Call Recording Privacy Notice

This Privacy Notice explains how and why Sonova UK Ltd (Lakeside Drive Centre Park Warrington United Kingdom ("Sonova", "we", "us", "our") records and processes telephone calls made to or from our Customer Services and Technical Support teams.

Purpose of the processing

We record inbound and outbound calls handled by our Customer Services and Technical Support teams for the following purposes:

- Monitoring and improving the quality of customer service;
- Providing employee training and feedback; and
- Supporting complaint and dispute resolution where necessary.

Legal basis for processing

The lawful basis for this processing is legitimate interest under the applicable data privacy law. Sonova has a legitimate interest in maintaining high-quality customer interactions, supporting staff development, and ensuring accurate resolution of customer queries.

Categories of personal data processed

- Voice recordings of calls;
- Personal data voluntarily provided during the call (e.g., name, contact details, account or device identifiers, or enquiry-related details).

No special category data are intentionally recorded. If such data are mentioned incidentally, they are not used for any purpose beyond the scope of the call.

Recipients of the data

Access to call recordings and transcripts is restricted to authorised Sonova employees involved in training, quality monitoring, or complaint handling.
Technical support and hosting are provided by:

- Anywhere365 (contact centre platform provider);
- Microsoft 365 (SharePoint Cloud, EU region) for secure storage;
- Masergy Communications (telecommunications provider), which transmits encrypted calls without storing or accessing their content.

Retention period

Call recordings and transcripts are retained only for as long as necessary for the purposes described above. If there is a legal obligation requiring us to retain the recording for a longer period, we will comply with that obligation, after which they are permanently deleted.

Transfers outside the UK

If technical support or maintenance involves access from outside the UK or EEA, appropriate safeguards such as the UK Addendum to the EU Standard Contractual Clauses are applied.

Data security

We apply appropriate technical and organisational measures to protect personal data, including secure systems, access controls, and encryption within the Microsoft 365 cloud environment, which complies with recognised international information-security standards.

Your rights

You have the right to request access to your call recording or transcript, to ask for correction or deletion of your data where appropriate, and to object to the recording at any time. If you prefer not to be recorded, we can offer alternative ways to contact us such as by email or in writing. To exercise these rights, please contact privacy@sonova.com. You may also lodge a complaint with the Information Commissioner's Office (ICO)To exercise these rights, contact: privacy@sonova.com.

Further information

For further detail about how Sonova processes personal data, please see our Global Privacy Policy at: https://www.sonova.com/en/global-privacy-policy

Publication and IVR message

Where to publish:

- Upload this notice to the Sonova UK Privacy or Legal webpage under the title: *"Call Recording Privacy Notice – UK & Ireland Customer Services and Technical Support."*
- Add a short reference and link on the main privacy page:

"If you contact our Customer Services or Technical Support by phone, your call may be recorded for training and quality purposes. Please see our Call Recording Privacy Notice for more details."

IVR message (to be played before recording begins):

Please note that your call may be recorded for training and quality purposes. For more information, please visit Call Recording Privacy Notice.