Google Analytics on our website to obtain information about how much time visitors spend on our websites, which pages they find most useful and how they landed on our website. If they have given their consent, the data is collected anonymously based on Loewe's settings.

The information generated about your use of our website is usually transferred to a Google server in the USA and stored there. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. We would like to point out that we use Google Analytics anonymously, so that your IP address is only processed in abbreviated form in order to exclude a direct reference to a person. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent the collection by Google Analytics by clicking on this link. An opt-out cookie will be set, which prevents the future collection of your data when visiting this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again.

## Pixel

In addition to cookies, we sometimes use small graphic images known as 'pixels' (also known as tracking pixels, clear GIF or pixel tag). We use pixels in our email correspondence with you (if you have consented to receive such messages) to determine whether our emails are being read. In addition, we use third-party pixels (such as from Google, Facebook, or other networks that may be used for advertising purposes) to provide advertising that is relevant to you.

## Security, storage and retention of personal data collected by us

### Security

Loewe is committed to protecting your personal information. Although we take appropriate protective measures in accordance with the requirements of Article 32 of the GDPR and rely on

our extensive technical and organizational security measures that comply with recognized IT standards to protect your personal data, please note that no security system is infallible.

We use several appropriate technical and organizational measures and industry standards to protect your personal data to prevent loss, theft, misuse, unauthorized access and unauthorized disclosure, alteration and destruction. For example, we store the personal information you provide on computer systems with restricted access that are located in controlled areas. For example, we additionally ensure that third-party data center providers contracted by us implement appropriate security measures. In addition, your data is protected to the greatest extent possible during transmission over the Internet by encryption technologies, such as Transport Layer Security (TLS).

#### Place of storage

All data collected in the course of using this website or in forms provided for this purpose as described below are processed and stored on our own servers or on servers within a country of the European Union or the European Economic Area. A data transfer to a third country (or an international organization) does not take place regularly, unless the transfer is justified by the existence of an adequacy decision of the EU Commission or by appropriate or adequate safeguards within the framework of Art 45. et seq. DSGVO justified.

#### Retention and deletion

After completion of the processing and/or discontinuation of the respective processing purpose, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

#### Your rights (Art. 15 ff. DSGVO)

You have a right to free information about the data we have stored about you and, if applicable, a right to rectification, restriction of processing, data portability or deletion of this data. In detail:

As a data subject, you have the following rights:

- pursuant to Art. 15 DSGVO, the right to request information about your personal data processed by us to the extent specified therein;

- pursuant to Art. 16 DSGVO, the right to demand the immediate correction of incorrect or completion of your personal data stored by us;

- in accordance with Art. 17 DSGVO, the right to request the deletion of your personal data stored by us, unless further processing is necessary
  - for the exercise of the right to freedom of expression and information;
  - for the fulfillment of a legal obligation;
  - for reasons of public interest; or
  - is necessary for the assertion, exercise or defense of legal claims;
- 
- in accordance with Art. 18 DSGVO, the right to request the restriction of the processing of your personal data, insofar as
  - the accuracy of the data is disputed by you;
  - the processing is unlawful, but you object to its erasure;
  - we no longer need the data, but you require it for the assertion, exercise or defense of legal claims; or
  - you have objected to the processing in accordance with Art. 21 DSGVO;
- 
- in accordance with Art. 20 DSGVO, the right to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request that it be transferred to another controller;

If you wish to exercise your rights described above about your personal data, please email us at [datenschutz@loewe.de](mailto:datenschutz@loewe.de). We will comply with requests to access or delete personal data as soon as possible, but within one month. We reserve the right to extend this period in individual cases in accordance with Article 12(3) of the GDPR.

Our goal is to work with you to find a fair solution to any complaints you may have about the use of your personal data and any problems with it. Pursuant to Art. 77 DSGVO, you have the right to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters for this purpose.

#### Right of revocation in case of consent

If you have consented to processing by Loewe by making a corresponding declaration, you can revoke your consent at any time for the future. The legality of the data processing carried out on the basis of the consent until the revocation is not affected by the revocation.

If you wish to revoke your consent to subscribe to the newsletter and receive direct mail, please follow the instructions listed in each email under the 'Unsubscribe' tab. We will respect your decision and will not send you any more promotional emails after you unsubscribe.

Please note that regardless, we will continue to send you communications about changes to our terms and conditions, software updates, status emails about recent purchases, product delivery, interruptions, or other important information, such as the discontinuation of support services or security issues.

To withdraw any other consent you have given, simply contact us, for example by email, at: [datenschutz@loewe.de](mailto:datenschutz@loewe.de).

#### Contacting us

If you have any questions about the use of your personal data, please email us at [datenschutz@loewe.de](mailto:datenschutz@loewe.de).

Unless otherwise stated, Loewe Technology GmbH, Industriestrasse 11, 96317 Kronach, Germany, is responsible for the personal data we collect about Loewe products and services in accordance with this privacy policy.

#### Changes to our data protection information

Loewe may change or update this privacy statement as necessary to reflect customer feedback and changes to Loewe products and services. Therefore, we recommend that you review it regularly. If we update this statement, we will adjust the 'Last Updated' date at the top of the statement accordingly.