



## Berlin Acoustics, Inc. – Privacy Policy

Berlin Acoustics, Inc. (“**Berlin Acoustics**,” “**we**” or “**us**”) respects the privacy of our users (“**visitors**,” “**you**,” “**your**” or “**yourself**”) and is committed to complying fully with applicable United States laws and regulations regarding online privacy protection. Any information you provide to Berlin Acoustics via [www.us.raumfeld.com](http://www.us.raumfeld.com) (the “**Site**”) or through the services provided by Berlin Acoustics via the Site (the “**Services**”), will be treated in accordance with those laws and regulations and as set forth below in this privacy policy (the “**Privacy Policy**”). Visitors to the Site from outside the United States are advised that this Privacy Policy is intended to comply with the laws and requirements of the United States, which may not satisfy applicable laws and regulations of your home country.

We are providing you with this Privacy Policy in order to inform you of our policies with respect to information collected from visitors to the Site. Your use of the Site constitutes your acceptance of this Privacy Policy and your consent to the practices it describes. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, PLEASE DO NOT USE THE SITE.

### 1. Personally Identifiable Information

Personally identifiable information is any information that concerns you individually and would permit someone to contact you, for example, your name, address, telephone number, e-mail address, and any information you submit to the Site that identifies you individually (“**Personally Identifiable Information**”).

We will not collect any Personally Identifiable Information about you unless you provide it. Therefore, if you do not want Berlin Acoustics to obtain any Personally Identifiable Information about you, do not submit it. You can visit and browse the Site without revealing Personally Identifiable Information about yourself.

You may also choose to disclose Personally Identifiable Information about yourself, which may be maintained as described below. We may collect Personally Identifiable Information about you through registration forms, which may require you to provide, without limitation, your name, e-mail address, postal address, telephone number, birth date, areas of interest, user name and/or a unique individual password. Such forms may be required to enter a promotion, to become a registered user and open an account, to register for our newsletter, to utilize certain services through the Site, or to request information about Berlin Acoustics and its products and services through another site.

Should you choose to communicate with Berlin Acoustics through e-mail, via the Site, by telephone, in writing, or through other means, we may collect the information in these communications, and such information may be Personally Identifiable Information.

### 2. Social Media Information and Content

Berlin Acoustics may allow you to log into your Berlin Acoustics account through various third party applications and social networking websites. If you choose to log in to your Berlin Acoustics account through a third party application or website, certain information will be shared by your social media account with Berlin Acoustics’ Services. This information may include your user ID, name, gender, profile



picture, list of friends, your profile, likes, and other information and content that is part of your profile or your friends' profiles or that you have permitted the social media site to share with us (collectively, **"Social Media Information and Content"**).

By accessing the Site/Services through, or connecting your Berlin Acoustics account to, your social media account, you authorize us to collect, store, and use any and all Social Media Information and Content in accordance with this Privacy Policy.

### **3. Reviews and Comments**

Any reviews, comments or content that you post to the Site/Services, and any information about you that accompanies those posts or content (which may include your name, user name, comments, likes, status, picture, and profile information) are public, and they are available to everyone and may be displayed in search results on external search engines.

### **4. "Cookies"**

The Berlin Acoustics servers, or the servers of companies that are used to operate the Site, may place a "cookie" on your computer in order to allow you to use the Site and to personalize your experience.

A cookie can be stored by your browser on your computer's hard drive. Cookies allow us to recognize your computer while you are on the Site and help customize your online experience and make it more convenient for you. Cookies are also useful in allowing more efficient log-in for users, tracking transaction histories and preserving information between sessions. The information collected from cookies may also be used to improve the functionality of the Site and to measure traffic patterns. In particular, we use two types of cookies:

#### *Session cookies:*

When you use Berlin Acoustics' online shop, session identification numbers are placed in so-called session cookies to save the contents of your shopping cart (among other tasks). These cookies are deleted when you close your web browser.

#### *Permanent cookies:*

We also use a permanent cookie that allows us to carry out statistical analyses, such as how many users return to our Site. This cookie only enables us to establish the fact that a user has returned to our website – it does not enable us to identify the user. No personal data such as name, address, IP address or similar data is stored in this cookie. As we are always striving to offer you the best possible service on our website, we may also use this cookie to display products which are of interest to you.

Advertisers and/or other content providers that may appear on our Site may also use cookies that are not sent by us. Such advertisements or content may use cookies to help track and target the interests of users of the Site in order to present customized and personalized advertisements or other messages that the user might find interesting. Berlin Acoustics is not responsible for any such cookies. Please note that most web browser applications (such as Microsoft Internet Explorer and Mozilla Firefox) have features that can



notify you when you receive a cookie or prevent cookies from being sent. If you disable cookies, however, you may not be able to use certain personalized functions of the Site.

