Cookie Privacy Notice

A.   WHAT ARE COOKIES AND OTHER TRACKING TOOLS?

Cookies are small files stored by most internet browsers that track visitor information and enable For to make its web offerings more relevant to you. During your visit to our website, For uses four kinds of cookies. Their retention period depends on each country and the applicable law.

Tracking tools and libraries, such as gtm.js from Google Tag Manager, are scripts integrated into websites to collect and manage visitor interaction data. They enable site owners to implement analytics, marketing, and personalization features by triggering tags or storing relevant information about user behavior. The scope and retention of collected data depend on the specific tool configuration, its purpose, and applicable legal requirements in each jurisdiction.

Other tracking tools are any 'passive' tracking tool, such as fingerprinting, web beacons (invisible pixels or web bugs), cookie "flash" (or shared objects), or any technology that helps to identify the user's device or operating system by collecting all or part of the information on the specific user-selected configuration of that device.

B.   WHAT COOKIES DO WE USE AND WHY?

- Strictly necessary cookies: these cookies are essential for us to provide you with the basic functionalities of our website and cannot be switched off in our systems.
- Performance cookies: these cookies allow us to count visits and traffic sources to measure and improve the performance of our website.
- Functional cookies: these cookies provide enhanced functionality and personalization during your visit.
- Targeting or advertising cookies: Our advertising partners may set these cookies on our website to build a profile of your interests and propose relevant ads. Currently, we are not using any targeting or advertising cookies at Sennheiser.

Some cookies used by our websites are set by us, and some are set by third parties on Sennheiser's behalf.

SENNHEISER

Please find below a list of all cookies and other tracking tools used by this website:

Cookie Domain	Cookie Category	Cookies	Description
btb.sennheiser-hearing.com	Strictly Necessary	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a normal lifespan of one year and contains no personal information.
btb.sennheiser-hearing.com	Strictly Necessary	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.
cookiepro.com	Strictly Necessary	__cf_bm	This cookie is set by the cookie compliance solution from OneTrust. The __cf_bm cookie supports Cloudflare Bot

			Management by managing incoming traffic that matches criteria associated with bots.
googletagmanager.com	Performance	Google Tag Manager (gtm.js)	Used to manage and implement analytics, marketing, and personalization features.
.sennheiser-hearing.com	Performance	_ga	Used by Google Analytics to identify and track an individual session with your device.
.sennheiser-hearing.com	Performance	_ga_RYMNEYHYMT	Used by Google Analytics to identify and track an individual session with your device.

C.   HOW TO MANAGE COOKIES?

Each type of cookie has a specific purpose, and on our website, you can easily consent to each purpose. By accepting all cookies, you will have a fully personalized web experience. We allow you to choose which types of cookies you accept or block, which may impact your experience on the website and our services. Nevertheless, you can use the service even if you refuse to consent to some cookies, except for strictly necessary cookies.

To withdraw or modify your consent, you can click on the small button at the bottom of the website:

If you are not interested in the advantages of our Cookies, the "Help "function of your browser can provide instructions on how to prevent Cookies or delete existing Cookies. You can also learn how to block all new Cookies on your browser and which configuration steps are required to receive a notification about new Cookies.
In any case, your choice (consent/refusal) will be kept for twelve months.
Beneficial information on Cookies, in general, can be accessed on these websites:
AllAboutCookies or Cookiepedia

D.   HOW TO CONTACT US

For any questions, comments, or concerns about this Policy, or to exercise your privacy rights permitted by applicable law related to Personal Data, please get in touch with our Data Protection Officer at the following e-mail address: privacy@sonova.com
For further information, please consult our global privacy policy.