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Our policy, your privacy

Sonos, Inc. privacy policy statement

Sonos respects your privacy and is committed to protecting the personal information that you decide to share with us. The purpose of this policy statement is to explain the type of information Sonos collects, how we collect it, what we use it for and how consumers can restrict the use or disclosure of personally identifiable information (our "Policy"). This privacy policy statement covers two distinct types of information we may collect – (1) when you visit our website, and (2) when you use our products.

Privacy policies

Information we collect

Sonos only obtains personal information that a visitor to Sonos.com voluntarily and knowingly provides. This means that you can visit our website without telling us who you are or revealing any information about yourself. To measure the performance of and to continually improve our website, we do, however, collect some generic information about our visitors. This information may include: your IP address, browser type, operating system, domain name, access times and referring website addresses. We aggregate this information and use it for the operation of the website, to improve the quality and performance of the website and to provide general statistics regarding the use of Sonos.com. See also Cookies and tracking technology.

Sonos may collect personally identifiable information (also known as personal information) through this website and is the sole controller of such information. Personal information includes any information that may be used to identify you, including, but not limited to, a first and last name, email address, a home, postal or other physical address, birth date, gender, occupation, demographic data, industry, personal interests and potentially other information needed to provide a product or service you request. You may choose to provide personal information to Sonos in a variety of ways through our website, including:

- Registering to receive news or information about our products;
- Placing an order for a product;
- Registering a Sonos product that you have purchased;
- Sending us e-mail;
- Submitting a support request;
- Registering as a Digital Expert.

In each of the instances above, we may ask for some or all of the personal information described above. When personal information is collected, we will inform you at the point of collection about the purpose(s) for which it is to be used. If we ever ask for significantly different information we will inform you. In addition, we will clearly identify personal information that is required versus optional information.

Information use, sharing and disclosure

When visitors supply information about themselves for a specific purpose, Sonos uses the information solely for that purpose (such as to provide the information the visitor has requested or to consider a visitor for a particular job). When visitors use our website to order products, or to request information about them, we may use the individual information as we would use the same information obtained offline - for example, to evaluate your needs and contact you regarding additional products, information or services that we believe you may find useful. You have the right to choose not to receive this information by notifying us of your preference.

Such notification may be sent via email to: privacy@sonos.com.

We do not sell individual information obtained online about our visitors. And we will not disclose the personal information you provide to us via the website to parties unaffiliated with Sonos unless you specifically authorise it, we believe it is reasonably required by law or we believe that disclosure is reasonably required to protect the safety of customers, employees or property or for dispute resolution purposes.

Sonos uses a variety of third party contractors to perform services such as website management and hosting, online product purchases and shipping, credit card

processing and email marketing. In such instances, your personal information may be shared with these agents or contractors but only for the purpose of performing services on behalf of Sonos and in accordance with this privacy policy. The updated list of these parties may be requested from Sonos at any time. In addition, if Sonos or its assets are acquired by another company, your personal information will, in most instances, be part of the assets transferred to the successor company.

In some cases, where applicable, we will provide you with the opportunity to "opt in" to receiving direct marketing or market research information. This means we will require your affirmative action to indicate your consent before we use your information for purposes other than the purpose for which it was submitted. In other cases, your consent to Sonos collecting and using your information in accordance with this policy will be assumed unless you take affirmative action to indicate that you do not consent, for instance by clicking or checking the appropriate option or box at the point of collection. In any event, we will always give you the opportunity to "opt out" of receiving direct marketing or market research information, even if you have previously "opted in".

Retention period

The collected data is kept for the duration necessary to provide the service requested by the visitor or otherwise outlined in this document. Visitors can always request that Sonos deletes the data by notifying us using the contact information above.

Security

Sonos uses a variety of security technologies and procedures to help protect your personal information from unauthorised access, use or disclosure. For example, we store the personal information you provide in computer servers with limited access that are located in controlled facilities. When we transmit sensitive information (such as a credit card number) over the internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. If at any time you would like to make a purchase, but do not want to provide your credit card information online, you may contact a Sonos sales representative over the telephone. We require our employees to

protect the privacy of information about our customers and expect our partners and suppliers to do so as well.

Cookies and tracking technology

A cookie is a small data file that some websites write to your computer hard drive when you visit the site. We use both session ID cookies and persistent cookies. For the session ID cookie, once a visitor closes the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following internet browser help file directions. A cookie file can contain information such as a user ID that the site uses to track the pages you've visited, but the only personal information a cookie can contain is information you supply yourself.

Some parts of Sonos' website use cookies to track user traffic patterns. We do this to determine the usefulness of our website information to our users and to see how effective our navigational structure is in helping users reach that information. In addition, we use cookies as necessary to perform functions specific to a visitor, such as purchasing a Sonos product or submitting a support request.

If you prefer not to receive cookies while browsing our website, you can set your browser to warn you before accepting cookies and refuse the cookie when your browser alerts you that a cookie is present. You can also refuse all cookies by turning them off in your browser, although you will not be able to take full advantage of Sonos' website if you do so. In particular, you will be required to accept cookies in order to complete certain actions on our website, such as ordering a product or submitting a support request.

