Sonos Beam Ultra is here. Shop now

EU Data Act Information Notice on Sonos Products and Related Services

Version 1.0 | October 2025
This information is provided in accordance with Articles 3(2) and 3(3) of the EU Data Act. It may be updated periodically to reflect changes in products, features or applicable legal requirements.

Overview

As a Sonos customer in the European Union, you have new rights under the EU Data Act (the "Data Act"). The Data Act promotes **fair access to and use of data** generated by connected products and related services including optional services such as Sonos Radio, where used.

This page explains:

- what types of data your Sonos products generate
- how those data are processed and stored
- how you can exercise your rights to access or share such data

The Data Act operates separately from the General Data Protection Regulation (GDPR), which governs personal data and privacy. For details on how Sonos processes personal data under the GDPR, please refer to our Privacy Statement.

Some data generated by your Sonos product is processed locally on the device and is not transmitted to or retained by Sonos.

This information applies to all Sonos products and services.

1. Product Data

Product State	Products	Types of Data Generated	Continuous or Real-Time Data Generation	Data Storage (On-Device or Remote)	Data Format	Estimated Volume
Unregistered (Bluetooth Use)	Ace, Roam, Roam 2	Configuration settings, Bluetooth connection data, basic diagnostic data as defined in Sonos Privacy Statement	No	On device only. Not connected to the cloud	XML, JSON, Binary	Typically <1 MiB
Registered	All Products	Configuration settings, functional data as defined in Sonos Privacy Statement	Yes, depending on the product function	Yes.	XML, JSON, Binary	Depends on product usage

2. For what purposes might Sonos use these data?

Sonos may process product or service-related data to:

- perform contractual obligations relating to your use of Sonos products and services (including billing and support);
- assess, maintain and ensure the functionality, safety and security of products and related services including artificial intelligence (alone, in cooperation with affiliated companies or third parties, including joint ventures, or by third parties acting on behalf of Sonos);
- improve performance, develop and enhance existing or new Sonos products and services.
- marketing and distribution of existing and new Sonos products or services;
- analysing product or service-related data and their combination with other data or the derivation and further use of information for any lawful purpose, including provision of the results of any such analysis to third parties;
- aggregating product or service-related data with other data or creating derived data, for any lawful purpose, including with the aim of selling or otherwise making available such aggregated or derived data to third parties, provided such data do not allow specific products, services or users to be identified or derived.

3. Which entity is a "data holder" for the purposes of the Data Act in relation to the data processed by your Sonos products?

Sonos, Inc.
301 Coromar Drive, Goleta, CA 93117
United States
Contact Us

4. How to exercise your rights under the Data Act:

If you wish to access data generated by your Sonos product, and /or wish to request that your data be shared with a third party or authorise such sharing, please Contact Us. We will provide the relevant data without undue delay.

If you believe your rights under the Data Act have not been respected, you also have the right to lodge a complaint, as provided for in Article 38 of the Data Act, with the competent authority in the Member State where you reside (Art. 37 of the Data Act).

The product or service-related data may contain trade secrets and intellectual property of Sonos or other third parties. Therefore, Sonos reserves the right to refuse access to or the provision of such information as set forth in the EU Data Act, e.g. if you or a third party does not accept or does not implement appropriate measures to safeguard the confidentiality of such trade secrets or intellectual property.

5. How to terminate your agreement with Sonos for the provision of services, and how to submit a request for data deletion:

The agreement is generally valid indefinitely unless terminated by You or Sonos. You may stop using Sonos services at any time. If you wish to close your Sonos account or delete associated data, please follow the steps provided on our Delete Your Sonos Account page.

Never miss a beat or an offer

Subscribe to get the latest updates on new products and exclusive offers.

Enter email address Subscribe

You are agreeing to receive updates, promotional offers, and other messages from Sonos. You may unsubscribe at any time. For more information, review our Privacy Statement.

© 2026 Sonos, Inc.