

1. INTRODUCTION AND SCOPE

At Hottinger Brüel & Kjær, (referred to in this Privacy Notice as “HBK”, “we” or “us”) we take privacy seriously. We see it as our duty of care to protect your personal data and to ensure that all personal data is used in accordance with applicable data protection laws.

We appreciate the interest you have shown in us, our products and services by visiting us at www.hbkworld.com (the “**Website**”) or by reading any of our online communications through channels such as our social media pages (collectively the “**Online Channels**”). This Privacy Notice explains what kind of personal data is collected and how it is used by HBK when you interact with us, such as through visiting our Website, your use or purchase of our products or services, your contact with customer support, your subscription to our newsletters, your participation in our webinars or any other interaction with HBK, including without limitation all online and offline collection of personal data, and your rights in respect of your personal data. This Privacy Notice does not apply to personal data for job candidates obtained through our Careers webpage, which is subject to the HBK Recruitment Privacy Notice (available [here](#)) or to personal data obtained for our third party due diligence process, which is subject to the [Third Party Due Diligence Privacy Notice](#) (available on the Spectris Website).

This Privacy Notice may be changed over time and was last changed in May 2026. The most up-to-date Privacy Notice is published on our Website and we encourage you to periodically review the Website for any changes to this Privacy Notice.

2. WHO WE ARE

Hottinger Brüel & Kjær was founded in 2019, when HBM and Brüel & Kjær merged their activities into a new company.

Both companies are market leaders in their respective disciplines – Brüel & Kjær in sound and vibration and HBM in reliability, durability, propulsion efficiency and weighing. Together, they cover the complete product physics domain. In technical terms, Brüel & Kjær is the frequency domain expert and HBM the time domain expert.

HBK helps its customers reduce time-to-market by simultaneously performing tests, retrieving and analysing data, aiding decision-making.

3. WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

The respective Hottinger Brüel & Kjær Group company that you are contacting is the controller for the processing of all personal data.

If you have any questions about this Privacy Notice, your use of the Website, our products, services, solutions, events or your dealings with us, in relation to our use of your personal data or your rights

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in relation to your personal data, you can contact us via email dataprotection@hbkworld.com or by using the contact information listed [here](#).

4. FOR WHICH PURPOSES DO WE PROCESS YOUR PERSONAL DATA?

4.1 For answering your questions and following up on your requests

i. What does this purpose entail?

If you get in touch with us via email or the contact form on our Website, we will respond to your enquiry using your personal data.

ii. On what lawful basis do we process personal data?

We process your personal data on the basis of our legitimate interest in managing our relationship with existing and potential customers, suppliers, vendors and business partners.

iii. Which personal data do we process for this purpose?

For this purpose, we process your name, contact details, your correspondence with HBK and any other personal data necessary for answering your question.

4.2 For processing your order and payments and for delivering customer service

i. What does this purpose entail?

We use your personal data to process and deliver your order, report on order status and to contact you about the transaction (for instance, where the transaction fails), as well as for providing customer services.

ii. On what lawful basis do we process personal data?

We process your personal data on the basis that it is necessary for performing a contract between you and us. If you fail to provide the requested information, HBK will be unable to process your order and/or provide customer services to you.

iii. Which personal data do we process for this purpose?

For this purpose, we process your name and contact details, credit card and other payment information, your acceptance of our applicable terms and conditions and your correspondence with HBK.

4.3 For the development and improvement of products and/or services

i. What does this purpose entail?

We process your personal data in order to assess and improve our products and services. We convert your personal data into statistical or aggregated data to analyse customer behaviour and to adjust our customer offerings. We also, on an aggregate basis (i.e. in a way that does not personally identify you), perform market trend research through statistical analysis to evaluate and adapt our products and marketing to new developments.

For this purpose, we analyse how often you read the newsletters and visit our Website, which pages you click on and what goods you purchased through our Website. Based on this information, we may make adjustments to our offerings, our newsletters or the Website as well as adapt our promotions.

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Profiling is used for marketing purposes, such as personalising content, product recommendations, and targeted advertising. The methodology involves analysing user interactions with the Website, including pages visited, time spent, clicks, and engagement with forms or content. Based on these analyses, the system generates insights to tailor marketing communications and website experiences to individual preferences.

The significance of this processing for the individual is limited to enhanced personalisation of marketing content and does not produce legal or similarly significant effects. All automated recommendations or profiles are subject to human oversight, and users have the opportunity to request review, correction, or exclusion from profiling at any time by contacting dataprotection@hbkworld.com.

