SONOS, INC. PRIVACY STATEMENT

Last update: September, 2026

We deeply respect your privacy and right to control how and if your personal data is used. Our guiding principles are simple:

- We use data to serve our listeners.
- We provide meaningful choices that are easy to understand.
- We collect only what we need.
- We protect the data of our listeners as if it were our own.

The primary purpose of collecting your data is to improve your listening experience. Whether we're collaborating with music services to make sure you have access to your favourite playlists and can discover new artists, giving you the ability to play music with your voice or the touch of your smart home system, or offering you highly responsive customer support when something goes wrong, our aim is for you to listen as effortlessly as possible. To that end, we only collect your data for clearly defined purposes.

This Privacy Statement ('Statement') explains the personal information we collect from you, either directly or indirectly, and how we use it. This Statement also covers the choices you can make about the data we collect, and how you can control these decisions. It applies to all products offered by Sonos ('Sonos Product(s)'), including our Sonos control app ('Sonos App' or 'App') or services, for example Sonos Voice Control ('SVC') (available as Classic Sonos Voice Control and Sonos 27voice), the Sonos website, Sonos Flex and Sonos Radio (collectively referred to as, 'Services'). Please read this Statement carefully to understand how Sonos may collect, use and share your personal information. The terms 'we', 'us', or 'Sonos' are each intended as reference to Sonos, Inc.

This Statement describes:

- The Types of Personal Information We Collect
- Customer Interactions with Sonos
- How We Use Personal Information
- How We May Share Personal Information
- The Legal Bases for Using Personal Information
- Security, Storage and Retention of Personal Information We Collect
- Your Rights and Choices
- Our Use of Cookies, Pixels and Other Similar Technologies
- How to Contact Us
- Changes to Our Privacy Statement
- U.S. State-Specific Rights

If you are a resident in the People's Republic of China ('China' or 'PRC') (for the purpose of this Statement, excluding Hong Kong SAR, Macau SAR and Taiwan), the addendum ('China Addendum') attached to this Statement also applies to you. Please read the China Addendum carefully to understand how Sonos may collect, use and process your personal information.

If you are a resident of certain states in the United States, you may have additional rights and choices regarding your personal information. Please read the section titled 'U.S. State-Specific Rights' carefully for additional information about your rights with respect to Sonos' collection, use or processing of your personal information.

The Types of Personal Information We Collect

Information you provide to us

We collect information you voluntarily provide to us, such as your name, phone number and email address; for instance, when you want to learn more about Sonos Products and Services or when you contact our Customer Support group for assistance with your Sonos Products, or when you engage with us on public community platforms or social media channels (see the 'Social Media and Community Based Support' section below for more information).

Information we collect from our Products or Services

Sonos Products are media devices which are designed to connect to each other (a 'Sonos System') as well as to music and other content delivered through media servers in the cloud. Accordingly, there is a certain amount of information which will always need to be collected for the Sonos Products to function as intended ('Functional Data') (as further outlined below). Beyond Functional Data, there is additional data (e.g. telemetry data) which we encourage our customers to share as it helps us improve your experience with Sonos Products and offer better, personalised Sonos Products and Services ('Additional Usage Data') (as further outlined below). When you visit our website, we may collect information about you by using cookies, pixels and other similar technologies. We may, for example, collect information about the type of device you use to access our websites, the operating system and version, your IP address, your general geographic location as indicated by your IP address, your browser type, the web pages you view on our websites and whether and how you interact with content available on our websites. To learn more about how we use cookies, pixels and similar technologies, see below.

Information obtained from other sources

We may receive information about you from other sources, including third parties, such as music service partners and partners with whom we offer co-branded services or engage in joint marketing activities. We may also receive information about you from social media platforms, for instance, when you interact with us on social media. We protect data obtained from third parties according to the practices described in this Statement and we also apply any additional restrictions imposed by the source of data.

Our Customers

Sonos does not target and is not intended to attract minors under the age of 18. Although visitors of all ages may navigate through our website or use our App, we do not knowingly collect or request personal information from those under the age of 18 without parental consent. If, following a notification by a parent or guardian or discovery by other means, a minor under 18 has been improperly registered on our site using false information, we will cancel the minor's account and delete the minor's personal information from our records.

Customer Interactions with Sonos

To make the information in this Statement easy to understand, we have highlighted different occasions when Sonos could potentially collect information from customers. The relevant sections in the Statement apply to you to the extent you use certain Products and/or Services and they are made available to you in your region.

Learning about Sonos

As you gather more information about Sonos, you may virtually or physically engage with us on an open platform. Examples include browsing our website, engaging with our social media channels and calling our sales representatives. To learn more about Sonos Products, you may voluntarily provide personal information, such as your name and email address during these interactions. We may also collect information about you online via cookies, pixels and similar technologies when you visit our websites.

When you visit our website, you may be presented with a pop-up invitation to participate in research, provide feedback, sign up for promotional communications, product updates or to create a Sonos account. If you provide your personal information through these pop-ups, we will collect that information to create your account, send you the requested communications and to personalise your Sonos experience.

We collect: name, email address, IP address and information provided by cookies, pixels or similar technologies.

Why: We use this information to share news about events and products offered by Sonos or our partners and to provide you with more customised advertising and marketing offers. Additionally, the IP address helps us to understand geographic information about our website's visitors better so that we can improve our website for everyone. It is our legitimate interest to process your personal data for these purposes.

Beta Programs and Product Research

If you register interest in participating in a 'Sonos Beta Program', research study, pilot program or other product testing initiative, we may collect information including your contact details, product ownership information, technical environment information, demographic information and responses to eligibility questionnaires.

We collect: name, email address, country, language preferences, product ownership information, technical environment information, survey responses and other information voluntarily provided as part of the recruitment process.

Why: We use this information to evaluate suitability for current and future Beta Programs, recruit participants, administer Beta Programs, communicate with prospective participants, improve our Products and Services, protect confidential information and maintain records relating to Beta Program participation. This processing is

necessary for our legitimate interests in conducting product research, recruiting Beta participants and improving our Products and Services.

Social Media and Community-Based Support

We engage with customers who reach out to Sonos via public community platforms (such as Reddit) and social media channels (such as X/Twitter, Facebook and Instagram) to provide support and address enquiries. We collect and process personal information collected via those channels to verify your identity, to link your enquiry to your Sonos account and to ensure that we can provide you with effective, tailored customer support.

Note that we do not request or disclose personal data in public-facing posts or replies.

We collect: information related to your personal profile on the relevant platform/channel (such as: the specific platform or channel you have contacted us on, your social media handle or username, your name (if available), the unique ID assigned to your profile by the relevant platform and case number (if provided), information related to your post and/or your DMs to Sonos (such as: the unique ID and conversation ID of the post in a threaded conversation and/or DM, the date the post and/or DM was posted, the language of the post and/or DM and a direct URL link to the post) and other identifying information you share in DMs with us, such as your email address, Sonos product serial number, diagnostic number or postcode.

Why: We collect this information to verify and link your identity, post and/or DM with your existing Sonos account to categorise and classify your inquiry to direct it to the most suitable Sonos team, to provide efficient and secure customer support and to maintain conversation continuity across platforms. Associating your enquiry with your existing Sonos account helps ensure continuity of support, faster issue resolution and provides a personalised and seamless experience to you. Processing this data is necessary to fulfil our agreement with you and serves our legitimate interest in providing timely and effective customer care.

Buying Sonos Products and Services

Once you have decided to buy a Sonos Product and/or Service, we offer a way for customers to buy directly from us at www.sonos.com. When you buy from us, you will be asked to provide information so that we can complete your purchase.