## **5. Automatic Collection of Anonymous Information**

Berlin Acoustics may collect information including internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We collect this information in the form of log files so that we can analyze trends, administer the site, track users' movement in the aggregate, and gather broad demographic information for aggregate use. Log files are not linked to Personally Identifiable Information. Additionally, we may use a tracking utility that uses log files to analyze user movement.

## **6. Tracking pixels**

In order to constantly improve our advertising and our Site, we use so-called tracking pixels. If an advertisement for our company is clicked or a website is loaded, a tracking pixel is loaded from a server on the Internet and a registration is made there. We use this technique to see how users arrive at our Site, which websites are visited by our customers and which actions are carried out. The data collected for this purpose is not Personally Identifiable Information

## **7. Online Tracking**

At this time we do not respond to browser "Do Not Track" signals.

This website uses "Webtrekk," a service that tracks data obtained from use of the website. You will find detailed information about Webtrekk at [www.webtrekk.com](http://www.webtrekk.com).

We use Webtrekk in order to collect data from the use of our website and optimize our website accordingly. Unless you opt out, the following data will be captured while you visit our website:

- Browser type and version (e.g. Mozilla Firefox 33.0, Internet Explorer 10, etc.)
- Browser language (e.g. English)
- Operating system
- Browser resolution
- Screen resolution
- JavaScript enabled: "yes" or "no"
- Java: "on" or "off"
- Cookies: "on" or "off"
- Color depth
- Referrer URL
- Truncated IP address for geographic analyses down to the city level
- Timestamp
- Clicks
- Your e-commerce data such as order value, products, quantity, etc.

Webtrekk uses this data to create anonymous usage profiles and compiles statistics with such information. The usage profile remains anonymous and the usage profiles are not linked to any personal information of a specific user.



You may opt out of the Webtrekk data collection. By clicking on the following link, a cookie named “WebtrekkOptOut” will be stored on your computer: <https://www.webtrekk.com/en/legal/opt-out-webtrekk/> and will prevent the collection of data as set forth above.

If the WebtrekkOptOut cookie is deleted, or after five years from the opt out, you will need to opt out again or Webtrekk will resume collection of the aforementioned data and creation of anonymous usage profiles.

## **8. Information Use**

Berlin Acoustics may use Personally Identifiable Information collected through the Site to, among other things, respond to inquiries or comments, to verify the identity of users, to maintain or administer user accounts, to maintain the security and integrity of the Site and its data, to provide support to users, to complete a purchase and otherwise process transactions, to communicate with users regarding transactions made via the Site, to improve and personalize the Site for user preferences, to provide users with product, events or service updates, to provide promotional notices, and to offer services, events, information and products of interest to users.

Berlin Acoustics uses the anonymous information collected automatically by our servers primarily to help us administer and improve our Site. We may also use aggregated anonymous information to provide information about our Site to advertisers, potential business partners and other unaffiliated entities. Again, this information is not Personally Identifiable Information.

## **9. Disclosure of Information**

We may use unaffiliated companies to help us maintain and operate the Site, to process transactions initiated via the Site, to assist in our marketing and advertising endeavors, and/or for other reasons related to the operation of our business. Such unaffiliated companies may receive your Personally Identifiable Information for such purposes, subject to their own industry standard data-security measures.

We may share your Personally Identifiable information with affiliates or business partners to enable them to provide you with marketing communications unless you advise us that you do not wish us to do so.

We may also disclose Personally Identifiable Information about you in connection with legal requirements, such as in response to an authorized subpoena, governmental request or investigation, or as otherwise permitted by law.

We may sell or buy corporate assets, and in such transactions user information may be one of the transferred business assets. If Berlin Acoustics or certain of its assets are acquired, user information may be transferred. Berlin Acoustics does not sell Personally Identifiable Information to third parties.

At this time, unaffiliated third parties do not directly collect Personally Identifiable Information while you are on the Site; however, any information you provide to External Sites or to a Third Party Payment Vendor will be subject to the applicable External Site or Third Party Payment Vendor’s privacy policy, and not this Privacy Policy.



## **10. Third Party Payment Vendor**

Please note that we may use an unaffiliated payment vendor to allow you to purchase a product or make payments (“**Third Party Payment Vendor**”). If you wish to purchase a product or make a payment using a Third Party Payment Vendor, you will be directed to a Third Party Payment Vendor webpage. Any information that you provide to a Third Party Payment Vendor will be subject to the applicable Third Party Payment Vendor’s privacy policy, and not this Privacy Policy. Berlin Acoustics does not control, and is not responsible for, any Third Party Payment Vendor’s use of information, including Personally Identifiable Information, collected through any Third Party Payment Vendor.