The envisaged consequences of this processing are to provide a more relevant and engaging online experience for visitors, improve marketing efficiency, and ensure communications are aligned with individual interests, while respecting user rights and privacy.

ii. On what lawful basis do we process your personal data?

We process your personal data on the basis of our legitimate interest in developing and improving our offerings to our customers in view of customer needs and wider market trends and developments.

iii. Which personal data do we process for this purpose?

For this purpose, we process your contact details, personal details (such as name, email and phone number), payment information and transaction history, your demographic data (such as your country, city and preferred language), and your correspondence with us. We also process data generated from your usage of the Website such as IP address, webpages visited, your click behaviour and the length of your session.

4.4 To deliver you our Website's functionalities and for its technical and functional management

i. What does this purpose entail?

We process your technical data to offer you our Website's functionalities, for operational and troubleshooting purposes and to allow our Website administrators to manage and improve our Website's performance. If you enter data in our Websites (such as product preference or your location) to receive relevant information or functionalities, HBK processes this data to provide you with the requested information or functionalities.

ii. On what lawful basis do we process your personal data?

We process your personal data on the basis of our legitimate interest in maintaining our Website's functionality and being able to process payments via our Website.

iii. Which personal data do we process for this purpose?

For this purpose, we process the personal data you have entered into our Website or that is generated from the functionalities you have used on the Website and the technical data from your device such as your IP address, the internet browser you use, the device type (mobile or desktop), pages visited on the Website, your click behaviour and the length of your session.

4.5 For website security purposes

i. **What does this purpose entail?**

We process data to secure our website, for example to enable identification of attacks on the website and block these attacks.

ii. **On what lawful basis do we process your personal data?**

We process your personal data on the basis of our legitimate interest in safeguarding our Website's security.

iii. **Which personal data do we process for this purpose?**

For this purpose, we process your IP address and time stamp of your visit.

4.6 Where applicable, to open and administer your Website account and to maintain its confidentiality

i. **What does this purpose entail?**

You need to provide us with your personal data if you choose to register and open an account with us. Upon creating your account, we will send you your personal login information. We also use your personal data to administer and secure your account – for instance, we are able to change your password for you.

ii. **On what lawful basis do we process your personal data?**

We process this on the basis of our legitimate interest in (i) managing our customer relationships through effective account management and (ii) protecting the confidentiality and integrity of our information networks, including the Website accounts.

iii. **Which personal data do we process for this purpose?**

For this purpose, we process your name, email address, title, telephone number, gender and date of birth, address, any other information you have added to your account, your login data and credentials for security (such as your passwords, password hints and similar information) which enables us to authenticate you and provide you with access to your account.

4.7 Where applicable, for managing and sending email alerts

i. **What does this purpose entail?**

You need to provide us with your email address if you choose to subscribe to our Newsletters. Upon registering, we will send you a confirmation email to complete your registration. We monitor whether the email alerts reach the subscribers, the number of times & the last time that the alert has been opened, the click count, and the links clicked. This information enables us amongst others to remove subscribers that appear to be no longer interested in receiving the email alerts.

ii. **On what lawful basis do we process your personal data?**

We process your personal data on the basis of your consent, which you may withdraw by opting out of receiving email alerts at any time and free of charge. You will always have the option to opt out of receiving these communications by following the instructions included in each communication or by opting out via our Website. Should you wish to opt out, we will no longer send you email alerts. We process personal data

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on the basis of our legitimate interest where we do so for maintaining our email alert process.

iii. Which personal data do we process for this purpose?

For this purpose, we process your email address

4.8 For customer relationship management

i. What does this purpose entail?

HBK will send communications to you for the purpose of performing relationship and account management as well as communicating recalls where necessary.

ii. On what lawful basis do we process your personal data?

We process this on the basis of our legitimate interest in establishing and maintaining ongoing customer relationships.

iii. Which personal data do we process for this purpose?

For this purpose, we process your name and contact details, personal details such as your contact preferences, payment information and transaction data, whether or not you opt to receive our newsletter and your correspondence with us.

4.9 For direct marketing purposes

i. What does this purpose entail?

Our range of products, services and solutions is constantly evolving to match the increasingly sophisticated markets in which we operate. For this purpose, we may provide you with information about the same or similar products, services, solutions, promotions and offers, to those which you have received or about which you have enquired and which may be of interest to you.

We may also invite you to take part in market research or request feedback on our events, products, services and solutions.

ii. On what lawful basis do we process your personal data?

We usually process your personal data on the basis of your consent, which you may withdraw by opting out of receiving marketing messages at any time and free of charge. We may, however, in limited cases, send you marketing messages without your consent being required. You will always have the option to opt out of receiving these communications by following the instructions included in each communication. Should you wish to opt out, we will no longer send you direct marketing.

iii. Which personal data do we process for this purpose?

