



## **PRIVACY POLICY**

This website (uc.yamaha.com) is owned and operated by Yamaha Unified Communications, Inc. and/or its subsidiaries (Yamaha UC).

### **1. IMPORTANT INFORMATION AND WHO WE ARE**

#### **Purpose of this privacy policy**

Yamaha UC respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data, including when you visit our website, and tell you about your privacy rights and how the law protects you.

This website is not intended for children and we do not knowingly collect data relating to children under the age of 16.

#### **Yamaha UC as Data Controller**

Yamaha UC is the data controller and responsible for this website and your personal data. This privacy policy is issued on behalf of Yamaha UC so when we mention Yamaha "we", "us" or "our" in this privacy policy, we are referring to the relevant subsidiary responsible for processing your data.

#### **Changes to this privacy policy and your duty to inform us of changes**

We keep our privacy policy under regular review. Historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.



### Third-party links

This website includes links to third-party Distributor and Reseller websites. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

## 2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you, which we have grouped together as follows:

"**Identity Data**" includes first name, last name, username or similar identifier, title, and gender.

"**Contact Data**" includes billing address, delivery address, email address and telephone numbers.

"**Financial Data**" includes bank account and payment card details.

"**Transaction Data**" includes details about payments to and from you and other details of products or services you have purchased from us.

"**Technical Data**" includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

"**Profile Data**" includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.

"**Usage Data**" includes information about how you use our website, products and services.

"**Marketing Data**" includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share "**Aggregated Data**" such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any "**Special Categories of Personal Data**" about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you.

### 3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our [cookie policy](#) for further details.
- **Third parties or publicly available sources.** We receive personal data about you from various third parties as set out below:

Technical Data from analytics providers such as Google based outside the EU;

Identity and Contact Data from publicly available sources such as trade show lists or media lead generation activities.

### 4. HOW WE USE YOUR PERSONAL DATA

#### Legal basis for using personal data

We will only collect, use or share your personal data for the purposes set out in this privacy policy:

- Where we need to perform any contract we are about to enter into, or have entered into with you.
- Where the use of your personal data is necessary to support legitimate interests that we have as a business to provide products and services to our customers, provided it is conducted at all times in a way that is proportionate, and that respects your privacy.
- Where our use of your personal data is necessary to comply with a relevant legal or regulatory obligation that we have. For example, to maintain appropriate business records, to comply with lawful requests by public authorities and to comply with applicable laws and regulations or as otherwise required by law.
- Where you have provided your consent to us using your personal data for that purpose (e.g. where you provide us with marketing consents or opt in to additional services).



## Purposes for which we will use your personal data

### To respond to your requests/administrative interactions

You may give us your personal data by filling in forms on this website, by corresponding with us by post, phone, email or otherwise. We will use your personal data to help us respond to your inquiries, questions and comments, and fulfil your requests.

### To provide our products and services

We collect personal data in order to offer our products. We may use the information collected in order to validate your order or support request, to process your payment and to provide the products or services that you requested. We will also use your personal data as far as necessary for the handling and fulfilment of your order or request, as well as to provide ongoing support.

### To communicate with you

We also use this information for customer management purposes, to maintain our relationship with you.

We use your personal data to respond to your queries and/or complaints about our products or services, and to provide you with relevant information.

### To verify your identity

We may use the information collected from you to verify your identity. We may also use this information to establish and set up your account, verify or re-issue a password, log your activity and contact you from time to time;

### For internal business purposes such as:

- to improve our products in order to make them fit for our customers' needs and to draw insights in relation to possible improvements;
- to improve our services to you and customize your browsing experience. Some of the information (particularly the information collected by cookies and other tracking technology) helps us improve our website;
- to track any fraudulent activities and other inappropriate activities and monitor content integrity on our website.

### Corporate operations

We may use your personal data to perform any corporate reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock.

### IT administration

We use your personal data to diagnose server problems, administer the website and check that it properly functions.

### To process job applications

We collect an applicant's personal data solely for our internal recruitment purposes including for: identifying applicants, evaluating their applications, making hiring and employment decisions, and contacting applicants by phone or in writing. The candidate privacy notice can be found [here](#).

### Carrying out Direct Marketing

We may use your personal data, such as your address for direct marketing purposes. We may, for example, send you emails to inform you of news and updates about our products and services. This may be in the form of email, post, SMS, telephone or targeted online advertisements. To protect your privacy and ensure you have control over the use of your personal data, we will obtain your consent prior to sending you such marketing information.

You have a right to prevent direct marketing of any form at any time - this can be exercised by following the opt-out link attached to each communication, or by sending an email to [uc-mydata@music.yamaha.com](mailto:uc-mydata@music.yamaha.com).

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

## **5. DISCLOSURES OF YOUR PERSONAL DATA**

We share your personal data with the following third party recipients:

- Google Analytics, which tracks your engagement with the website (e.g. to know how you use our website, when do you use them, using what device), derive general consumption trends and patterns from this analysis, to allow us improve products and services;
- Salesforce, which hosts the platform in which responses to "contact us" inquiries are kept;
- Act-On, our marketing automation software service provider;
- Outlook 365 for e-mail messaging and hosting services;
- xTuple, used for processing RMAs and orders;
- Shopify which uses Authorise.net to accept credit cards safely and securely for our financial transactions. We do not collect, transmit or store sensitive cardholder information;
- Allbound, which is our channel partner relationship management system integrated with our website;
- Professional advisers who provide consultancy, banking, legal, insurance and accounting services;
- Regulators and other authorities who require reporting of processing activities in certain circumstances.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## **6. INTERNATIONAL TRANSFERS**

We and many of our external third parties are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## **7. DATA SECURITY**

We have put in place appropriate technical and operational measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Our security procedures are regularly reviewed and upgraded to reflect the latest technological developments.

In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach, where we are legally required to do so.

## **8. DATA RETENTION**

### **How long will you use my personal data for?**

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Details of retention periods for different aspects of your personal data are available by contacting us.

In some circumstances you can ask us to delete your data: see 9. Your Legal Rights below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## 9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

You have the right to:

**"Request access"** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**"Request correction"** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**"Erasure"** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**"Object to processing"** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**"Request restriction of processing"** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**"Request the transfer"** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-



readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**"Withdraw consent at any time"** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us.

### **No fee usually required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **10. CONTACT US**

We have appointed a Compliance Officer who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact the Compliance Officer using the details set out below.

### Contact details

Masanori Kamihara  
Yamaha Unified Communications, Inc.  
[uc-mydata@music.yamaha.com](mailto:uc-mydata@music.yamaha.com)  
+1-978-610-4055

### Within the EU:

Philip Stanley  
Revolabs, Ltd.  
[uc-mydata@music.yamaha.com](mailto:uc-mydata@music.yamaha.com)  
+44 (0)1732 366535



You have the right to make a complaint at any time to the relevant data protection authority. We would, however, appreciate the chance to deal with your concerns, so please contact us in the first instance.