When you purchase or redeem a Sonos gift card, we collect information necessary to process the transaction, including payment information, recipient information (if provided) and gift card usage data. This information is used to fulfil the gift card purchase, enable redemption, track balances and prevent fraudulent activities.

We collect: your name, phone number, email address, delivery address, company information (optional) and payment information including billing address (if different from delivery), credit card information.

Why: We use this information to complete your transaction, follow up with you about your purchase, help with any delivery issues, handle returns and other issues related to the purchase of your Sonos Products and/or Services. Processing your personal data for this purpose is necessary for the performance of the contract we have with you. **Please note, we do not store any payment or credit card information. We only use payment information in connection with the purchase of Sonos Products and Services.**

Setting up your Sonos Product

At Sonos we offer different types of audio products, some of which are primarily designed to be used as part of a broader Sonos System (most often in the home)('**System Products**') and others which are intended to be used primarily as an individual product (including outside of the home) and may be used in Bluetooth mode only ('**Individual Products**').

System Products

Once you receive your Sonos System Products, you will be required to connect your Sonos System Product to a local network. Each Sonos System Product needs to be connected to the internet for setup. As part of the initial setup, you will be asked to download the Sonos App from either our website or a third-party website, such as the Google Play Store. The Sonos App allows you to control your Sonos System from the device of your choice (for example, your phone or tablet). During the setup process, the Sonos App will ask you to set up an account and register your system with Sonos. **You must register your Sonos System Products in order for your Sonos System Products to work.**

As part of registering any Sonos Product, the App will prompt you to enter information such as an email address and location data (country, postcode) which is required to provide this information to register your Sonos Products or System. Your Sonos System will then establish a unique alpha-numeric identification number which we use to help identify your specific Sonos System in a less personal manner. This identification number will be associated with the email address that you provide along with the individual Sonos Product serial number and the IP address from where the Sonos Product connected. As part of registration, you will need to set up a Sonos account. We collect your password to your Sonos account which is only used for authentication and Sonos account access.

We collect: your name, phone number, email address, location data, language preference, Product serial number, your password and IP address. Please note, your password is stored using one-way hash, which means that it cannot be recovered (or disclosed) by anyone, including Sonos.

Why: We collect this information to help get your Sonos Product and/or Service working securely (which helps prevent unauthorised access to your Sonos Products, Services or home network).This processing is necessary for the purposes of our legitimate interest in ensuring network and information security when you are provided with Products and Services. Specifically, a Sonos account is necessary to authenticate users and to ensure that a specific device is linked to a specific account and user. As part of our legitimate interest assessment, Sonos performed a balancing test. You can obtain information about this balancing test upon request by sending an email to privacy@sonos.com. Also, we collect this information to ensure that we enable you to select the right music service options based on your geographic location (e.g. radio stations available in your country). This processing is necessary for the performance of the contract we have with you. We also use your email to send you Sonos-related notifications, such as promotional messages, software updates, information about Sonos Products and/or Services and to share exciting Sonos news and Product offerings. It is our legitimate interest to process your personal data for these purposes.

Individual Sonos Products

Once you receive your Sonos Individual Products, you may use them out of the box by connecting the Individual Product to a Bluetooth-enabled device. Prior to registering your Individual Product to a Sonos System, we do not collect any information when you use your Individual Products in Bluetooth mode, however other services such

as the device you connect to may collect certain information (for example your phone). Please see any privacy statement that accompanies such device for information about how such data is handled. You may continue to use your Sonos Individual Products in Bluetooth mode for as long as you like. If you decide to connect your Individual Products to your Sonos System, the devices will then behave like a Sonos System Product and we will collect data in the manner outlined above in the 'System Products' section. For purposes of the remainder of this Privacy Statement, an Individual Product which has been connected to a Sonos System shall be considered a System Product and data shall be collected in the manner outlined herein for System Products.

Using Sonos Products and Services

At Sonos we believe you can enjoy great Products and Services without compromising your privacy. Learn more about how we use your personal information here.

The information we collect from your Sonos System (including Sonos System Products, Individual Products that have been registered to your Sonos System or the Sonos App) includes Functional Data, Advanced Feature Data and Additional Usage Data. We collect this information from your Sonos System Products: (1) to offer you music services or other audio content choices (e.g. radio, TV or games) to perform the agreement we have with you, (2) to offer you control over your Sonos System (e.g. app, voice), to perform the agreement we have with you, (3) to make your Sonos Products and Services better over time which is our legitimate interest; or (4) to otherwise provide or support other services that you choose to use, to perform the agreement we have with you.

Functional Data

Sonos System Products work by connecting to a local WiFi network which allows you to stream music from a music service to one or more of your connected System Products. In order for these System Products to function properly, there is a certain amount of information that must be collected by us and routed through servers in the cloud. This includes:

1. Registration Data. This data includes your email address, location, language preference, Product serial number, IP address and Sonos account sign in information (as described above).
2. System Data. This data includes things like Product type, controller device type, controller operating system, software version, security state, content source (audio line in), signal input (e.g. whether your TV outputs a specific audio signal such as Dolby to your Sonos system), information about WiFi antennas, information about Bluetooth, system settings (such as equalisation or stereo pair), Product orientation, names of the music service(s) you added/enabled on your Sonos Product, the names you have given your Sonos Products in different rooms, whether your Product has been tuned using Sonos Trueplay technology, system performance metrics, WiFi Security Mode, (e.g. the temperature of your Product or WiFi signal strength) and error information.
3. Content Management and Activity Information. This data includes information about your music services and music service use, product or room grouping information, content control information (such as play, pause, change volume or skip tracks) and information about playlists, recently played, favourites, 'now playing' and track data, (each correlated to individual Sonos Products and your interactions with them). If you enable voice control or use Sonos Radio, we will additionally collect information about track data when using those features (see the Advanced Features section below).

4. For Sonos 27voice users, voice recordings, transcripts, AI-inferred command intent, and command metadata are additionally collected and transmitted to Sonos cloud infrastructure – see the 'Provide Sonos Voice Control Services' section below for more information.

Why we collect Functional Data

We collect this information to help ensure that your Sonos Products are working properly, to provide you with customer support and to honour your audio commands and preferences, which is necessary for the performance of the contract we have with you. We also collect this information to guide product improvement and customer support decisions, which is our legitimate interest.

Advanced Features

To get the most out of your Sonos system and enable all functionality, there are certain features for which additional data will be shared with us when you use the applicable feature. For these advanced features you have the option to not use the feature, which will minimise the data we obtain about your Sonos System. These features include:

1. **Voice Control**. If your Individual Sonos Product is voice capable (not every product is voice capable), you will have to actively enable voice control for your Sonos System Product to utilise the voice feature. Voice control works by your voice-enabled Sonos Product 'listening' for a key wake word. In greater depth, this means that the voice-enabled Sonos Product continuously buffers (stores data for the time that it is being processed) locally, without transmitting or storing any information, unless it detects the wake word or phrase ('Hey Sonos' or 'Alexa'), which triggers the device to begin processing the vocal request (for third-party voice control, see below). If the Sonos Product does not detect the wake word, it continues to record over itself in a never-ending loop lasting a few milliseconds. This is all done locally on your Sonos Product and is not sent to Sonos or any third party. If a wake word is detected, the Sonos Product begins processing the vocal request. In other words, it does not retain any audio data or begin to transmit any data until it is 'woken up.'
   a. Sonos Voice Control. **If/when the Sonos wake word is detected:**

      i. Classic Sonos Voice: your voice command is processed on your device. No audio is saved, transmitted to Sonos or sent to the cloud.

      ii. Sonos 27voice: if you have upgraded to Sonos 27voice, your voice command is transmitted to Sonos cloud infrastructure for AI-assisted processing. (see "Provide Sonos Voice Control Services' section below for more information.)

   b. Third-Party Voice Control. If the wake word is the one of a Third-Party Voice service you have activated (e.g. Alexa), once the wake word is detected, the recording of your voice command is then sent to the voice partner you have authorised to receive such recordings (for example, Amazon). **Sonos does not retain a copy or transcript of your voice recording.** Use of any Third-Party Voice service is subject to the third party's terms of use or service and their respective privacy notices. We encourage you to read these third-party terms carefully before you enable them on your Sonos Products.

