

PRIVACY NOTICE

Last updated: 03/03/2025

This Privacy Notice describes how your personal data are collected and processed.

The processing of your personal data complies, according to your country, with local data protection requirements, for example, but not limited to, the Swiss Federal Data Protection Act ("FDPA"), the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR"), and / or, as may be applicable, the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") for your personal data qualified as Protected Health Information.

This Privacy Notice may be updated from time to time. In this case, we will inform you that this Privacy Notice has been modified and the "last updated" date on top of this document will be modified. We recommend that you periodically review the latest version of this Privacy Notice.

1. Who we are

Depending on your location, the local affiliate of Sonova AG may act as an independent data controller (collectively referred to as "Sonova" or "we" or "our") for the processing listed in the following section.

2. Personal data we collect from you and why

Sonova processes your personal data and /or the personal data of the person you represent (that you shared with us after having obtained their informed consent), for example your name, surname, address, email, telephone number, for the following purposes:

- a. To offer you or someone you represent the requested commercial assistance.

This activity is necessary to perform your request as part of the performance of the contract to make a contact with us.

In order to comply with the Data protection principle of data minimization, please only type in the necessary information you need to express and solve the issue.

Please do not type in more information than necessary or unnecessary information about you (such as your name or surname). Consider this especially when you want to type in special category/ sensitive data, which is any data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health, sex life or sexual orientation.

- b. To send you promotional and/or advertising and marketing materials or newsletters about Sennheiser Hearing Business' products or services for Hearing Care Professionals.

This activity relies on your freely decision to opt in and give your explicit consent, which you can revoke at any time. This processing is not mandatoy, but if you decide not to give us your consent, we will not be able to provide you with more information

about developments in our services, products, promotions or we will not be able to give you access to services and offers

3. How we share your personal data

Your personal data will be processed according to the instructions we provide to our employees who have received the necessary training in data protection and are subject to an obligation of confidentiality.

Your personal data may also be disclosed to:

- Other companies in our group of companies, such as our subsidiaries, all of which are required to protect personal data in accordance with applicable privacy and data protection laws;
- Our business partners, contractors and third-party service providers. These third parties only process personal data that is strictly necessary for the services they provide to us, according to our instructions and in compliance with our privacy and security requirements.
- Other organizations and public bodies, supervisory and control authorities, including law enforcement agencies, may be required by law.

Furthermore, by using the above-mentioned service your personal data may be shared on a limited basis with our business and the following third-party service providers acting as processors:

- Salesforce : provisions of customer account and administering the account database.
- SendGrid: manage and maintain email infrastructure.
- Advance Metrics: Provides content for cookie consent
- Ogilvy: Partner that developed this website

Before we disclose any personal data to third parties other than those listed above, we will explicitly ask you for your consent. However, if we are legally obliged to disclose personal data without your consent, we will only disclose personal data that are strictly necessary for that purpose to fulfil our legal obligations.

4. International personal data transfers

Please note that some of the above-mentioned third parties can be located outside your country. Therefore, your personal data may be transferred to countries that do not provide the same level of protection of personal data as your own country. In such cases, we will implement adequate measures including appropriate organizational, technical and legal safeguards in order to govern the relevant transfer and to ensure the necessary level of protection is established under applicable law.

5. How long we keep your personal data

Personal data is deleted 6 months after the end of our commercial contact, and/or in case of 5 unsuccessful contact attempts and of 1 email attempt to follow up. In the event applicable law or other regulations require a longer retention period, we will apply the longer retention period in order to fulfill our legal obligations.

For processing based on the consent you may have given, your personal data are processed until you revoke the consent you freely decided to give us and in any case for a maximum period of 24 months

6. Your legal rights

As per applicable law, you may have the right to request access, rectification, erasure of your personal data, or restriction of processing. In addition, you may object to the processing, request data portability and withdraw your consent at any time. According to your country, you may have other rights such as providing instructions for how your personal data should be processed posthumously. Under HIPAA you may also have the right to request an accounting of disclosures of your personal data, and the right to receive a paper copy of this notice upon written request.

You can exercise your right to object to further contact by letting us know at any time during the call, using our “unsubscribe link” contained in our email, or by contacting us at privacy@sonova.com. Upon validation, the personal data you provided will be deleted from the contact lists used by Sonova’s affiliates and third parties.

Please note that the exercise of such rights is subject to the limitations provided by applicable law.

If you consider that the processing of your personal data infringes applicable law, then you may also lodge a complaint with the local supervisory authority or the competent regulator.

We want to assure you that we do not sell, lease, or otherwise disclose your personal data, including protected health information (PHI), to any third parties for financial gain or marketing purposes. Your privacy is of the utmost importance to us, and we are dedicated to maintaining the confidentiality and security of your information.

7. How to contact us

In the event of questions about this Privacy Notice, or the processing of your Personal Data, please contact our Data Privacy Team at privacy@sonova.com.