

Privacy Policy

For the privacy policy for the music service Technics Tracks operated by 7digital,
<https://tracks.technics.com/GB/privacy>

Applicable German and European data protection laws require us to inform you of our data protection practices and the use of cookies on this Internet site ("Website"). This Data Protection Notice describes how we collect, process, use, and protect any information concerning the personal or material circumstances of you as an identified or identifiable individual collected via this Website ("Personal Data"). Any Personal Data that you provide to us with your consent or that are collected through your use of the Website is subject to this Notice. By accepting this Notice you are explicitly consenting to its terms.

The Website is operated by Panasonic Marketing Europe GmbH, Hagenauer Straße 43, 65203 Wiesbaden, Germany ("Panasonic," "we," "our," or "us"), and Panasonic acts as the data controller in relation to the Personal Data.

We Protect Your Data

We use necessary organizational, technical, and administrative measures to protect the Personal Data under our control, such as control of access, transmission, input and availability and the separation of data. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please notify us of the problem immediately by contacting us (see Contacting Us, below).

Retention of Data Collected

We will retain your Personal Data only for the period necessary to fulfil the respective purpose outlined either in this Notice or in other communication to you, unless a longer retention period is required by law, but in any case no longer than the retention period permitted by law. Thereafter, your Personal Data will be deleted and/or returned in accordance with applicable law requirements.

Use by Children

The Website is not directed at and should not be accessed by individuals under the age of sixteen (16), and we request that such individuals do not provide Personal Data through the Website.□

Minors must obtain express consent from parents or legal guardians prior to accessing or providing any Personal Data.

Collection of Personal Data

To process your enquiries and to fulfil your requests Panasonic collects Personal Data that you provide by means of contact forms on this Website, including your name, address, or any other Personal Data which you include in the respective form. Users may at any time request deletion of their Personal Data.

Panasonic also collects email addresses and zip codes/post codes if you expressly subscribe to our promotional communications and newsletters and after we have received your express confirmation that Panasonic may provide our promotional communications and newsletters to you. Users may at any time opt out of receiving our promotional communications and newsletters. In case of music downloads from 7digital you enter a contract directly with 7digital on the basis of 7digital' s terms and conditions and subject to 7digital' s privacy policy. 7digital transfers personal data to Panasonic, if you wish to receive newsletters via email from Panasonic and only upon your consent declared with a double-opt-in. Within the registration for 7digital you can declare your consent, that your data will be transferred to Panasonic for the subscription to email newsletters. You will then receive a confirmation email with a link. Upon activation of the link you will receive the newsletters. If you do not activate the link your data will be deleted from the Panasonic database. Panasonic provides several opportunities to opt out, for example you can follow the "unsubscribe" instructions contained in our promotional communications and newsletters. Panasonic may collect Personal Data that you provide by participating in community postings (i.e., chat, forum, or bulletin boards). In such a case, the following Personal Data are collected:

- Registration information in order to enable you to participate in community postings, which comprises of your name, username, password, email address, date of birth, and contact details;
- Information that you voluntarily choose to share to enable the publishing of such community postings.

Panasonic may collect Personal Data that you provide in the context of participating in online games, free prize draws, competitions sweepstakes, contests or similar promotions offered on the Website. In such a case, the following Personal Data are collected:

- Registration information in order to enable you to participate in an online game, sweepstake, contest, or similar promotion, which comprises of your name, username, password, email address, date of birth, and contact details.

Your Personal Data provided for the purpose of participation in online games, sweepstakes, contests or similar promotions may be disclosed to the following Recipients:

- Third party sponsors of sweepstakes, contests, free prize draws, competitions and similar promotions, which are identifiable during each sweepstake, contest, free prize draw, competition or similar promotion.

Panasonic may collect Personal Data that you provide by uploading content (e.g., video or photos) onto the Website. In such a case, the following Personal Data are collected in order to publish the content on the Website:

- Your name;

- Your email address;
- Content that you choose to upload.

Purposes for the Collection of Personal Data

When you provide Personal Data to us the purpose of collection and processing of particular Personal Data may be specified.

Subject to your express consent Personal Data are used for the following purposes:

- To send you important information regarding the Website, changes to our terms, conditions and policies, and other administrative information;
- To administer these activities, which may have rules which could contain additional information about how we use and disclose your Personal Data, so we suggest that you read the rules carefully;
- For our business purposes, such as data analysis, audits, developing new products and services, enhancing our Website, improving our services, identifying usage trends, and determining the effectiveness of our promotional campaigns;
- For the following purposes (a) under applicable law; (b) to comply with legal proceedings; (c) to respond to requests from public and government authorities; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates (For further information about the concerned companies within the Panasonic group that will have access to Personal Data, please contact us (f) to protect our rights, privacy, safety, or property, and/or that of our Affiliates, you, or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

If the purpose for which you have given your consent is fulfilled or not further pursued, your Personal Data will be deleted.