Sharing the relevant data with these partners and further processing such data is necessary for the performance of the contracts with these partners for your benefit, in order to ensure that the voice control function is working properly. This information is needed to fulfil the agreement we have with you, to ensure proper functionality, and to help improve these features which is also our legitimate interest.

2. **Sonos Headset Microphone Usage.** Sonos headset uses microphones to detect ambient noise levels and process voice for call functionality. The microphones are active as required for these specific purposes, and any audio captured is not stored or retained on the device. If the Sonos headset is connected to a mobile device and a third-party voice assistant is activated, voice audio is transmitted from the headset to the mobile device for processing by the third-party service, in accordance with the terms and privacy policies of the voice assistant provider. Sonos does not store or retain any audio data during this process. The system ensures that user data is processed in accordance with applicable privacy laws and Sonos' data privacy practices.
3. **Sonos Radio.** To help our customers get the music playing quickly once you take a Sonos Product out of the box, we offer an advertising supported content service called Sonos Radio. If you choose to use Sonos Radio, we will collect information about track and station data and location-based information when using Sonos Radio. The free version of Sonos Radio is supported by advertising delivered through programmatic advertising technology operated by our service providers on our behalf, as well as through advertising partners that may receive certain data in connection with ad delivery, measurement and optimisation. When you use the free version of Sonos Radio, we also collect certain data for advertising purposes, including device identifiers, demographic information and location data, as further described in the 'Provide Sonos Radio Service' and 'Advertising Partner' sections below. Collecting this data is necessary for our licensing and reporting obligations as well as advertising purposes and is our legitimate interest. Where applicable law requires your consent or provides you with the right to opt out of the processing of your personal information for targeted advertising (including under applicable US state privacy laws), we will honour those rights as described in the 'Your Rights and Choices' section below. For more information on this, please visit Provide Sonos Radio Service.
4. **Home Control Integrations**
   For customers who wish to control their Sonos System using a home control product (e.g. Lutron), you will need to go through a process to connect such devices with your Sonos system (similar to the process you go through to connect a music service). Once enabled, we collect and process the Functional Data and Sonos will share a subset of this data with the partner/s that provide/s the services you have requested.

   Sharing your relevant data with these partners and further processing such data is necessary for the performance of the contracts with these partners for your benefit, in order to ensure that the direct control function is working properly. This information is needed to fulfil the agreement we have with you, to ensure proper functionality and to help improve these features which is also our legitimate interest.
5. **Trueplay and Audio Optimisation**
   a. Trueplay Trueplay is a feature we offer which analyses acoustic factors that can impact sound quality in the room where your Sonos Products are placed to optimise the sound quality that comes from your Sonos Products (regardless of where they are placed within the room). In order to use this feature, you will have to enable Trueplay in the Sonos App. To do this, a user goes through an interactive process (watch the video here) that gathers certain data about your speaker setup (for example, the number of speakers and

speaker placement), including information about background noise levels and the room acoustics (for example decibel level at each frequency). This information is used to help make sure that the tuning gives you the best sound output possible. The collection of this data is necessary for the fulfilment of the agreement we have with you if you activate Trueplay.

Once enabled, some of the Products can automatically adjust their sound for your environment with Auto Trueplay ('Auto Trueplay'). Auto Trueplay starts tuning as soon as you begin playing audio. It automatically re-tunes as you play content and bring your Auto Trueplay enabled Product to different locations.

b. Voice Audio Optimisation Concurrent with any voice activity, Sonos System Products will collect data (for example, decibel level at each frequency) about the ambient noise in the room. It is not possible to extract any speech from this type of data. We collect this data to help us improve our speech recognition technology, which is our legitimate interest. If you are trying to state a voice command while music is playing, for example, Sonos may improve the technology by lowering the music so that your voice command can be understood properly.

6. **Listening Signals**
   For customers who share Additional Usage Data with us (see the Additional Usage Data section below), Sonos uses that data to generate Listening signals: a personalised summary of your app usage and Sonos System activity, including how often you use the Sonos Products, Sonos app, the number of registered Sonos products in your Sonos System and your use of features available on the Sonos App. We may also de-identify your personal data to use it in the aggregate with other customers' de-identified data to allow customers to compare their own activity to other Sonos customers.

   When comparing you to other customers, we will compare your personal data with our other customers' aggregated, de-identified data. We do not share your personal data, including your individual listening data, with other customers, and we do not disclose other customers' personal data to you. Listening signals are generated automatically for any customer who shares Additional Usage Data with us, and can currently be viewed through Your Sonos Account at sonos.com. You can stop Listening signals from being generated at any time by turning off Additional Usage Data (see the Additional Usage Data section below for how to opt out).

Additional Usage Data

In addition to the information that is required for your Sonos Products to work as outlined above, there is 'Additional Usage Data' about your Sonos System Products that you may choose to share with us to help us improve the product experience for all of our Customers. If you opt to share the Additional Usage Data with us, we collect information about performance of your Sonos Products and/or System. This includes things like controller configuration data such as app preferences which capture the state of different settings inside the Sonos app, information about how often you use the Sonos app versus other control mechanisms (voice etc.), flow of interactions within the Sonos app, controller device settings which capture the state of device-level (e.g. iOS, Android) settings that affect our App (e.g. the state of the system-level permission for Bluetooth, location); how often you use the physical controls on the unit; how often certain features are used in the product, reliability data (including WiFi performance), types of HDMI devices connected to the product and audio formats used,

hardware faults, duration of Sonos Product use and, as required for certain Services non-precise location-based data, crowdsourced WiFi access points and mobile tower locations collected from your third-party device when the Sonos App is in use.

Why we collect Additional Usage Data.

We collect this information so that we can help ensure Sonos Products are functioning properly, provide a personalised experience for our customers, determine what types of Product or feature improvements would please our customers most and to help predict potential problems with Sonos Products. You may opt out of sharing this information with us by following the steps listed here.

Getting Help from Sonos

From time to time, you may decide to contact our Customer Care group for assistance with your Sonos Products and/or Services. To be able to offer you the best service possible, we may collect certain data from you or your Sonos Products. For instance, your phone number may be used by our Customer Care team as a common identifier to efficiently locate your account information across our systems, including if/when available for two-factor authentication (2FA) and customer support tools. This helps us provide faster and more personalised support when you contact us.

In connection with Your request for support, we may also use various account-related identifiers associated with Your Sonos Products and Services, such as Your Sonos account identifier or household identifier, to help identify Your account, maintain continuity across support channels, authenticate support interactions and provide more efficient customer support.

We may also communicate with You via third-party public community platforms and social media channels. These communications may include support information, product updates or responses to Your enquiries. Information shared during these interactions is subject to both this Privacy Statement and the privacy policies of the relevant community platforms and social media platforms.

