

Processing	Purposes	Legal Basis
<p>Collect your contact details (name, address; delivery details, telephone number, email address, IP address, date of birth, etc.); Collect audio source, technical errors, network performance; Register the serial number and date of purchase of your product; Generate a unique ID number customer account</p>	<p><u>Manage orders and after-sale services</u> The Collected Information will help us to fulfill your purchase, to perform loan or purchase transactions, to facilitate delivery, to comply with our warranty obligations, to provide after-sales services and to handle your enquiries and requests.</p>	<p>Necessary for the execution and the performance of the contract</p>
	<p><u>Communication and customer contact</u> The Collected Information allows us to identify products and services we think you might be interested in based on your information, such as your purchase history and your previous interactions with us. We may also use the Collected Information to provide you with commercial offers, to conduct marketing communications (including e-mails and social media audience matching) relating to us and other third-party partners and that we think may be of interest to you where we have a legitimate basis to do so.</p>	<p>You have given your consent to the processing of the Collected Information, for one or several purposes</p>
	<p><u>Answering your queries</u> Gathering the Collected Information allows us to remain in contact with you. As such, we can answer any of your queries and requests.</p>	<p>Necessary for the execution and the performance of the contract</p>
	<p><u>Propose upgrades</u> We can provide you with software updates and upgrades, make setups of your present and future products, in order to facilitate the use of your multiple and/or paired devices, and to personalize your sound profile.</p>	<p>Necessary for the execution and the performance of the contract</p>
	<p><u>Customize the user experience</u> We can use the Collected Information to clearly grasp how you make use of the services and resources provided by our Products and Services. This will enable us to optimize the Products and Services, in order to make the user experience as intuitive and straightforward as possible and to improve our products and our services.</p>	<p>You have given your consent to the processing of the Collected Information, for one or several purposes</p>
	<p>Analyze network issues and help Customer Service When using the Products and Services, you will enable us to research general trends and to improve our algorithms on the type of network that our products are compatible with. You will also enable us to analyze product or service shortcomings which will help our Customer Service to provide you better solutions and recommendations.</p>	<p>Our legitimate interest to provide a product and service that is functional for all of our clients and to better help Customer Service to provide solutions.</p>
	<p><u>Protect your interests</u> We can use the Collected Information to protect your interests or the ones or of another physical person, especially to ensure that our Products and Services are safe and secure and used in line with our terms of use.</p>	<p>Protect your safety, of any of your vital interests or the ones of another physical person.</p>
	<p><u>Resolution of complaints and disputes</u> We may use the Collected Information to resolve disputes, address complaints, and troubleshoot technical problems. We may also use it to protect our rights or property, or the rights or property of others, carry out our obligations, and comply with applicable laws and regulations.</p>	<p>Our legitimate interest to protect our rights and obligations and the rights and obligations of others.</p>
<p>Record and listen to a phone conversation with our customer service</p>	<p><u>Improve the services proposed</u> The Collected Information relative to phone conversations enables us to improve the quality of our services and to resolve complaints.</p>	<p>Necessary for the execution and the performance of the contract; Our legitimate interest to handle and resolve complaints.</p>

Collect your payment details, such as debit card (without any upheld or retention)	Management of orders and after sales services We may use your payment details to facilitate the process of the purchase of any of our Products or services you wish to acquire.	Necessary for the execution and the performance of the contract.
	Ensuring safety and fighting against fraud The Collected Information will enable us to perform credit checking, prevention of fraud and other prohibited or illegal activities as part of our efforts to keep our Products and Services secure.	Our legitimate interest to identify and report fraudulent transactions; necessary to comply with our legal obligations.
Filming / photographing in our points of sale	Ensuring safety and fighting against robbery When you visit us at our points of sale, stands and events, we may film you through the use of surveillance cameras for security purposes.	Our legitimate interest to ensure security and avoid thefts.