

**Public Directory of Procedures pursuant to § 4 e of the German Data Protection Act (BDSG).**

**1. Name of the responsible entity**

beyerdynamic GmbH & Co.KG  
Register court: District Court of Stuttgart, HRA 101400  
General partner: Beyer Dynamic Verwaltungs-GmbH  
Register court: District Court of Stuttgart, HRB 100279

**2. Managing director:**

Wolfgang Luckhardt

**Person entrusted with the management of data processing:**

Klaus Döring

**3. Address of the responsible entity**

beyerdynamic GmbH & Co. KG  
Theresienstr. 8  
D-74072 Heilbronn

**4. Purpose of data collection, processing or use**

In accordance with the object of the company as a company in the electro-acoustics industry, which includes (among other things) the design, production and sale of conference systems and interpreting equipment, microphones and headphones for microphones, headphones and audio-visual combinations for professional use in studio, radio or television, hi-fi headphones for end consumers and pilots and associated business, data is collected and used for transacting business as well as for advertising and market research purposes.

**5. Description of the group of individuals concerned and the related data or data categories**

Customer data, data of interested parties, employee data, applicant data, as well as data relating to suppliers and business partners, if and to the extent that they are required for fulfilment of the purposes referred to in 4.

**6. Recipients or categories of recipients to whom the data can be disclose**

Public authorities if overriding statutory regulations exist, external contractors in accordance with § 11 of the German Data Protection Act, external bodies and internal beyerdynamic departments and beyerdynamic, Inc., the US sister company, for fulfilment of the purposes referred to in 4.

**7. Time limits for the deletion of data**

The legislative body prescribes a variety of obligations and periods concerning the retention of data. After such periods have expired, the relevant data is routinely deleted. Where data is not affected by this, it is deleted when the purposes listed under point 4.0 no longer apply.

**8. Planned transfer of data to third countries**

In order to fulfil contractual purposes, any relationship of trust similar to an agreement, for the purpose of consultation and assistance, personal data is transferred to third countries, to the extent that such data is required to fulfil the purposes listed under point 4.0. On our website, we employ Google Analytics, a web analysis service run by Google Inc. that, in the course of the analysis, transfers data to servers in the US. There are no plans for any further transfer to third countries.

### **Additional / voluntary disclosures**

We process your personal data, which is collected when you visit our website, in accordance with the statutory German and EU provisions. This data privacy declaration does not apply to websites of other providers to which our websites refer to via a link.

### **If you visit our websites, our web servers store the following data by default:**

- the name of your Internet service provider
- the website from which you were referred
- the websites you visit when visiting our site
- date and duration of the visit

In order to track the preferences of visitors to our websites and design the pages in an optimal fashion, we employ cookies that have no connection to personal data. Personal data such as that data relating to registration, for example, are also only saved if you make a voluntary disclosure.

beyerdynamic GmbH & Co.KG employs operational and organisational security measures to protect data managed by us from accidental or deliberate manipulation, loss, destruction or from access by unauthorised parties. Our security measures continue to be improved in line with technological developments. Specifically, this means that we store information relating to data privacy on secured systems in Germany. Only a few authorised individuals who are familiar with the operational or editorial management of the systems have access to these systems.

**Company Management**

**Data Protection Officer**