We collect: contact information, such as your name, email address, phone number, social media identifiers (if you contact us using a social media channel) and the content of your chats and other communications with Sonos Customer Care (including, in some cases, voice recording if you call Customer Care). In certain situations, it is useful for the Customer Care team to have a 'Diagnostic' of your Sonos system. This is essentially a technical system snapshot of all relevant information leading up to the incident and includes information such as the music service being used, volume level, product configuration, WiFi signal and router information, Bluetooth information, error codes, device information (e.g. the operating system and version of the Sonos app being used). Collecting the above described information is necessary to provide customer support. You will be informed in advance before we make a snapshot. We do not capture snapshots without telling you first. If you are a Beta tester, we take a daily diagnostic of your Sonos system automatically (per the terms of the Beta tester agreement).

Why: We collect this information to give You the best and most efficient customer support possible. For instance, for customer enquiries and technical questions, we use the contact information to respond to the customer in their preferred channel (phone, email, social). For technical problems, we use system diagnostic

data to effectively troubleshoot the issue. For product returns and/or exchanges, we use the contact information to ensure successful product receipt and/or delivery. Using these types of Your data is necessary to fulfil the agreement we have with You.

How We Use Personal Information

Sonos uses Your personal information we collect to provide You with the Sonos Products and Services we offer, which includes using data to improve and personalise Your experiences. We also use Your personal information to communicate with You, for example, informing You about Your account, new Sonos Products or Services available, security and other types of updates. Additionally, as described below, we may use other data related to Your interactions with Sonos Products and Services in order to provide certain Sonos Services and for advertising purposes.

Sonos uses the data for the following purposes:

Purchase and delivery of Sonos Products and Services

We use Your personal information to take and handle orders, deliver Products and Services, process payments and communicate with You about orders, Products and Services and promotional offers. This processing is necessary for the performance of our agreement we have with You.

Product Experience, Recommendations and Personalisation

We use data to provide, operate, support and improve the Sonos Products and Services we offer to ensure our customers can listen as effortlessly as possible. We use Your personal information to recommend features, Products and Services that might be of interest to You, identify Your preferences and personalise Your experience with Sonos Products and Services. This processing is necessary for the performance of our agreement we have with You as well as to serve our legitimate interest.

Customer Care

We use data to respond to customer inquiries, diagnose Product problems, repair customers' Sonos Products, refine Customer Care support tools (for example, chatbots), and provide other customer care and support services. When You engage with our customer support team, we may use tools such as chatbots, which may request certain information from You to help resolve any issue You are experiencing.

We use AI-powered systems to enhance Your customer support experience through our chat and phone support channels. These AI systems may analyse Your support requests, previous interactions and product information to provide more efficient and relevant assistance. The AI may suggest solutions to our support agents or directly respond to common enquiries. All AI processing is performed in accordance with applicable data protection laws.

When engaging with Sonos support via public community platforms and social media channels, we may request identifying information via direct message (e.g. email address, Sonos product serial number) to verify Your identity before offering account-specific support. See the 'Social Media and Community-Based Support' section above for further information on the data we collect when You engage with us on public community platforms and social media channels.

This processing is necessary for the performance of our agreement we have with You, as well as to serve our legitimate interest.

Product and Service Improvement

We continually use data for research purposes and to develop and improve our Sonos Products and Services, including maintaining and improving the performance of our Sonos Products and Services, developing and adding new features or capabilities, such as using error reports to improve security features, using search queries and clicks to improve the relevance of search results and using usage data to determine what new features to prioritise. We use Your personal information to provide functionality, analyse performance, fix errors and improve the usability and effectiveness of Sonos Products and Services. This processing is necessary to serve our legitimate interest.

Provide Sonos Voice Control Services

When you use Classic Sonos Voice or Sonos 27voice (together, 'SVC', as defined above), we collect and process your voice commands to (i) deliver Classic Sonos Voice or Sonos 27voice functionality (including audio control and open-ended AI responses, as applicable), which is necessary for the performance of our contract with you; and (ii) to monitor service quality in accordance with our legitimate interests. Sonos 27voice involves cloud-based AI processing, international transfers of voice data to the US, and AI-generated responses. Your use of Classic Sonos Voice and/or Sonos 27voice is governed by the SVC Addendum.

When You use Classic Sonos Voice Control via our Sonos Voice Control enabled Products, we collect and process certain:

1. audio data (e.g. ongoing/continuous processing of audio data when speaker is in the 'listening mode', but only when the microphones are enabled); all audio data is processed locally on Your SVC-enabled Product; audio data is not sent to the cloud and never leaves Your SVC-enabled Product;
2. in-app activity information (e.g. product or room names, listened, saved and/or liked tracks/songs, artists, albums, playlists); some of this data will be processed in the cloud;
3. usage data (e.g. registration data such as IP address or language preference, system data such as device bonding settings, grouping, names of music services, product types, room names as well as voice control usage data which means details of what was understood for each sessions such as 'play music', 'volume up/down'; Sonos does not create, process or store transcripts of any audio recordings; transcripts never leave Your SVC-enabled product).

We collect and process this information in order to deliver SVC functionality, respond to Your requests and to personalise the speech recognition vocabulary on Your SVC-enabled products (and only Yours). This processing is necessary to deliver SVC functionality and for the performance of our contract with You. For more information on this, please visit The Legal Bases for Using Personal Information.

Sonos 27voice is an optional AI-assisted upgrade to Classic Sonos Voice. Unlike Classic Sonos Voice, Sonos 27voice transmits voice commands to Sonos cloud infrastructure after wake-word activation for AI-powered speech recognition and natural language processing. When You activate Sonos 27voice, we collect and process:

1. Voice recordings: audio of Your spoken command after wake-word detection, transmitted in encrypted form in transit. This data is used to fulfil Your command.
2. Transcripts: text transcription of Your voice recording. This data is used to determine and execute the appropriate response.
3. AI-inferred command intent: this data is used only to route and fulfil Your command; and is not used for advertising or profiling.
4. Device identifiers, command metadata, pseudonymised usage data: this data is used to route commands, monitor service quality and for aggregate analytics.

Sonos 27voice is a home audio control service and is not designed to handle sensitive personal data. You should not share financial account numbers, passwords, government identification numbers, medical information or other sensitive information through Sonos 27voice. Sonos is not responsible for any consequences arising from the processing of Your sensitive information You choose to share through Sonos 27voice.

Provide Third-Party Voice Services

When You use a third-party voice service via our Products, we process Your voice input and other personal information to respond to Your requests, provide the requested service to You and improve Sonos Products and Services. As part of the provision of the Sonos Radio service and to provide You with tailored content we will, through our agreements with these third-party voice services, receive voice control information related to Your listening preferences, such as stations You request and tracks that You played and/or skip. Please note that Your use of third-party voice services is subject to the third-party terms of use or service and their respective privacy notices. We encourage You to read the third-party terms carefully before You enable them on Your Sonos Products. Our processing of Your personal information is necessary for the performance of our agreement with You, as well as to serve our legitimate interest.

Provide Sonos MCP (Third-Party AI Assistant Access) Services

When You authorise a third-party AI assistant (such as Claude or ChatGPT) to connect to Your Sonos Account through Sonos MCP, that AI assistant reads Your spoken or typed request and independently decides which Sonos function to call. Sonos does not receive or process the content of Your request or conversation with the AI assistant – Sonos only receives the resulting instruction (for example, a command to change volume in a named room). This processing is necessary for the performance of our contract with You.

We collect and process the following in connection with MCP: household, group and player identifiers, room names You have chosen and playback/track metadata associated with the instruction carried out. We do not collect Your account name, email address, billing address or payment information through MCP itself (though this information may already be associated with Your Sonos Account for other purposes described elsewhere in this Privacy Statement).

We retain tool-call logs (the instruction carried out, its outcome and related technical metadata) for 14 days for security monitoring, service reliability and troubleshooting purposes, which is necessary to serve our legitimate interest. We minimise personal data in these logs, including by hashing identifiers where feasible.