Annex 1 of this document contains a list of first-party cookies that may be placed on your device.

Google Analytics

The site uses Google Analytics to understand how you make use of our content and work out how we can make things better. These cookies follow your progress through our website, collecting anonymous data on where you have come from, which pages you visit, and the time spent on the site. This data is stored by Google in order to create reports. These cookies do not store your personal data.

The information generated by the cookie about your use of the website, including your IP address, may be transmitted to and stored by Google on servers in the United States or any other country in which Google maintains facilities. Google may use this information for the purpose of evaluating your use of the website, compiling reports on website activity for us and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google may combine information (including IP addresses) obtained through its Google Analytics Premium and DoubleClick Bid Manager products to provide these services. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

The cookies for Google Analytics are created automatically unless the visitor's browser is set to refuse them. Visitors can set their browsers to accept or reject all, or certain, cookies. All recent versions of most browsers give users a level of control over cookies. Further details on how to control how web servers use cookies on your computer (including Google Analytics cookies) is available on the <http://www.aboutcookies.org/> website, which contains a guide to deleting and controlling cookies.

Annex 2 of this document contains a list of Google Analytics cookies that may be placed on your device.

The Google website contains further information about Google [Analytics](#) and a copy of [Google's privacy policy](#).

Google Analytics opt-out browser add-on

Visitors can prevent Google Analytics collecting traffic log data. To provide website visitors with more choice on how their data is collected Google Analytics has developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that information about the website visit should not be sent to Google Analytics.

If you want to opt out, download and install the add-on for your current web browser. To do so please visit the following site which provides a browser add-on that enables a user to opt out - <http://tools.google.com/dlpage/gaoptout>. The Google Analytics Opt-out Browser Add-on is available for Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari and Opera.

We recommend that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

Third party cookies

By using our website, you may receive certain third party cookies on your device. Third party cookies are those placed by websites and/or parties other than Sonos. Third party cookies may be used on this website for improvement of our products or services.

These 'third party' cookies are subject to the respective privacy policies for these external services, for example, [the Facebook Data Use Policy](#).

Sonos uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to our website. Any data collected will be used in accordance with this privacy policy and Google's privacy policy.

Visitors can set their preferences for how Google advertises using the [Google Ad Preferences](#) page, and they can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

More information about Google Adware can be found [here](#).

Annex 3 of this document contains a list of third-party cookies that may be placed on your device.

Email

Sonos does not send unsolicited "junk" email (spam). We may use email to communicate with our visitors, to respond to visitors' emails, to confirm orders placed online and to send information that a visitor has requested. If you receive an unwanted email from us, you can reply to the email to ask not to receive future emails. Sonos provides an unsubscribe function in its email campaigns in order for subscribers to opt out of further email communications from us.

Children's privacy

The Sonos website does not target and is not intended to attract children. Sonos does not knowingly solicit personal information from children or send them requests for personal information.

Although visitors of all ages may navigate through our website, we do not intentionally collect personal information from persons under the age of thirteen. If following a notification by a parent or guardian, or discovery by other means, that a child under thirteen has improperly registered on this site by using false information, we will immediately cancel the child's account and delete the child's personally identifiable information from our records.

Third party sites

Sonos' website may contain links to other websites that are operated by third parties. Sonos does not share your personal information with those websites, nor are we

responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

Updating your information

If you have previously provided us with personal information, you may access, correct, and update information by visiting our site and utilising our support application. The Support area of the site contains links (My Stuff) by which users can send in informational updates and corrections. Any inaccuracies in the information of which you inform us, or of which we become aware, will be rectified by us as soon as possible. We do not retain any information about you which is out of date or which is no longer required under this Policy.

Access rights

You have a right to access the personal data we hold about you. If you wish to obtain a copy of this information, please write to us or email us at the contact address above, enclosing your postal details for receiving this information. In some jurisdictions, we may have a right to charge you an administration fee.

Sonos products

There are different levels of information that may be provided by you and/or your Sonos system, depending on how much information you wish to provide.

- **Decline to register:** if you decline to register your Sonos system with us, no personally identifiable information will be transmitted. Your system will, however, initially transmit the fact that a household ID (a numerical identification) with Sonos products (identifiable by serial number) has been created. After this initial submission, no other information will be submitted unless (i) you add more Sonos products to your system (in which case the same initial information is transmitted), or (ii) you subsequently choose to register your system.
- **Register, opt-out:** if you register your Sonos system with us, you will provide us with the following information:

- Email address (that becomes associated with the household ID)
 - Zip/post code
 - Country where you use the system.
- In addition, after registration, your system will periodically report the following types of information:
 - The operating system for any device running a Sonos controller
 - Sonos products (including serial number) and software versions used in your system
 - If you sign up for a music service
- When this information is transmitted, it is accompanied by the household ID, your Sonos ID (i.e. the email address you provided), the Sonos software version of your system and the hardware models in your system.
- **Register, opt-in:** if you agree to provide more information after registration, and in addition to the above information provided by virtue of registration, your system will periodically provide information regarding your usage of the Sonos system, including the following:
 - Music service usage (not what you play, just how much you use the service)
 - Local music (not what you play, just how much you use your local collection)
 - Usage of the Sonos system queue
 - Equalisation usage
 - Creation of stereo pair
 - Use of line-in devices and Sonos dock(s)
 - Playback errors (such as unavailability or dropouts of a music service)
- When this information is transmitted, it is accompanied by the same identifiers described above for Register, opt-out.

