

21 February 2015

Dear User,

At Oticon we respect and protect your privacy. This privacy policy describes how and why we collect information about you as a user. This privacy statement applies only to information gathered on this app.

Manufacturer:
Oticon A/S
Kongebakken 9
2765 Smørum
Denmark

The ConnectLine app has been created to provide you with the possibility of controlling and personalizing your hearing experience directly from your phone.

Functionality:

The app also provides the following functionalities for personal preferences and customization.

- Edit and personalize programme names
- Adjust volume of your hearing aids
- Separate volume adjustment of streaming input
- Select Hearing Instrument programme(s)
- Select Streaming source(s)

TERMS OF USE AND PRIVACY

Terms of use and liability

The ConnectLine app is designed to be used with Oticon wireless hearing aids.

The ConnectLine app sends and receives signals from the Oticon ConnectLine Streamer via selected mobile devices for which the app has been developed. Notifications of application updates should not be disabled, and it is recommended that the user installs all updates to ensure that the application will function correctly and will be kept up to date. The ConnectLine app must only be used with Oticon devices for which it is intended. Oticon takes no responsibility if the application is used with other devices.

The information in the ConnectLine app is provided "as is" and Oticon offers no warranties of merchantability or fitness for a particular purpose. Oticon denies any and all liability for direct, indirect, incidental, consequential, punitive, specific or other. damages, lost opportunities, lost profit or any other loss or damages of any kind.

Privacy Policy

When you use the ConnectLine app, we may automatically collect general information.

The information collected cannot be used to identify you as an individual; we collect data across all the application users together. The information is only used in aggregate form to tell us about how the application features are used in general. This could be information about when the feature is typically activated or/and how extensively a feature is used.

Type of information Oticon may gather:

- Application feature information.
- Services in use and how they are being used. In practice this could be information about features that are used, how often they are used and for how long they are being used.
- Device type information.
- Generic device-specific information such as the type of mobile device and mobile operating system.
- Technical log information.
- When you use the Oticon application(s) we may automatically collect and store certain technical information in server logs. This may include:
 - Details of how the applications are used.
 - Internet protocol.
 - Device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
 - Location information.
 - When the location and GPS enabled services are in use, we may collect information that shows the countries and locations of use. As all the data is collected across all application users we are not able to determine your current or previous location.

Why we collect your application information

We collect vital information about our users to improve our products, which is an important part of ensuring that we always provide, maintain, protect and improve the services Oticon offers. Further, it also helps us identify the need to improve existing functionality and develop new applications.

We will only gather and store the information for the purpose stated in this Privacy Policy. Furthermore the application data is kept confidential, which means that only employees involved in the product development will have access to the data in detail.

Oticon processes the application information on our main servers. These may be located on an international server outside the country where you live. We have taken high security precautions for our storage of application data.

In some instances, Oticon may use external data collection services, which means that we might make use of non-Oticon owned servers for storage of application data. The information will still be kept confidential.

Transparency and Disclosure

It is Oticon's wish to make you feel informed when using our application.

You can stop all collection of information by the application easily by uninstalling the application. You may use the standard uninstall processes available as part of your mobile device or via the mobile application marketplace or network.

We take your privacy seriously, and we only collect and keep information as long as we need it for a specific task. We will never transfer or sell personally identifiable information about our users to a third party unless we explicitly state so at the time of collection, or ask for your permission before doing so.

Oticon does not share tracked application information with companies, organizations and individuals outside of Oticon.

We may share aggregated information publicly and with companies, organizations or individuals outside of Oticon or with our partners, which could be publishers, advertisers or connected sites. For example, we may share information publicly to display trends about the general use of our applications.

If Oticon is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of the mobile application information and give affected users notice before information is transferred or becomes subject to a different privacy policy.

Changes

Oticon will keep this Privacy Policy updated. We reserve the right to change this policy at any time. However, our aim is never to reduce your rights under this Privacy Policy without your explicit consent. Any change in the privacy policy will be communicated on the Oticon app webpage, and if this change affects your personal data, you will be contacted by us if you have given us your contact details and permission to contact you.

This policy was last updated in February 2015.

The updated privacy policy can be found on the Oticon website:

www.oticon.com/app/privacy