You can review and revoke an AI assistant's authorisation to control Your Sonos System through MCP at any time. Your use of a third-party AI assistant via MCP is also subject to that AI assistant provider's own terms of use and privacy notice, which we encourage You to review.

Provide Sonos Radio Service

When You use Sonos Radio service, we collect and process certain Functional Data (e.g. Your IP address, language selection, Your Sonos ID, radio stations browsing history, Your search terms for stations, playback actions, system, third-party device ID and type and content events such as individual radio stations and/or tracks), location data, age, gender and other listening activity (e.g. listening session length, stations listened to and tracks listened to and skipped) within Sonos Radio. We collect and process this information in order to provide You with a customised experience, respond to Your requests, provide the requested service to You, to determine relevant licensing obligations, to serve marketing communications, for advertising purposes and to improve Sonos Products and Services.

Additionally, when You use the free, advertising-supported version of Sonos Radio, we collect and may share the following categories of data with our advertising service providers and advertising partners for the purpose of delivering, managing and optimising advertisements:

1. **Identifiers:**
   a. Your IP address from which Your device accesses the Sonos app or service;

   b. HTTP user agent and HTTP referer information (when available);

   c. information that may be used for device recognition (device fingerprinting);

   d. geolocation data derived from Your IP address (GeoIP);

   e. Your consent or opt-out preferences;

   f. Your email address in hashed form, used to generate pseudonymous advertising identifiers;

   g. pseudonymous advertising identifiers, such as Unified ID 2.0 (UID2) or equivalent industry identifiers;

   h. mobile advertising identifiers assigned to Your device, such as Apple's Identifier for Advertisers (IDFA) or Google's Advertising ID (AAID), where available and where You have not opted out through Your device settings (including iOS tracking permissions or Android advertising settings);

   i. Non-precise location data made available by Your player or device (where You have not opted out of location sharing);
2. **Demographic information:** age range and gender, where available;
3. **Listening context:** the genre of the station You are currently listening to, podcast title, duration of play, advertisement impression timestamps, Your language preference and Your Sonos ID;
4. Advertising engagement data: impression triggers, the identifiers of the advertising creatives served to You, completion rates and frequency-capping records.

This data is used for the following advertising-related purposes: delivering advertisements; measuring advertisement performance; limiting the number of times You see a particular advertisement (frequency capping); preventing advertising fraud; enforcing geographic content restrictions (e.g. broadcast blackouts and music licensing limits), determining relevant licensing obligations and requirements to performance rights organisations, reporting to advertisers; and audience targeting and advertisement optimisation.

Your IP address and an anonymized ID will continue to be provided to third-party radio content providers to provide You with access to radio stations.

Demographic and interest-based information about You will be received from third-party data providers, which advertising service providers use to select relevant advertisements for You.

This processing is necessary for the performance of our agreement with You, as well as to serve our legitimate interest. Where applicable law provides You with the right to opt out of targeted advertising or the 'sale' or 'sharing' of Your personal information (including under the CCPA and other US state privacy laws), You may exercise those rights as described in the 'Your Rights and Choices' section and the California Addendum below. For more information on this, please visit The Legal Bases for Using Personal Information.

Some features or services of Sonos Radio may rely on third-party-based location information using GPS (or similar technology, where available) and crowdsourced WiFi access points and mobile tower locations. To provide such features or services, where available, Sonos and its partners must collect, use, transmit, process and maintain Your location data, including but not limited to the geographic location of Your third-party device and information related to, Your Sonos app, Your Sonos account and any Sonos Product(s) registered thereunder, including but not limited to Your Sonos ID, third-party device ID and device name and third-party device type. You may withdraw consent to Sonos and its partners' collection, use, transmission, processing and maintenance of location and account data at any time by not using Sonos Radio and/or turning off Your location services in settings (as applicable) on Your third-party device. You may also manage Your location data preferences for advertising purposes through the consent settings in the Sonos App. For more information, please review the section titled 'Your Rights and Choices'.

Security, Safety and Dispute Resolution

We use data to protect the security and safety of our customers, Sonos Products and Services, to detect and prevent fraud, to resolve disputes and enforce our agreements. We may use third parties to assess and manage credit risks. This processing is necessary to serve our legitimate interest.

Business Operations

We use data to develop aggregate analysis and business intelligence that enable us to operate, protect, make informed decisions and report on the performance of our business. This processing is necessary to serve our legitimate interest.

Communication, Marketing and Advertising

We use the data we collect to deliver and personalise our communications with You, including for advertising purposes. This may include the use of device identifiers (such as mobile advertising identifiers) and the disclosure of certain information to advertising partners to support targeted advertising on services such as

Sonos Radio.

We use the data we collect to deliver and personalise our communications with You. For example, we may contact You by email or other means of electronic communication (including but not limited to text messages, through the Sonos App and Sonos Products via voice technologies) to inform You about new Sonos Products or Services, new music services available in Your area and security or software updates, to update You on a support issue or to invite You to take part in a survey.

We use tools, including third-party service providers and social media platforms, that help us identify and contact existing and new customers, by matching a hashed (a pseudonymised technique) email address, which was shared by You with us, with data these third-party service providers and/or social media platforms already have about individuals and with people on social media platforms to create so called 'Custom Audiences' (this enables us to send targeted ads to our customers) and 'Lookalike Audiences' (this enables us to send targeted ads to people who have similar profiles and/characteristics as our customers). By sharing Your email address with us, You agree that we may share Your pseudonymised contact data (e.g. email address) with social media partners to improve the marketing experience. You can opt out of such data sharing by sending an email to privacy@sonos.com.

If You elect to receive marketing, promotional and support text messages from us, either via our website, app or by sending a text message indicating Your consent, You are providing Your express written consent to receive recurring marketing, promotional and support text messages from us (each a 'Text Message') sent through an automatic telephone dialling system. When You sign up to receive Text Messages, we will send You information about promotional offers and more. These messages may use information automatically collected based on Your actions on our site and may prompt messaging such as basket abandonment messages. You can opt out of text messaging by following the process noted in the text message.

If You choose to use Sonos Radio, we may use information such as Your interactions with Sonos site, Sonos Radio content, Sonos Products, Sonos app and other Services to display interest-based ads for features, products and services that might be of interest to You. We do not use information that directly identifies You (such as Your name or email address) to display interest-based ads. Interest-based advertising on the free version of Sonos Radio is delivered using pseudonymous identifiers and other data as described in the 'Provide Sonos Radio Service' section above. This processing is necessary to serve our legitimate interest. For more information on this, please visit The Legal Bases for Using Personal Information.

We also use cookies, pixels and similar technologies to provide the most relevant Sonos advertising to You. For information about managing email and text messaging subscriptions and promotional communications, please visit Your Rights and Choices.

Purposes for which we seek Your consent

We may also ask for Your consent to process Your personal information for a specific purpose that we communicate to You. When You consent to our processing Your personal information for a specified purpose, You may withdraw Your consent at any time, and we will stop processing Your personal information for that purpose.

How We May Share Personal Information

Certain data practices described throughout this Privacy Statement may constitute a 'sale' or 'sharing' of data under certain U.S. state laws. See the below section titled 'U.S. State Specific Rights' for more information. We want You to understand that information about our customers is an important part of our business. We only disclose Your data as described in this Statement. We may share information with the following types of third parties.