Sensitive Personal Data

We ask you not to provide us with any sensitive Personal Data (e.g., Social Security numbers or welfare benefits, information related to racial or ethnic origin, sexual orientation, political opinions, religious or other beliefs, health, criminal background, or trade union membership) on or through the Website or otherwise. Panasonic only collects or processes sensitive Personal Data in respect of your bank account details to the extent as needed for billing purposes and only if voluntarily provided by the user.

Categories of Recipients

Subject to your express consent your Personal Data may be disclosed to the following Recipients only for the respective purpose listed above, which you have consented to:

- Our Affiliates, for the purposes described in this Notice; , please contact us for details
- Our third party service providers, who provide services, such as website hosting, data analysis, infrastructure provision, IT services, customer service, email delivery services, auditing services, and other similar services, to enable them to provide those services. If such third party service providers are located outside of the European Union or the European Economic Area, where data protection laws are not as strict as the EU/EEA, we will assure an adequate data protection level in the respective contractual relationship. For further information about Panasonic's third party service providers, please visit [insert link to the webpage where Panasonic's third party service providers are listed];
- By expressly confirming this notice, you consent to it being sent to third party service providers outside the EEA as listed above. We will ensure such third party supplier's countries laws use an equivalent level of data protection to EU/EEA requirements and any relevant consent to such transfer are obtained.
- A third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding);
- Anyone for purposes (a) under applicable law; (b) to comply with legal proceedings; (c) to respond to requests from public and government authorities; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our Affiliates; (f) to protect our rights, privacy, safety, or property, and/or that of our Affiliates, you, or others; and
- To allow us to pursue available remedies or limit the damages that we may sustain.

Personal Data may also be disclosed by you on our message boards, chat, profile pages, blogs, and other services provided by us, to which you are able to post information and materials. Please note that any information you post or disclose through these services will become public and may be available to visitors to the Website and to the general public. We urge you to be very careful when deciding to disclose your Personal Data, or any other information, on the Website.

Before we provide your data to any new recipient we will either inform you or you will be asked to give your express consent to the processing of your Personal Data.

Music download from 7digital

In case you download music such download will occur from 7digital and be based on a contract, which you enter with 7digital. Panasonic is not a party to that contract and is not responsible for the processing of personal data. Please refer to the 7digital privacy policy for more information. Regarding the transfer of personal data from 7digital to Panasonic on the basis of a double opt-in please refer to the information above.

Your Rights

At any time, you have the right to object or not to agree to the collection, processing, and use of your Personal Data by directing your objection to the following address:

Panasonic Marketing Europe GmbH
Data Protection Officer
Hagenauer Straße 43
65203 Wiesbaden
Germany

Oder per E-Mail: Datenschutz@eu.panasonic.com

However, the processing of your enquiries is not possible without the collection, processing, and use of your Personal Data. You are also entitled to request and receive information on the processing of your personal data. If you find your personal data to be incorrect, incomplete, or misleading, we will amend your data upon request.

Other Data We Collect

We also collect other data from you, some of which may not reveal your specific identity, such as:

- Browser information;
- Information collected through cookies, pixel tags, and other technologies;
- Demographic information and other information provided by you; and
- Aggregate information.

We may collect other data in a variety of ways, including:

- Through your browser: Certain information is collected by most browsers, for example your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system version, and Internet browser type and version. We use this information to ensure that the Website functions properly;
- Through use of cookies: See our cookies policy;
- Through use of pixel tags and similar technologies: Pixel tags (also known as web beacons and clear GIFs) may be used in connection with some Website pages and HTML-formatted email messages to, among other things, track the actions of Website users and email recipients, measure the success of our marketing campaigns, and compile statistics about Website usage and response rates;
- Your IP address: Your IP address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). An IP address is identified and logged automatically in our server log files whenever a user visits the Website, along with the time of the visit and the page(s) visited. We use IP addresses for purposes such as calculating Website usage levels, helping to diagnose server problems, and administering the Website and

- From you: Information, such as your location, as well as other information, such as your preferred means of communication, is collected only if you provide it voluntarily.

Links to Third Party Websites

This Notice does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any website to which this Website contains a link. While Panasonic tries to link only to websites that share Panasonic's high standards and respect for privacy, we are not responsible for the content, security or privacy practices of those other websites. You should view the privacy policy and cookie policies displayed on those websites to find out how your personal information may be used.

Changes to this Notice

We may change this Notice from time-to-time. We therefore advise you to regularly review this Notice for any changes. Before the Notice is materially altered we will inform you and if needed you will be asked to give your express consent to the continued processing of your personal data.

Contacting Us

If you have any questions regarding the collection, processing, or use of your Personal Data or if you wish to correct, block, rectify, object, access, revoke your consent to this Notice or delete any of your of your Personal Data, please contact:

Panasonic Marketing Europe GmbH
Data Protection Officer
Hagenauer Straße 43
65203 Wiesbaden
Oder per E-Mail: Datenschutz@eu.panasonic.com