

Data Access Policy

of **Loewe Technology GmbH**, having its registered business address at Industriestraße 11, 96317 Kronach, Germany, registered with the commercial register of the local court Frankfurt am Main under HRB 117013.

This Data Access Policy explains how users of our connected products such as TVs, Audio speakers and Headphones (*“Connected products”*) and related services can access and share the data generated by these products and services, in line with the requirements of the EU Data Act (Regulation (EU) 2023/2854).

Our goal is to ensure transparency, fairness, and full user control over data generated by products you own or use.

Section 1

Data we collect, frequency and duration of retention

We collect and generate different types of data when you use our Connected products and related services:

- Usage Data: frequency of use, operating time, energy consumption, device modes.
- Personal data: private data declared by end user, such as e-mail address, login data, location data, IP address, Mac address (if you have explicitly provided and authorized it via account or app.
- Diagnostics Data: error logs, system messages, performance indicators.
- Metadata: time stamps, device model, firmware version.

Our Connected products are capable of generating data continuously and in real-time by storage log data at the device and remote server.

The duration of retention depends on the device individual ability and data size.

Section 2

Your rights under the EU Data Act

As a user or owner of one of our Connected products, you have the right to:

- Access the data generated by your Connected products where technically feasible, free of charge.
- Receive the data in a structured, commonly used, machine-readable format (such as JSON or CSV).
- Authorize third parties (e.g. repairers, third-party apps) to access your data on your behalf.
- Revoke access at any time via your user account.

Section 3

How to access your data

You can access your data in the following ways:

- Via your user portal - Log in to your account following instructions added to your Connected product to download your device data.
- By requesting it directly - Contact us by instruction added with the Connected product and we will provide your data within 15 working days.

Sharing your data with third parties

Data is automatically generated and shared after the end user accepts the data policy of the selected application provider.

If you wish to share your data with a third party (e.g. for service, diagnostics or analytics), you can:

- Specify the scope, duration, and recipient of the data access and ask us to share such data with the third party.
- Revoke access at any time through your account or by contacting support.
- End the data sharing by deleting the selected individual application account.

We do not otherwise use, share or disclose your data with any third parties unless you have explicitly authorized it.

Section 4

Data format & portability

Your data will be provided in:

- JSON format for API access and automated tools.
- CSV format for manual download by authorized parties

We follow industry standards to ensure your data is portable, meaning it can be reused with other compatible services.

Section 5

Data security & protection

We apply the following safeguards:

- End-to-end encryption for all data transfers.
- Access controls and authentication for API endpoints.
- Regular audits and monitoring to prevent unauthorized access or misuse.

Section 6

Policy updates

We may update this Policy from time to time as required by law, or to reflect improvements in our products and services. In such cases, we will notify users via email, app notification or via hint on your Connected product screen.

The latest version will always be available on this page.

Section 7

Contact

If you have questions about this Policy or would like to request access to your data, you may contact our support team at:

loewe@loewe.de

Phone.: 09261 99-0

www.loewe.tv/dataact