Third-Party Vendors

Sonos uses a variety of third-party vendors to carry out services like website management and hosting, cloud-related services, online Sonos product purchases and delivery (including fulfilling orders for Products or Services, delivering packages, sending postal mail and email), credit cards and other alternative payment processing, email communications, analysing data, providing marketing assistance, transmitting content, scoring credit risk (if applicable) and providing customer service. We only share Your personal information as necessary, such as to complete a transaction or to provide a Product or Service You have requested or authorised and only with vendors or agents working on our behalf for the purposes described in this Statement. In this case, Your personal information will be shared with these agents or contractors but only for the purpose of performing services on behalf and under the instructions of Sonos and in accordance with this Statement. It is our legitimate interest to share information with these parties for these purposes. For questions about third-party vendors, please send an email to privacy@sonos.com.

Transactions involving Third Parties

Sonos makes available to You services, features and/or skills provided by third parties for use on or through Sonos Products. We also offer services and/or sell product lines jointly with third-party businesses, such as co-branded IKEA products. Depending on Your use of the third-party products, features, skills and/or services, we may share certain personal information we have about You with these third parties to enable the functionality and/or provide customer support. Please note that functionality of these third-party products, features, skills and/or services is subject to these third-party terms of use or service and their respective privacy notices. We encourage You to read these third-party terms carefully before You enable them on Your Sonos Products.

1. **Music Services and Other Audio Content Partners**
   To ensure the best customer experience and that music and/or other audio content services (e.g. radio and audio books) function properly, Sonos may share relevant Content Management and Activity Information with music and/or other audio content services that You have authorised to interact with Your Sonos Products. For instance, if You use a music service and/or other audio content service on Your Sonos Products or to control Your Sonos Products, we will have to share certain information with that music service and/or other audio content service to enable You to do this. Sharing data with music service and/or other audio content services, as instructed by You, is necessary to fulfil the agreement we have with You.
2. **Control Partners**
   If You have enabled control of Your Sonos System using a third-party control mechanism (e.g. home automation controllers), we may share relevant Content Management and Activity Information with control partners that You have authorised to interact with Your Sonos System. Sharing data with control partners as instructed by You is necessary to fulfil the agreement we have with You.

3. **Voice Partners**
   Once You have activated a third-party voice service, we may share relevant Content Management and Activity Information and Audio Data with voice control partners that You have authorised to receive such data, in order to control Your Sonos system. Sharing data with voice partners as instructed by You is necessary to fulfil the agreement we have with You.
4. **Artificial intelligence ('AI') partners**
   If You decide to enable certain features (such as Sonos 27voice), personal data such as voice recordings, transcripts, AI-inferred command intent and command metadata may be collected and transmitted to Sonos cloud infrastructure. This may include, for example, sharing with third-party AI partners where effectively responding to Your query submitted via Sonos 27voice requires their services. Sharing data with AI partners so that we can enable certain AI features is necessary for the performance of our contract with You.

   Sonos does not sell, rent, trade or otherwise disclose Your voice recordings to third parties for their independent commercial use.
5. **Sonos MCP / AI Assistant Partners**
   Once You have authorised a third party AI assistant to connect to Your Sonos Account through Sonos MCP, Sonos shares the resulting tool-call instruction (for example, a command to adjust volume in a named room) with that AI assistant provider so it can confirm the action was carried out. Sonos does not share the content of Your request or conversation with the AI assistant, because Sonos never receives it. This is distinct from the 'Artificial intelligence (‘AI’)' category above, which concerns Sonos’s own Sonos 27voice cloud processing; Sonos MCP instead allows an AI assistant that You have chosen, and with whom You already have Your own account and relationship, to access and control Your Sonos System. Sharing this data with the AI assistant You have authorised is necessary to fulfil the agreement we have with You. Sonos does not sell, rent, trade or otherwise disclose this information to third parties for their independent commercial use. Your use of an AI assistant via Sonos MCP is also subject to that AI assistant provider’s own terms of use and privacy notice.

Advertising Partners

If You use the free, advertising-supported version of Sonos Radio, we share data with the following categories of third parties for advertising purposes:

1. **Advertising Service Providers.**We work with third-party service providers who operate the advertising technology used to manage and deliver advertisements on Sonos Radio on our behalf. These service providers are contractually required to:
   a. use Your data only for the advertising purposes described in this Statement and in accordance with our instructions;

   b. not use Your data for their own purposes or combine it with their own or third-party data, except as necessary to deliver, measure, optimise and prevent fraud in connection with advertisements on Sonos Radio;

   c. ensure that any downstream advertising partners are bound by equivalent data protection obligations.

2. **Advertising Partners.** Through our advertising service providers, Your data may be shared with third-party advertisers and their technology partners for the purpose of delivering targeted and non-targeted advertisements. The data shared includes the categories listed in the 'Provide Sonos Radio Service' section above.
3. **Third-Party Radio Content Partners.** We share limited data, including Your IP address and an anonymised listener ID, with third-party radio content partners who deliver advertising on their stations within Sonos Radio.

We also share aggregated, non-personally identifiable listening audience data with advertisers for reporting purposes.

We do not use information that directly identifies You (such as Your name or email address) to select which advertisements are displayed to You on Sonos Radio.

Depending on the context, these third parties may act as service providers processing data on our behalf or as independent advertising partners that receive data in connection with advertising activities. Where required by applicable law, we contractually restrict how service providers may use personal information and require appropriate safeguards.

Additionally, we may share information with social media companies as outlined above in the 'Communication, Marketing and Advertising' section.

Sonos-controlled Affiliates and Subsidiaries

We share information with Sonos-controlled affiliates and subsidiaries for business purposes such as internal administration, promoting Sonos Products and providing customers with our Sonos Products and Services. It is our legitimate interest to share information with these parties for these purposes.

Compelled Disclosure and Law Enforcement

When legally required, strictly necessary for the performance of the services or to protect our rights, or the rights of our affiliates or users, we disclose your personal information to law enforcement authorities, investigative organisations our affiliates or in legal proceedings. We will share your personal information when we in good faith believe it is necessary for us to do so in order to comply with a legal obligation under applicable law or respond to a valid legal process (e.g. a search warrant, a court order or a subpoena).

Sale or Merger

We may share your personal information in the event of a merger, acquisition or sale of all or a portion of our assets. Of course, we shall notify you via email and/or a prominent notice on our website and inform you of your rights.

Sharing and Disclosure of Aggregate Data

We share data in aggregate form and/or in a form which does not enable the recipient of such data to identify you, with third parties, for example, for industry analysis.

Please note, our Sonos Products include links to products or applications of third parties whose privacy practices may differ from Sonos. If you provide personal data to any of those third parties or their products, your data is governed by their privacy statements, and we encourage you to read these privacy statements carefully.

When sharing data with third parties, your personal information may be transferred to countries where data protection laws may provide a lower standard of protection for your personal information than in your country. We take great care in protecting your personal information and have put in place adequate mechanisms to protect it when it is transferred internationally. We will transfer your personal information in compliance with applicable data protection laws and will implement suitable safeguards to ensure that your personal information is adequately secured by any third party that will access your information (for instance, by using the Standard Contractual Clauses as approved by the European Commission). If you have questions or wish to obtain more information about the international transfer of your personal information or the implemented safeguards, please send us an email to privacy@sonos.com.

The Legal Bases for Using Personal Information

There are different legal bases that we rely on to use your personal information, namely:

Performance of a contract

The use of your personal information may be necessary to perform an agreement you have with us. For example, to complete your purchase of your Sonos Product, to create and maintain your account, to help with delivery issues, to handle returns, to create an account for your Sonos system, to provide you with Sonos Radio and to make sure that your Sonos Product performs its basic functions in a secure way or to respond to your requests.

Consent

Where legally required, we rely on your consent to use your personal information. In particular, we rely on your consent for the following processing activities:

1. the collection and sharing of your personal data for targeted or interest-based advertising on the free version of Sonos Radio, including the use of pseudonymous advertising identifiers (such as EUID, UID2, RampID, IDFA and AAID), device fingerprinting data and location data for advertising purposes;
2. the use of cookies and similar tracking technologies for advertising purposes on our websites and in the Sonos App;
3. profiling and behavioural analysis for the purpose of delivering personalised advertisements;
4. any other processing for which consent is required under applicable law.

