

Skullcandy, Inc.

EU Data Act Information

The EU Data Act (Regulation (EU) 2023/2854) applies to certain hardware products and associated services controlling those products, defined in the EU Data Act as “connected products” and “related services”. This document provides information relevant to Skullcandy’s connected products and related services.

What types of data are generated during the use of your Skullcandy connected product?

(1) Skullcandy’s connected products continuously generate data while in use to provide certain functionalities. This includes when you interact with your device directly (e.g. by pressing the volume button on the device) or through an app that controls how certain sensors or other physical parts of the device behave (e.g., using an app to enable or disable certain product functions).

(2) The types and volume of data generated during the use of Skullcandy’s connected products can vary, depending on the type of device, their software version, the functionalities of the device, your configurations and settings, and how you use them. This can include sensor data or operational status data, like battery health, pairing status, or network connectivity data.

(3) The raw sensor data your device generates during your interaction with your device is usually deleted immediately after being generated. The device subsequently uses inferred or highly processed data for ongoing functions, which are not subject to the EU Data Act. In addition, your device may collect analytics data, which can include certain technical details concerning the performance or your usage of your device (e.g. crash logs or usage metrics).

(4) As part of the personalized sound test feature, Skullcandy’s connected products generate data related to your hearing profile. This data is created during your interaction with the test and reflects your individual audio preferences and responses. The resulting hearing profile is stored locally on both your mobile device and the connected product on which the test was completed. This enables the personalized sound functionality to operate without requiring a continuous connection to the app. The hearing test feature is supported by a third party provider. Additional information regarding how data is processed and stored by this provider can be found at the following link: <https://mimi.io/privacy-notice-mimi-hearing-test-app>

Where and for how long is the data stored and for which purposes is it used?

(4) Skullcandy typically does not collect and retain on its servers raw sensor data that your device generates during your use of the device. Instead, a lot of processing happens on the device, where the relevant data is used to power certain features or functionalities. Most of the data concerning the use of a Skullcandy connected product is either deleted immediately after being generated, or within a very short time frame, typically within 24 hours. Some limited data may be retained on your device for a few days, until it is overwritten by newer data, or deleted upon restart of your device or the app.

(5) To the extent that Skullcandy gathers this data, it is retained in a way that does not personally identify individual users, and is used for analytics purposes. No data concerning your use of a Skullcandy connected product is shared with Skullcandy in a way that would allow Skullcandy to personally identify you.

How can you access your data?

(6) For inquiries regarding personally identifiable information and if any is being collected, please send an email request to dataprotection@skullcandy.com. You can request your data, and we’ll prepare a copy

for you, if it exists. The data is provided in standard, readable digital formats. You can also choose to delete your Skullcandy account and all data associated with your Skullcandy Account in this manner.

(7) Where data concerning the performance or your use of a Skullcandy connected product is generated and retained on the product, e.g., your device analytics data, this can be deleted at any time by performing a factory reset on the product. Refer to the appropriate support article to learn how to do this at <https://www.skullcandy.com/blogs/product-help>.

How can third parties authorized by you request access to your data?

(8) Where you choose to authorize a third party to access your data concerning your use of a Skullcandy connected product on your behalf, with your permission, the third party can submit a request to Skullcandy. Skullcandy and the requesting third party will agree on the arrangements of such access and the authorized third party will receive access to your data, to the extent this data is available to Skullcandy in a way that allows us to identify you. You can see and end your authorized data transfers to third parties at any time, via email request to dataprotection@skullcandy.com.

How can you enforce your rights?

(9) If you have questions, you can refer to the website page <https://www.skullcandy.eu/policies/privacy-policy>.

(10) You also have the right to lodge a complaint with the relevant competent authority designated under Article 37 of the EU Data Act, in the Member State of your habitual residence, place of work or establishment.

With whom does Skullcandy share your data?

(11) Skullcandy may engage third parties to act as our service providers and perform certain tasks on our behalf, such as processing or storing data, including personal data generated and collected by Skullcandy in connection with your use of a Skullcandy connected product. You can learn more by <https://www.skullcandy.eu/policies/privacy-policy>.

How can you terminate your use of the services?

(12) You may use Skullcandy's services for as long as you wish, unless you or Skullcandy terminate the service. This includes services that you can use to control certain hardware functions of a Skullcandy connected product. You can stop using the Skullcandy's services at any time. To learn how to delete your Skullcandy Account, please visit <https://www.skullcandy.eu/policies/privacy-policy>. If you delete your Skullcandy Account, you will not have access to other Skullcandy or third-party products and services that you set up with that Skullcandy Account. This action may be non-reversible.