## **11. Retention**

We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by applicable law.

## **12. Security**

Berlin Acoustics maintains physical, electronic, and procedural safeguards to help guard Personally Identifiable Information. With respect to transactions offered on the Site, transaction information is transmitted to and from the Site in encrypted form using industry-standard Secure Sockets Layer (SSL) connections to help protect such information from interception. Berlin Acoustics restricts authorized access to your personal information, including Personally Identifiable Information, to those persons who have a legitimate need to know such information based on their job description in order to provide products or services to you and those persons you have authorized to have access to such information. Berlin Acoustics also has security measures in place to protect the loss, misuse, and alteration of the information under our control (e.g., verification of Site user’s identity through username and password). Please be aware, however, that any e-mail or other transmission you send through the Internet cannot be completely protected against unauthorized interception, and it is your sole responsibility to protect the secrecy of your password. In the event that Berlin Acoustics becomes aware of any material breach of our data security measures, we will promptly notify you of the existence and extent of such a breach.

## **13. Children's Privacy**

The Site and Service is intended for a general audience, and Berlin Acoustics does not knowingly collect information from children under 13.

## **14. Accessing and Controlling Your Personal Information**

If you would like to access, review, correct, update, suppress, or otherwise limit our use of your Personally Identifiable Information you have previously provided directly to Berlin Acoustics you may do so by contacting us using the mechanism provided below. In your request, please include your email address, name, address, and telephone number and specify clearly what Personally Identifiable Information you would like to access, change, update and/or whether you would like to have your Personally Identifiable Information suppressed from our database, or if you have other questions about your Personally Identifiable Information.



## **15. California Residents**

If you are a California resident, you may request that we not share your personal information on a going-forward basis with third parties for their direct marketing purposes by contacting us at [Support@us.raumfeld.com](mailto:Support@us.raumfeld.com). We will try to comply with your request(s) as soon as reasonably practicable.

## **16. External Links**

This Privacy Policy does not extend to other sites on the internet that are owned and operated by third party vendors and other third parties to which we may link (“**External Sites**”). Please be aware that Berlin Acoustics is not responsible for the privacy practices or the content of External Sites. External Sites may use cookies. Berlin Acoustics encourages you to read the privacy policies provided by External Sites before you provide Personally Identifiable Information to them.

## **17. Severance**

If any of this Privacy Policy is determined to be illegal, invalid or otherwise unenforceable by reason of the laws of any state or territory in which this Privacy Policy is intended to be effective, then to the extent and within the jurisdiction in which that term is illegal, invalid or unenforceable, it shall be severed and deleted from this Privacy Policy and the remaining terms of the Privacy Policy shall survive, remain in full force and effect, and continue to be binding and enforceable.

## **18. Governing Law/Jurisdiction**

This Privacy Policy is governed by and construed in accordance with the laws of the State of Delaware. You agree to submit to the personal jurisdiction of the courts of the State of Delaware and the United States of America located in New Castle County, Wilmington, Delaware, for any cause of action arising out of or relating to this Privacy Policy, and hereby waive any right to participate in any type of lawsuit brought and/or maintained as a class action or similar in nature to a class action.

## **19. Modifications of this Privacy Policy**

Berlin Acoustics shall have the right, at its sole discretion, to modify, add or remove any terms or conditions of this Privacy Policy without notice or liability to you. Any changes to the Privacy Policy shall be effective immediately following the posting of any such changes on the Site and Berlin Acoustics will post the date of the most recent modification. Please review this Privacy Policy regularly to ensure you are aware of any changes made by Berlin Acoustics. Your continued use of the Site after changes are posted or notifications are sent to you means that you agree to be legally bound by this Privacy Policy as updated and amended.

## **20. Contacting Us**

If you have questions about this Privacy Policy, the information practices of Berlin Acoustics or your dealings with Berlin Acoustics, please contact us at [Support@us.raumfeld.com](mailto:Support@us.raumfeld.com).



You may also contact us by regular mail at:

Berlin Acoustics, Inc.  
16192 Coastal Highway  
Lewes, Delaware 19958

## **Raumfeld Privacy Statement**

We appreciate your interest in our Raumfeld devices and the Raumfeld App. Protecting your privacy is very important to us. Hereinafter, we provide detailed information about how your data is handled.

### **Security with Raumfeld: collection, processing, use and disclosure of personal data**

We use your personal information solely in accordance with the following provisions and in compliance with relevant regulations of the German Federal Data Protection Act (BDSG) and the German Telemedia Act (TMG).