You may withdraw your consent at any time through the consent settings in the Sonos App, by adjusting your device settings or by contacting us at privacy@sonos.com. Your withdrawal will not affect the lawfulness of processing based on your consent before your withdrawal. If you withdraw consent for targeted advertising on Sonos Radio, you will continue to receive non-personalised advertisements on the free version of the service.

Compliance with legal obligation

We may use your relevant personal information to ensure compliance with applicable laws, for example, to comply with lawful requests from law enforcement and for regulatory investigations and compliance.

Legitimate interests

We may use your personal information for our legitimate interests. For example, we rely on our legitimate interest to analyse and improve our Sonos Products and Services, including Sonos Radio, and the content on our websites and app, to send you notifications about software updates or information about Sonos Products and Services, and to use your relevant personal data for administrative purposes and for fraud detection and prevention. Furthermore, except where consent is required under applicable local law, we rely on our legitimate interest to send you relevant marketing communications.

When using personal data to serve our legitimate interests, we will always balance your rights and interests in the protection of your personal data against our rights and interests.

Where we process your personal information based on our legitimate interest and no opt-out mechanism is available to you (e.g. in your Sonos Product settings), you may exercise your right to object by sending an email to privacy@sonos.com

Security, Storage and Retention of Personal Information We Collect

Security

Sonos is committed to protecting the security of your personal information. However, while we take reasonable precautions to guard the personal information we collect, no security system is impenetrable.

We use a variety of appropriate technical and organisational measures and industry standards to protect your personal information and help prevent information about you from loss, theft, misuse and unauthorised access, disclosure, alteration and destruction. For example, we store the personal data you provide on computer systems that have limited access and are in controlled facilities. Additionally, we ensure that our third-party data centre vendors provide adequate security measures. Additionally, your data is protected with encryption, such as Transport Layer Security (TLS), during transmission over the Internet. Moreover, your password is stored using a one-way hash, which means that it cannot be recovered (or disclosed) by anyone, including Sonos (it can only be reset).

You can only access your Sonos account information and our service through the use of an individual user sign in and password. To protect the confidentiality of your personal information, you must keep your password confidential and not disclose it to any other person. Please alert us immediately if you believe your password has been misused. Additionally, always sign out and close your browser when you finish your session. **Please note, we will never ask you to disclose your password.**

If you have any questions about the security of your personal information, you can contact us at privacy@sonos.com.

Storage

Personal data collected by Sonos may be stored and processed in your region, in the United States (for instance, in our major data centres), or in any other country where Sonos or its affiliates, subsidiaries or service providers are located or maintain facilities. Sonos has put in place adequate mechanisms to protect personal information when it is transferred internationally, for example, by using the Standard Contractual Clauses as approved by the European Commission.

Retention

Sonos will retain your personal information:

- for as long as we have a customer relationship with you and/or as necessary to enable you to use the website, your Sonos account and/or your Sonos Product(s);
- for the period required to provide services that you request from us;
- for the period required to provide marketing or other promotional materials that you request from us;
- to comply with our legal obligations, including requirements of regulators and governmental agencies that have authority over us such as tax and/or accounting obligations, which usually require retaining certain transaction data for periods between 7 and 10 years after a transaction has occurred;
- for the period required to resolve disputes with any parties and/or to investigate or defend against potential legal claims;
- if you register interest in a Sonos Beta Program, research study, pilot program or similar testing initiative, we may retain your recruitment and eligibility information for up to three (3) years from your most recent interaction with the applicable program for the purpose of evaluating eligibility for future participation opportunities, administering recruitment activities, maintaining program records, protecting Sonos' legal rights and complying with legal obligations;
- if you use Sonos 27voice, we will retain your personal information for the periods specified above in the section 'Provide Sonos Voice Control Services';
- if you use Sonos MCP, we will retain tool-call logs for the periods specified above in the section 'Provide Sonos MCP (Third-Party AI Assistant Access) Services'; and
- otherwise as necessary to allow us to conduct our business in compliance with applicable laws and regulations.

All personal information we retain will be subject to this Privacy Statement and our internal retention guidelines. Sonos will delete your personal data when it is no longer required for the above-mentioned purposes. If there is any personal data that, for technical reasons, we are unable to delete entirely from our systems, Sonos will implement appropriate measures to prevent any further processing or use of such data. If you have a question about a specific retention period for certain types of personal information we process about you, please send an email to privacy@sonos.com.

Your Rights and Choices

Your Rights

We want you to be in control of how your personal information is used by us. Laws in certain jurisdictions, including the EEA, UK and Switzerland, as well as certain U.S. states, also grant consumers the right to exercise certain controls and choices regarding our collection, use and disclosure of your personal information. Subject to local law, you may request we:

- provide access to or a copy of the personal information we hold about you;
- correct any of the personal information we hold about you that is out of date or incorrect;
- in certain situations, erase, block or restrict the personal information we hold about you, or you may object to particular ways in which we are using your personal information; and
- in certain situations, send the personal information you have given us to a third party (where technically feasible) or otherwise receive your information in a usable electronic format that can be transmitted to a third party.

Residents of certain U.S. states also have the right to opt out of 'sales' of their information and 'sharing/processing of their information for targeted advertising.' If you would like to opt out of our online disclosure such as through cookie and pixel technology of your personal information for purposes that could be considered 'sales' for those third parties' own commercial purposes or 'sharing' for purposes of targeted advertising, please click **Your Privacy Choices**.

For additional information about additional rights and choices residents of certain U.S. states may have, please see 'U.S. State-Specific Rights' below.

Where we are using your personal information on the basis of your consent, you are entitled to withdraw that consent at any time. Moreover, where we process your personal information based on legitimate interest or the public interest, you have the right to object at any time to that use of your personal information.

We rely on you to ensure that your personal information is complete, accurate and current. Please do inform us promptly of any changes to or inaccuracies of your personal information by contacting privacy@sonos.com. Please contact us at this email address if you want to submit any data related questions. We will respond to your request as soon as possible but certainly within 30 days.

For more information about how you can control the collection and use of Additional Usage Data and your Communication, Marketing and Advertising Preferences, please visit Your Choices sections below.

We are committed to working with you to obtain a fair resolution of any complaint or concern you may have about our use of your personal information. If, however, you believe that we have not been able to assist with your complaint or concern, you may have the right to lodge a complaint with the data protection authority in your country (if one exists in your country) or supervisory authority or bring a civil action against us in accordance with the applicable laws. Depending on your jurisdiction (e.g. Virginia), you may have the right to appeal our decision to deny your request, if applicable. If we deny your request, we will provide you with information on how to appeal the decision, if applicable, in our communications with you. To exercise such an appeal right, please send an email to privacy@sonos.com. If you submit a request which cannot be fully or partially fulfilled for legal or technical reasons, an explanation for this limitation will be provided.

Your Choices

Sonos Account and Sonos App

If you wish to access, edit or remove profile information, change your password, close your account or request deletion of your personal data, you can do it by logging in to your Sonos account or Sonos app or sending an email to privacy@sonos.com. If you cannot access certain personal information collected by Sonos via the Sonos account, the Sonos app or directly via the Sonos Product that you use, you can always contact us by sending an email to privacy@sonos.com. We will respond to any request to access or delete your personal data as soon as possible but certainly within 30 days.

