



Data Act Policy

At GN we are committed to the principles in (EU) 2022/868 “the Data Act”, which sets out rules for the governance of data usage across the European market.

The principles include data access, portability, and interoperability.

This policy outlines the steps we are taking to meet the provisions of the Data Act, explaining how we handle customer data, safeguard data, and ensure data portability within our products and services.

We encourage you to read this Data Act Policy in full to understand how this will impact you and how we are working to make data usage more transparent, secure, and accessible.

Please note that other data act policies, including contractual terms and conditions, may apply to certain specific solutions or services provided by us. We kindly refer you to reading such data act policies including contractual terms and conditions for the information related to the specific solutions or services you are using. This Data Act Policy may supplement such other policies and is not intended to replace them.

The rights and obligations are not necessarily exhaustive and GN, a user and third parties may have additional rights and obligations than outlined here.

This Data Act Policy is only applicable where and when the Data Act is applicable.

The terminology used in this Data Act Policy, for example “connected products”, “related services”, “third party”, “user”, “data holder” and “data processing services”, have the meaning given to them in the Data Act.

1. Who we are and how to contact

The legal entity who is the data holder and responsible for processing your data may be your local GN company or GN hearing A/S, Lautrupbjerg 7, 2750 Ballerup, Denmark (the “Company”). You can find information on your local GN company here: [Office locator \(gn.com\)](#)

How to contact us

For requests about your data, you may contact us on (click on the link): [GN Data Act Form](#)

We can also be contacted on telephone +45 4575 0000

The Company and the GN Group

The Company is part of an international group of companies which is engaged in different activities: production and marketing of, for example, hearing instruments, headsets, speakerphones, webcams, keyboards, accessories and other services and products.

These products and services are marketed under a variety of brands such as Resound, Beltone, Interton, Jabra, Steelseries, Kontrolfreak, Blueparrott, Falcom, a.m.

When referred to “GN”, “we” or “us” it includes your local GN company, the Company, and/or any other relevant affiliated company whose involvement is necessary to achieve the purposes as described in this Data Act Policy. You can find more information about the companies in the GN Group here: [www.gn.com](#)



GN Store Nord A/S, Lautrupbjerg 7, 2750 Ballerup, Denmark (“GNSN”) is an affiliated company to the Company. GNSN is at your disposal as your central point in case of any questions in relation to our use of your data, and GNSN can be contacted using the contact information above in section 1. You are also free to assert your rights by contacting any of the companies involved. In case you do so and if necessary, GNSN and the company in question will coordinate to respond to your inquiry and to preserve your rights as a data subject.

2. Purpose

The purpose of this Data Act Policy is to describe how GN facilitates user accessibility to data and metadata, where required, in (i) connected products and related services for private and commercial use (such as headsets, cameras, hearing, keyboards, gaming controllers etc. which can communicate over the internet including any digital services related hereto such as applications for mobile devices and personal computers allowing or supporting such communication (ii) data processing services (such as software as a service, infrastructure as a service or platform as a service.

3. Data access and portability.

A user has certain rights to the data contained in products and related services about the user and data generated through the use including metadata. For data processing services please refer to section 5 below

Access and portability

GN will make sure that access to the user’s data is not unduly difficult.

GN will only use non-personal data about a user when based on a contract between GN and the user.

A user can gain access to product data and related services and relevant metadata, necessary to interpret and use the data, easily, securely, free of charge, in a comprehensive, structured, commonly used and machine-readable format, by making a request to GN on the contact point outlined above in section 1.

Where relevant, technically feasible and where the functionality is available, a user may also request product data and related service data, including the relevant metadata necessary to interpret and use the data, easily, securely, free of charge, in a comprehensive, structured, commonly used and machine-readable format, directly in the product or in the related service.

When verifying the user’s right to access data, only necessary information will be requested and kept, respecting the user’s privacy.

If a user asks, GN will, where required, provide the requested data and related information to a third party chosen by the user in accordance with the principles outlined here.

When GN is required to give data to a user or a third party the parties must have agreed on how the data will be shared. The data must be shared in fair, reasonable, and non-discriminatory way. GN’s sharing with a third party may be subject to a non-discriminatory cost payable by the third party.

Limitations in sharing

GN may use technical tools—such as encryption or smart contracts—to prevent unauthorised access or misuse of data. A user or a third party must not remove or tamper with these protections unless GN agrees.



Under certain conditions, access or sharing of data can be limited if it risks exposing safety, security or other legislation.

If the data includes confidential business secrets, GN will take steps to keep that information safe and the user and a third party must respect such measures and the confidential nature of the information. GN may in accordance with the data act refuse access to the data under certain conditions.

If the data includes personal data, it will only be shared with the user or a third party if such sharing complies with applicable privacy law.

Restrictions and obligations for user and third party

A third party and a user may not use the data in ways that threaten the security of the connected product or related services and may not ignore any agreed security or confidentiality rules, especially around trade secrets.

The user or a third party may not use obtained data to create competing products or gain unfair business insights about GN.

The user or at third party shall not use coercive means or abuse gaps in the technical infrastructure of GN to obtain access to data.

If a user or third party uses data in an unauthorised or harmful way, GN reserves the right to stop sharing the data and the user and the third party may be subject to various obligations such as deleting the data and any copies, stop selling, using, or distributing products or services created with the misused data, and pay compensation to whoever was harmed (GN, user, or trade secret holder).

Complaints and dispute settlements

If a user disagrees with any of GN's restrictions on data access, the user can file a complaint with authorities or resolve the issue through a dispute settlement process.

4. Information to be provided to the user

For each of the connected products and/or the related services respectively we will provide information about

- (a) whether the connected product can generate data continuously and in real time
- (b) storage ability on device or remote on a server
- (c) retention period
- (d) how to access and retrieve data.

For each of the related services, GN will also provide at least the following information to the user:

- (a) the type, format and estimated volume of product and related service data
- (b) the nature and estimated volume of related service data
- (c) How to access or retrieve such data, how we store the data and for how long.
- (d) If GN will use data itself and the purposes for which those data are to be used,
- (e) If data will be held by GN and/or shared with third parties and the purposes hereof
- (f) GN's name and address and how the user can contact GN
- (g) How the user can request that data is shared with third party
- (h) the user's right to lodge a complaint with a competent authority
- (i) Whether there is trade secrets contained in the data
- (j) The duration of a contract between the data holder and the user



The information will be provided (i) with the product or with/in the related service, (ii) on the website for the connected product or the related service, (iii) in a third party-app store, or (iv) upon request to GN using the contact info outlined section 1 above.

5. Requirements in relation to data processing services.

GN will not create or maintain any barriers, such as commercial, technical, contractual, or organizational barriers, that prevent customers from (i) ending their current service after the notice period and switching smoothly, (ii) signing with a new provider offering the same type of service, (iii) porting their exportable data and digital assets to a new provider or back to on-premises systems, and (iv) achieving functional equivalence, meaning the new service works similarly in the new environment.

All parties - GN, a user and a new provider must act in good faith to ensure (i) effective switching, (ii) timely data transfer, and (iii) minimal disruption to services.

A user can gain access to the data in processing services by making a request to GN on the contact point outlined above in section 1.

6. Security.

The user's Data will be handled securely in accordance appropriate technical and organizational measures.

7. Changes to the Data Act Policy

This Data Act policy will be updated on a regular basis and when necessary. The updated data policy will always be posted on our website and include information on the effective date of the latest version. We recommend that you regularly check this page to keep yourself updated on our data practices.

GN commits to not forcing anyone into what is considered unfair contract terms when it comes to data access, use, or responsibilities.