Only the personal data and information required for communication between the device and Raumfeld infrastructure shall be collected, processed and used by Raumfeld, including:

- Device type;
- Device ID;
- Device version;
- Installation ID (which devices are combined);
- Active music services and their accumulated duration of use; and
- Device addresses (IP).

Unless you have specifically consented to the further use of your data, for example, to be sent our newsletter or automatic reports (see 'Help us to improve Raumfeld'), we use this data to optimise the use of Raumfeld products and to provide support functions should you need these for using the device.

Since finding devices in local networks is not always reliable, Raumfeld devices use a database in order to find each other, which works through an active Internet connection as well as with routers. The data is also used to allocate appropriate updates to a device and notify you about service information relevant for you, for example, when a music service you use is going to be disabled. We also announce new products and features to you.

Redirecting data which is collected within the European Economic Area to locations outside the European Economic Area is prohibited. Any data collected in North America shall not be redirected to locations outside North America. If data is disclosed to third parties, it shall be disclosed in anonymised and aggregated form, so that no conclusions about who you are can be drawn. This allows us to be able to supply the music services with anonymous and aggregated data on the usage patterns (how long a title is played by each user, when pause, play or skip was pushed) of our common customers.

Your personal data will be encrypted with HTTPS using current and secure online methods. We use technical and organisational security measures to protect your data that we manage against accidental or intentional manipulation, loss, destruction or against access by unauthorised persons.



Lautsprecher Teufel reserves the right to revise the following provisions at any time and without prior notice. For this reason, we recommend you visit the page regularly to familiarise yourself with the privacy policies for Raumfeld devices and the Raumfeld App.

## **Music services**

### **Services without registration**

Certain music services can be used from the Raumfeld App without having to register with the service provider. The body responsible for the collection, processing and use of personal data when using these music services is the respective music service provider and not Lautsprecher Teufel. With respect to this, we refer to the data privacy policy of the respective provider:

- TuneIn: <http://tunein.com/policies/privacy/>
- Napster: <http://de.napster.com/privacypolicy>

### **Services with registration**

Registration with the respective service provider is required in order to use the services TIDAL, Rhapsody, SoundCloud and Last.fm Scrobbling. Registration can be carried out via the service provider's website/app or optionally via the Raumfeld App. The body responsible for the collection, processing and use of personal data which must be provided upon registration is the respective music service provider and not Lautsprecher Teufel. With respect to this, we refer to the data privacy policy of the respective provider:

- TIDAL: <http://tidal.com/de/privacy>
- Rhapsody: <http://www.rhapsody.com/privacy>
- SoundCloud: <https://soundcloud.com/pages/privacy>
- Last.fm Scrobbler: <http://www.last.fm/legal/privacy>

You must log into the respective music service in the Raumfeld App in order to be able to use it. The account information is stored in our firmware and associated with the system ID. The account information is used to renew the session for the corresponding music service. Your account data shall be deleted if you manually delete your account from the Raumfeld system and thereby disable the music service. As part of the manual and automatic reports, the login data can also be forwarded to us as part of the log data. We use this information only for the purpose stated (see 'Help us to improve Raumfeld'). No data shall be disclosed to third parties.

### **Services which can be used independently of the Raumfeld App**

In a system which is set up, you can control Raumfeld devices by way of another app. Third-party hardware and software, which is outside our control, is integrated into the Raumfeld system for this purpose. The body responsible for the collection, processing and use of personal data is the respective service provider. We have absolutely no access to the information collected by the service provider. If you use the services Spotify Connect or Google Cast for Audio, these providers have access to audio controls on your Raumfeld devices, for example, volume. For more information, please refer to the data privacy policy of the respective provider:

- Spotify Connect: <https://www.spotify.com/de/legal/privacy-policy/>
- Google Cast for Audio: <https://www.google.com/policies/privacy/>

In order to validate and authenticate existing equipment (to buy without Google Cast for Audio) with regard to the service Google Cast for Audio, we collect your name and email address. We can thus ensure



that only real persons register for the service and not bots, etc. This data will not be shared or used for any purpose other than for validation.

The help of a third party 'StreamUnlimited Engineering GmbH' is used to realise Google Cast for Audio functions. It organises and supports the cloud server which is necessary for accessing the audio services of Google Cast for Audio. This third party reserves the right to verify the use of licensed software in terms of its admissibility in order to prevent illegal activities (e.g. the transmission of a copy of the licensed software to a non-licensed device). The identification of the device is carried out using an individual token to which you, by using it, give your consent for monitoring purposes. For monitoring purposes, a protocol of the MAC address, the user's IP address, the brand, model name and firmware version for the monitoring of use is created every time the device is used. You acknowledge that the third party saves and processes this data upon reasonable suspicion of unlawful use for possible analysis. StreamUnlimited is also entitled to transmit the data in an anonymous format to the appropriate developer of one of the licensed software-supported functions if reasonable suspicion of an infringement by the end-user exists.