Additional Usage Data

If you do not use any Advanced Features (e.g. Sonos Radio, Voice Control), and/or services for which the Additional Usage Data is required to enable its respective functionality, you can always opt out of Additional Usage Data collection by logging in to your Sonos app for iOS or Android. Do it in just a couple of clicks. To opt out please follow the instructions below. Note that certain Sonos Products may have a distinct opt-out toggle which will apply to only that Sonos Product.

Using the Sonos app for iOS or Android:

1. Select 'Account Settings' tab.
2. Open 'Privacy & Security' and look for 'Additional Usage Data' option.
3. In the iOS and/or Android app, select whether you want to adjust the Additional Usage Data for your System (i.e. all System Sonos Products associated with your Sonos System) or for specific Sonos Products. Then disable/slide off the relevant slide button/toggle.

You may change your preferences at any time following the same steps.

Your Communication, Marketing and Advertising Preferences

You can opt out of receiving direct email marketing communications from Sonos by following the instructions included in every email sent to you via the 'Unsubscribe' tab. We respect your choice, and we will stop sending you promotional emails once you unsubscribe or change your communication settings.

Please note, regardless of your communication settings, we will continue to communicate with you regarding changes to terms and conditions, policy updates, Sonos Product software updates, routine customer service messages such as information about current or past purchase, delivery of products, service interruptions, data breaches or other significant information about a Product you own such as discontinuation of support or safety issues.

You can adjust the amount of interest-based advertising you may receive by changing your cookie settings, changing your device settings, opting out of certain advertising networks or by going to the 'Your Privacy Choices' in the footer of www.sonos.com. You can also manage your advertising preferences for Sonos Radio, including opting out of targeted advertising, through the privacy settings in the Sonos App. If you opt out of targeted advertising on Sonos Radio, you will continue to receive non-personalised advertisements on the free version of the service. For more information about our use of interest-based advertising, please visit Our Use of Cookies and Other Similar Technologies.

Advertising and Modern Marketing Tools

To help more people listen to more music on Sonos, we use several modern marketing tools in support of our advertising efforts.

Sonos may work with third-party advertisers that use cookies and similar technologies to provide more relevant advertising about Sonos Products and Services on our websites and across the internet. To provide this 'interest-based advertising', the parties combine information about your online activities acquired over time, which help cater advertising that we deliver to you. Examples of this may include a Sonos advertisement on a Facebook page or a Google-owned page, such as a search results page or YouTube, or on a site within Google's advertising network. We may obtain your consent to this process depending on local law. At all times, you can opt out of these personalised ads from third-party advertisers and ad networks who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioural Advertising by visiting the opt-out pages on the NAI websites and DAA websites. Opting out may make the ads you see across the internet less relevant to you. Users that enjoy rights under EU data protection laws can visit www.youronlinechoices.com to learn how to opt out of having their data used for interest-based advertising by the European Interactive Digital Advertising Alliance (EDAA) member companies. Canadian users can visit www.youradchoices.ca.

Our Use of Cookies, Pixels and Other Similar Technologies

We use cookies and similar technologies like pixels, tags, web beacons and other identifiers to help us personalise our websites for you, remember your preferences, understand how users are using our websites or app and help customise our marketing offerings. In addition to cookies and similar technologies, we may use cookieless technology to provide personalised experiences and relevant content. These technologies may analyse contextual information about your current browsing session without storing persistent identifiers on your device. This technology operates without creating unique user profiles, ensuring your privacy is maintained while still providing relevant content and recommendations.

Cookies

A 'cookie' is a small data file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognise your browser. The length of time a cookie will stay on your computer or mobile device depends on whether it is a 'persistent' or 'session' cookie. Sonos uses both types of cookies. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your computer or mobile device until they expire or are deleted. We use the following types of cookies on our website.

- Strictly Necessary Cookies: These cookies are essential for you to browse our website and use its features. Without these cookies, services like shopping baskets cannot be provided.
- Performance Cookies: These cookies collect information about how you use our websites. This data may be used to help optimise our website and make it easier for you to navigate.

- Functional Cookies: These cookies allow our websites to remember choices you make and personalise your experience. We may store your geographic location in a cookie, for instance, to ensure that we show you the websites relevant to your area.
- Third-Party Cookies: Third-party cookies are those placed by websites and/or parties other than Sonos. These cookies may be used on our websites to improve our products or services or to help us provide more relevant advertising. These cookies are subject to their respective privacy policies for these external services, for example, the Facebook Data Use Policy.
- Analytics Cookies: We use analytics cookies, like those offered by Google Analytics, to help us understand things like how long a visitor stays on our websites, what pages they find most useful and how they arrived at sonos.com. To learn more about Google Analytics and your data, visit this Google webpage.

More information about cookies we use on our website is included here.

How to Control Cookie Settings

Most web browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may impact your overall user experience. Some browsers offer a 'Do Not Track' ('DNT') signal whereby you may indicate your preference regarding tracking and cross-site tracking. Although we do not currently employ technology that recognizes DNT signals, we will only process your personal data in accordance with this Statement. Below you can learn about how to control cookie settings on popular web browsers:

- Google Chrome
- Internet Explorer
- Safari
- Firefox

Pixels

In addition to cookies, we sometimes use small graphic images known as 'pixels' (also known as web beacons, clear GIFs or pixel tags). We use pixels in our email communications to you (if you have selected to receive such communications) to help us to understand whether our email communication has been viewed. We also use third-party pixels (such as those from Google, Facebook, and other advertising networks) to help us provide advertising that is relevant to your interests. Learn more about our advertising and marketing activities below.

Other Identifiers

When you use our app, we collect a unique ad-tracking identifier from your device (the Advertising Identifier or 'IDFA' on iOS devices and the Google Ad ID or 'AAID' on Android devices) so that we can learn more about users of our app and provide the most relevant messaging and marketing. These identifiers may also be shared with our advertising service providers for the purpose of delivering and measuring advertisements on the free version of Sonos Radio, as described in the 'Advertising Partners' section above. We only share these identifiers where you have not opted out through your device settings. Although these identifiers do not directly include information such as your name or email address, they may still be associated with your device or usage and may be considered personal information under applicable law. In addition to mobile advertising identifiers, our

advertising service providers may use pseudonymous advertising identifiers – such as Unified ID 2.0 (UID2) and RampID – to facilitate the delivery of advertisements on Sonos Radio. These identifiers are derived from data such as hashed email addresses and do not directly identify you. They are used only for advertising purposes and are subject to the retention limits described in the 'Retention' section above.

How to Control Identifier Settings

You can control how these identifiers are used, including the ability to reset them, through your device settings. Below you can learn about how to control cookie settings on popular mobile operating systems:

- Apple iOS
- Android

How to Contact Us

If you have any questions about the use of your personal information, please send an email to privacy@sonos.com. California residents can also reach us on our free number 1-800-680-2345.

Unless otherwise stated, Sonos, Inc. is a data controller for personal data we collect through the Sonos Products and Services subject to this Privacy Statement. Our address is 301 Coromar Dr, Goleta, CA 93117, USA.

Sonos Europe B.V. is our data protection representative for the European Economic Area and Switzerland. The data protection officer of Sonos Europe B.V. can be contacted at the following address: Groest 106, 1211 EE Hilversum, The Netherlands or via email at privacy@sonos.com.

Changes to Our Privacy Statement

Sonos may modify or update this Statement when necessary to reflect customer feedback and changes in our Sonos Products and Service. Please review it regularly. When we update this Statement, we will revise the 'Last Updated' date at the top of the Statement. If there are material changes to this Statement or in how Sonos uses your personal data, we will notify you either by posting a notice of such changes before they take effect or by directly sending you a notification. We encourage you to regularly review this Statement to learn more about how Sonos is using and protecting your information.