How we use this information:

Sonos collects information from the Sonos system software because it helps us provide you with content, services and a more personalised experience based on the information you provide. It also helps us to better understand how our products are used. Finally, information transmitted by your system (for example, repeated dropouts of

music services) might prompt us to contact you if we see that your system performance could be improved.

We do not rent or sell any of the information we may collect from you to third parties, but we do provide music services with anonymous and aggregated data regarding usage patterns of our mutual customers.

Notice of changes to this policy

Sonos will update this privacy policy statement from time to time. When we do, we will revise the "last updated" date at the bottom of this page. For changes to the privacy statement that we deem to be material, we will notify you by placing a prominent notice on the home page of the Sonos.com site.

Last updated: 10 November 2014.

Annex 1: First party cookies

Cookie type	Cookie name	Persistence period	Purpose	Information contained
First party	ASP.NET_SessionId	When the browsing session ends	Session cookie	Randomised and anonymous identifier
BrightTag	__bterr	Doesn't expire [1 Jan 1970]	Error check for anything coming from Brighttag	Error messages that occurs in data binding expressions or events associated with

				a Server-Direct Tag
Google Analytics	__utma	2 years	Keeps a count of the number of times a visitor has visited the website	Randomised and anonymous identifier
Google Analytics	__utmb	30 minutes	These two cookies are used to calculate the amount of time visitor spent browsing the website	Contains timestamp of time visitor enters the website
Google Analytics	__utmc		When you close your browser	Contains timestamp of time visitor leaves the website
Google Analytics	__utmli	30 seconds	Enhanced Link Attribution	Contains the ID of the element that was clicked
Google Analytics	__utmv	2 years	Assists developers using the <code>_setCustomVar</code> method. Also used for the deprecated	Stores visitor-level custom variable data

			_setVar method	
Google Analytics	__utmz	6 months	Keeps track of where the visitor came from, what search engine was used, what link visitor clicked on, what keyword you used, and where they were in the world when they accessed the website	Referrer information as described in the purpose
First party	btpdb.2RAd25C.X2J0X3FjX2R1cmF0aW9u	1 month	Page Data	Stores page data for persistent data binding
First party	lang	1 month	Language preference	Preferred language (e.g. "en-us")
First party	Region	1 month	Your region	Current region (e.g. "Italy")
First Party	Sonos	1 month	Region/Language object	Region=xxx lang=xxx

FirstParty	MySonos	Logout/1mo	Encrypted user information. Future use on SSO	FName, LName, UID, HHID, IP
First Party	shop	2 days	Encrypted cart contents for use in between *.sonos.com domains	Cart,SKU, Quantity, Price

Annex 2: Google Analytics cookies

Cookie type	Cookie name	Persistence period	Purpose	Information contained
Google Analytics	_utma	4 years	Automatically set when visiting any of our pages. Enables the use of the Google Analytics web statistics service	These cookies store anonymous data on your visit to the website
Google Analytics	_utmb	For 30 minutes after your last activity on the site	Automatically set when visiting any of our pages. Enables the use of the Google Analytics web	These cookies store anonymous data on your visit to the website

			statistics service.	
Google Analytics	_utmc	When you close your browser	Automatically set when visiting any of our pages. Enables the use of the Google Analytics web statistics service.	These cookies store anonymous data on your visit to the website
Google Analytics	_utmz	For six months from when it is set	Automatically set when visiting any of our pages. Enables the use of the Google Analytics web statistics service.	These cookies store anonymous data on your visit to the website

Annex 3: Third party cookies

Cookie type	Cookie name	Persistence period	Purpose	Information contained
Facebook	datr, lu, s, locale, c_user, xs	Four years	Allows our pages to be shared and liked on Facebook. Facebook may use these	Data on how you use the internet, which might be linked to your Facebook username.

			cookies to track how you use the internet across different websites.	
Double Click	_drt_, id, .add	30 days	This cookie is used for re-targeting, optimisation, reporting and attribution of online adverts.	Data on how you use the internet.
Google	NID, PREF, APISID, HSID, SID	30 days	This cookie is used for re-targeting, optimisation, reporting and attribution of online adverts.	Data on how you use the internet.
Thebrighttag	bt3, btddb, btv3.im, btv3.mm, btv3.qc	1 year	This cookie is used by our tag management system and contains usage information that may be shared with third party advertising companies for targeting, advertising and analytical purposes.	Data on how you use the internet.

Turn.com	Uid	6 months	This cookie is used for targeting and advertising.	Data on how you use the internet.
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