

Effective date: January 22, 2026

California Privacy Notice of Collection

If you are a California resident, the California Consumer Privacy Act (“CCPA”) requires us to provide you with the following additional information about: (1) the purpose for which we use each category of “personal information” (as defined in the CCPA) we collect; and (2) the categories of third parties to which we (a) disclose such personal information for a business purpose, (b) “share” personal information for “cross-context behavioral advertising,” and/or (c) “sell” such personal information.

Under the CCPA, “sharing” is defined as the targeting of advertising to a consumer based on that consumer’s personal information obtained from the consumer’s activity across websites, and “selling” is defined as the disclosure of personal information to third parties in exchange for monetary or other valuable consideration. We “share” information to provide more relevant and tailored advertising to you regarding our Services. While we **do not** disclose our customer’s personal information to third parties in exchange for money, our use of third-party analytics services and online advertising services may result in the sharing of online identifiers (e.g., cookie data, IP addresses, device identifiers, and usage information) in a way that may be considered a “sale” under the CCPA.

Category of personal information	Purposes of use	Categories of third parties to which Bose discloses this personal information	Categories of third parties to which Bose “shares” and “sells” this Personal information for advertising/analytics purposes
Contact and account information	Provide the Services; Communicate with you; Marketing and advertising; Personalize the Services; Improve the Services; Business Operations; With your consent	Affiliated entities; Service providers; Online advertising partners; Connected third-party services; Entities for legal purposes; Entities for business transactions	Online advertising partners (note that only email is shared)
Financial and transactional information	Provide the Services; Communicate with you; Marketing and advertising; Personalize the Services; Improve the Services; Business Operations; With your consent	Affiliated entities; Service providers; Entities for legal purposes; Entities for business transactions	We do not share/sell
Customer service interaction information	Communicate with you; Improve the Services; Business Operations; With your consent	Affiliated entities; Service providers; Entities for legal purposes; Entities for business transactions	We do not share/sell
Content submitted in online Bose forums	Communicate with you; Marketing and advertising; Personalize the Services; Improve the Services; Business Operations; With your consent	Affiliated entities; Service providers; Entities for legal purposes; Entities for business transactions	We do not share/sell
Surveys, sweepstakes and loyalty program information	Communicate with you; Marketing and advertising; Personalize the Services; Improve the Services; Business Operations; With your consent	Affiliated entities; Service providers; Entities for legal purposes; Entities for business transactions	We do not share/sell
Information collected through automated technologies	Provide the Services; Marketing and advertising; Personalize the Services; Improve the Services; Business Operations; Recognize a user across multiple touchpoints; With your consent	Affiliated entities; Service providers; Online advertising partners; Connected third-party services; Entities for legal purposes; Entities for business transactions	Online advertising partners

For more information about each category, purpose of use, and the third parties to which we disclose or share information, please see the “[Information we collect](#)”, “[How we use your information](#),” and “[How we disclose your information](#)” sections of our [Privacy Policy](#).

Your choices regarding “sharing” and “selling”.

You have the right to opt out of Bose’s sharing/sale of your personal information for purposes of online analytics and advertising by visiting “[Your privacy choices](#)”. To opt out of the **offline** disclosure of your information to third parties for these purposes, please fill out our [online request form](#).

Financial Incentives.

Please see the “Loyalty Programs/Financial Incentives” section of our [Privacy Policy](#) for information about the financial incentives we offer.

Other CCPA rights.

The CCPA also allows you to limit the use or disclosure of your “sensitive personal information” (as defined in the CCPA) if your sensitive personal information is used for certain purposes. Please note that we do not use or disclose sensitive personal information other than for business purposes for which you cannot opt out under the CCPA.

Please see the “[Your rights and choices](#)” section of our [Privacy Policy](#) for information about the additional rights you have with respect to your personal information under California law and how to exercise them.

Retention of your personal information.

Please see the “[Retention of your information](#)” section of our [Privacy Policy](#).

Notice concerning Do Not Track.

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our websites for third-party purposes, and that is why we provide the variety of opt-out mechanisms listed above, and in our [Cookies Notice](#). Some web browsers offer users a “Do Not Track” privacy preference setting in the web browser. We do not currently recognize or respond to browser-initiated Do Not Track signals. Learn more about [Do Not Track](#).

California “Shine the Light” disclosure.

The California “Shine the Light” law gives residents of California the right under certain circumstances to request, on a yearly basis, information about our disclosure of certain categories of “personal information” (as defined in the Shine the Light law) to third parties for their own “direct marketing purposes” (as defined in the Shine the Light law), or in the alternative, that we maintain a policy of providing a cost-free means for consumers to opt out of any such disclosure. We do not currently disclose personal information as defined in the Shine the Light law to third parties for their own direct marketing purposes. However, we do maintain a policy that allows you to exercise your right under the “Shine the Light” law to opt out of future such disclosures, if any, and on a cost-free basis, by emailing us at privacyandsecurity@bose.com with the subject line “Shine the Light Request.” If you want to opt out of activities that are considered “sales” or “sharing” under the California CCPA, please follow the instructions above in the “Your choices regarding ‘sharing’ and ‘selling’” section.