

# Policy on collection, processing and storing of personal data in connection with general meetings

## 1 Introduction

- 1.1 The purpose of this information sheet is to provide you as a shareholder, proxy holder or advisor with certain information as to the collection, processing and storing of personal data in connection with the holding of general meetings in Bang & Olufsen a/s, CVR no. 41 25 79 11, Bang og Olufsens Allé 1, DK-7600 Struer, Denmark (the "Company").
- 1.2 The Company acts as the data controller, which implies that the Company is responsible for your personal data being properly processed. If you have any questions, please contact the Company by sending an email to [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk).
- 1.3 Below you will find a description of the information, which the Company may collect, process and store, as well as of the purpose of and the background for processing the information.
- 1.4 Reference is made to our cookie policy and personal data policy available on our website.

## 2 Notice of general meeting

- 2.1 Notice of a general meeting in the Company must be submitted based on the information registered in the register of shareholders, including information on name, address and any email address. The Company will in this respect process your personal data for the purpose of forwarding the notice of the general meeting to the shareholders, including enabling the shareholders to exercise their fundamental administrative rights at the general meeting.
- 2.2 The notice of the general meeting including the agenda will be published and forwarded in accordance with applicable law and the Company's articles of association and will thus be published as a company announcement through Nasdaq Copenhagen, on the Company's website and be forwarded by email or ordinary mail to the shareholders, who have requested this.
- 2.3 The notice of the general meeting including the agenda will be available on the website for a period of 12 years, and the other documents will be available on the website up to and including the date of the general meeting.
- 2.4 Please be aware that our website can be accessed from other countries than countries within the EU/EEA.
- 2.5 The Company may store the notice of the general meeting including the agenda, the complete proposals and forms for granting proxy and voting by correspondence, until it is no longer necessary for the Company to store the information in order to protect the Company's and the shareholders' interests, however, for a period of at least 10 years, following which it will be deleted.

### **3 Notification of participation, granting proxy and voting by correspondence**

- 3.1 When you as a shareholder provide notification of your or an advisor's participation at the general meeting or grant a proxy to a third party, the Company will issue an admission card (potentially with voting cards), which will contain certain information about you, any proxy holder and/or advisor representing you, including name, address, email address and shareholding. Admission cards will be provided as described in the notice convening the general meeting.
- 3.2 Notification of your participation implies that the Company will process your personal data based on the information registered about you in the register of shareholders. The processing of your personal data also takes place in connection with granting voting proxy, proxy to the board of directors or voting by correspondence. Similarly, processing of your personal data will take place, if you vote at the general meeting (in writing or electronically).
- 3.3 If you grant proxy to a third party and/or register attendance of an advisor, the Company will collect and process personal data about such persons (name and address). Collecting and processing data takes place for the purpose of ensuring that the relevant persons are granted access to the Company's general meeting and ensuring that they can exercise their rights.
- 3.4 The Company may store information about registration of attendance, proxies and votes by correspondence until it is no longer necessary for the Company to store the information in order to protect the Company's and the shareholders' interests, however, for a period of at least 10 years, following which the information will be deleted.

### **4 Submitting questions prior to the general meeting**

- 4.1 When submitting written questions prior to the general meeting, you must document your status as a shareholder or a proxy holder, and in this respect collection and processing of your personal data will take place. Collection and processing of personal data will in such event be based on the Company's legitimate interests in being able to identify you, in order for you to be able to exercise your rights as a shareholder to submit questions.
- 4.2 The Company may store information about questions submitted until it is no longer necessary for the Company to store the information in order to protect the Company's and the shareholders' interests, however, for a period of at least 10 years, following which the information will be deleted.

### **5 Submission of proposals**

- 5.1 In connection with a request for including a specific issue on the agenda for the general meeting, your personal data and the contents of the proposal will be collected and processed by the Company. Your personal data will in this respect be collected based on the Company's legitimate interests in being able to identify you as a shareholder in order to enable you to exercise your right to submit proposals to be included on the agenda.
- 5.2 If your request fulfils the requirements, the proposal and your name will be included (i) on the agenda and (ii) on the forms for granting proxy or voting by correspondence, which will subsequently be published in accordance with the rules in this respect.

## **6 The right to speak and pose questions at the general meeting**

- 6.1 If you choose to speak at the general meeting, e.g. in order to pose questions to the board of directors' report or the annual report, you will be requested to document that you are a shareholder or a proxy holder, and in this respect personal data about you will be collected and processed based on the Company's legitimate interests in being able to identify you in order for you to exercise your right to speak and potentially pose questions at the general meeting.

## **7 Webcast**

- 7.1 The general meeting may be webcasted on the Company's investor portal. The recording may also be available on demand on the investor portal after the general meeting. In certain events it may be possible to ask questions and chat through an electronic Q&A function.
- 7.2 The recording, which includes both picture and sound, will cover the podium and the platform at the general meeting, and thus your personal data will be collected and processed, if you choose to speak at the general meeting, either in person or via the electronic Q&A function. Before you address the assembly, you must document your status as a shareholder or proxy holder, and by speaking from the platform you accept the Company's collection and processing of your personal data, including your name and your picture, in connection with the recording. You cannot insist on not being recorded, if you choose to speak/chat at the general meeting.
- 7.3 Your personal data will be collected based on the Company's legitimate interests in being able to identify you as a shareholder or proxy holder in order to enable you to exercise your rights at the general meeting, and in order to ensure transparency concerning the transactions at the general meeting, also in order for the shareholders, who are unable to attend the general meeting in person, to follow the proceedings by watching the recording.
- 7.4 The recording will be available on the Company's investor portal for a period of 1 year after the general meeting, following which it will be deleted.

## **8 Minutes of the general meeting**

- 8.1 After the general meeting, the chairman of the meeting (on behalf of the Company) will prepare minutes of the general meeting, and therefore your personal data may, in continuation of the original collection and processing of your personal data, e.g. when submitting proposals, cf. section 5, or when exercising the right to speak at the general meeting, cf. section 6, be additionally processed in this respect. The minutes must be prepared in accordance with the Danish Companies Act, and the processing of your personal data thus takes place in order to comply with a statutory requirement.
- 8.2 When submitting a proposal to be included on the agenda, it is not possible to insist on not having your name stated in the notice of the general meeting (or on forms) and thus you cannot insist on not having your name stated in the minutes either.
- 8.3 The minutes of the general meeting will be made available on the Company's website for a period of 12 years, and during this period, the minutes will be available to shareholders and the general public.
- 8.4 The Company may store the minutes of the general meeting until it is no longer necessary for the Company to store the information for the purpose of protecting the

Company's and the shareholders' interests, including for the purpose of documenting the transactions and resolutions made at the general meeting. This implies that minutes will not be deleted.

## **9 Your rights**

- 9.1 You can obtain additional information about the personal data, which the Company stores and processes about you by contacting the Company by forwarding to an email to [gdpr@bang-olufsen.dk](mailto:gdpr@bang-olufsen.dk). Also, you can at any time object to the Company's processing of your data and request that your personal data be corrected or deleted. If you wish to object to the processing of your personal data, or if you wish to have your personal data corrected, you can contact the Company by sending an email to the above-stated email address. If you wish to complain of the Company's processing of your personal data, you may contact the Danish Data Protection Agency.