### **Pre-release versions**

The following personal data is collected, processed and used by Lautsprecher Teufel upon registering for the pre-release version of the Raumfeld software: First name, last name and email address. Voluntary information also includes your title, phone number and postal address.

This information is collected so that we can get in touch with you in order to better evaluate the pre-release version before it is made publicly available. Your information enables us to optimise Raumfeld software and if necessary rectify any errors which occur. In order for this to be done, however, it's necessary for you to log in as a user. By logging in, your system is linked to you as a person. Participation in a pre-release version is voluntary. 'Help us to improve' automatic reports are always sent to Lautsprecher Teufel when pre-release versions are used. See content of these reports below. The Raumfeld system can also be used if you use the public versions. You can also revoke your consent with effect for the future at any time.

### **'Help us to improve Raumfeld'**

#### Manual reports

Should errors occur, you can send manual reports to Raumfeld via your Raumfeld devices and apps. In this case, the following data is transmitted to Raumfeld: Log files (which also include information on usage behaviour), device IDs, settings, information about the infrastructure, the list of active applications, email addresses and login information for the respective music services (if the log was sent at the time of registering with the music service provider). This personal data and information shall only be used to improve our product and shall not be disclosed to third parties without your express consent.

#### Automatic reports

You can also activate the systems (devices, apps, etc.) to send automatic reports. In this case, the same information shall be transmitted to Lautsprecher Teufel as is the case with manual reports (see 'Manual reports'). This personal data and information shall only be used to improve our product and shall not be disclosed to third parties without your express consent. Upon activating this, you consent to the automatic collection, application and use of this information by Raumfeld for the purpose of optimising Raumfeld products.



#### Google Analytics App Tracking

The Raumfeld App uses Google Analytics, an analysis service of Google Inc. ('Google'). This analysis tool is used to statistically analyse user visits as well as to create pseudonymous user profiles.

Google Analytics uses so-called 'IDs', identifiers which are stored on your device and which enable the analysis of your use of the Raumfeld App. The information generated by the ID on your use of the Raumfeld App are usually transmitted to a Google server in the USA and stored there. In the case of this app having IP anonymisation activated, your IP address shall be truncated by Google within the member states of the European Union or in other states which are party to the Agreement on the European Economic Area. Only in exceptional cases shall the full IP address be sent to a Google server in the USA and truncated there. On behalf of the operator of the Raumfeld App, Google will use this information to evaluate your use of the app in order to compile reports on app activities and to provide other services connected to the app usage and Internet usage to the app operator. The IP address transmitted from your browser by Google Analytics shall not be compiled with other data from Google. IP anonymisation is activated by default in this app.

You can disable the storage of the ID and thus the use of the Google Analytic App Tracking in the Raumfeld App's settings and thereby express your opposition to the use of your data.

#### Email and newsletter

If you have given your consent to this in the set-up process or in the settings, we shall use your personal information, such as your email address and optionally your first and last name, to keep you regularly updated on new features related to the products you have acquired (software updates, system enhancements, system components) or to consult you regarding your satisfaction with the acquired products. You can revoke the use of your email address for the aforementioned purposes at any time with future effect without incurring additional costs other than the usual transmission costs at the basic rates. To do this, click either the unsubscribe link in the newsletter or send an informal letter by email to [datenschutz@teufel.de](mailto:datenschutz@teufel.de) or send a letter by post to Lautsprecher Teufel GmbH, Datenschutz, Budapester Straße 44, 10787 Berlin, Germany.

#### Withdraw of consent

We would like to point out that you can withdraw your expressly given consent at any time with effect on the future.

#### Consent forms and confirmations of acknowledgement

In the course of the set-up process, if necessary, you expressly give the following consents and confirmations of acknowledgement.

#### Acknowledgement of Data Privacy Policy

I have read and agree to the Data Privacy Policy ([Link](#)).

#### Newsletter

I hereby give my consent to receive the newsletter of Lautsprecher Teufel GmbH which offers product recommendations, practical tips and surveys which are suitable for me. I can revoke my consent at any time.

#### Automatic reports



By activating automatic reports, I hereby give my consent for Lautsprecher Teufel to collect, process and use automatic reports for the purpose of optimising Raumfeld products.

***Date Last Modified: April 25, 2017***