We process your name and contact details, your payment, order and transaction history, data generated from market surveys.

4.10 Where applicable, for our marketing materials such as our flyers, corporate videos or customer review videos

i. What does this purpose entail?

You may be asked to participate in our marketing materials, for example in an interview on your experience in using our products. We may use such interviews or recordings for our

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corporate videos or as standalone customer videos. These materials may be used during events such as HBK Solution Days, or for publishing on our corporate websites. When you agree to participate, we will keep certain contact details in case we need to contact you in relation to your participation.

ii. On what lawful basis do we process your personal data?

Your participation in any marketing materials is based on your consent. A separate agreement will be made with you for this purpose, detailing your rights in relation to the use of your personal data, and further explaining how the marketing materials will be used and whether any other lawful basis applies in the specific situation.

iii. Which personal data do we process for this purpose?

For this purpose, we process your name, job title, email address, telephone number and company details, as well as the recordings made as per the agreement.

4.11 For organisational analysis, management reporting, acquisition and divestitures and for the execution of business processes and internal management

i. What does this purpose entail?

If you are doing business with us or if you have subscribed to our email alerts, then we may process your personal data in the preparation and performance of management reporting and analysis using aggregated personal data. We may also conduct customer, supplier and business partner surveys to learn more about your views and opinions as part of the reporting process. Additionally, your personal data may be processed in the context of mergers, acquisitions and divestitures, and in order to manage such transactions.

We may process your personal data in the general performance and internal administration of our business, including in relation to asset and order management. Furthermore, your personal data may be used when we conduct audits and investigations to comply with applicable legal obligations and/or HBK's internal policies, implement business controls, and for managing our customer, supplier and business partner database.

When you are doing business with us, we also process your personal data for finance and accounting, archiving and insurance purposes, legal and business accounting and in the context of dispute resolution.

ii. On what lawful basis do we process your personal data?

We process your personal data in order to satisfy our legitimate interest in operating the day-to-day business of HBK and to develop and implement plans for strategic growth.

iii. Which personal data do we process for this purpose?

For this purpose, we may process your contact details, personal details (such as your name and date of birth), payment and transaction data (including credit and payment information and order history), your response to our surveys, data stored on HBK's IT systems, data generated during the performance of your agreement with HBK and your correspondence with HBK.

4.12 To comply with the law

i. What does this purpose entail?

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If you are doing business with us, then HBK processes your personal data to comply with laws and regulations (such as tax and business conduct-related and due diligence obligations including know your customer requirements) and this may involve disclosing your personal data to government or other supervisory authorities.

ii. On what lawful basis do we process your personal data?

We process your personal data to comply with any legal or regulatory obligations to which we may be subject.

iii. Which personal data do we process for this purpose?

For this purpose, we process your contact details, such as your address and email address, personal details, such as your name, payment information, transaction history (including your order history), and your chamber of commerce and tax details, and any other information requested by the relevant government or supervisory authority.

4.13 To protect health, safety, security and to ensure integrity

i. What does this purpose entail?

Where you are invited to HBK's premises, we process your personal data in order to safeguard our employees, customers, suppliers and business partners as well as their assets. As such, we authenticate your access rights to our premises and may screen your personal data against publicly available government and/or law enforcement agency sanctions lists.

ii. On what lawful basis do we process your personal data?

We process your personal data in line with our legitimate interest in safeguarding the health and safety of others, as well as in authenticating third party status and access rights whilst on our premises.

iii. Which personal data do we process for this purpose?

For this purpose, we process your name, payment information and transaction history, and your visiting history to our premises. Information regarding the processing of personal data as part of our due diligence process is provided in our [Third Party Due Diligence Privacy Notice](#) (available on the Spectris Website).

4.14 To support our internal business operations through AI-supported tools

i. What does this purpose entail?

We may process personal data to support our internal business operations through AI-supported functionalities integrated into our IT systems, including email and collaboration platforms. This includes the use of such functionalities to enhance efficiency and productivity, for example by generating summaries, drafting content, organizing information, and facilitating internal communication.

In this context, we may process personal data contained in communications, documents, and other business records. We only process such personal data to the extent necessary for the purposes described above and in accordance with applicable data protection laws.

These tools operate within our secure corporate environment and do not use personal data to train external AI models. All interactions, prompts, and retrieved data are protected in accordance with our confidentiality and data protection standards. This processing does not

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involve solely automated decision-making which produces legal effects or similarly significantly affects individuals.

ii. On what lawful basis do we process your personal data?

We may process personal data for this purpose based on our legitimate interests. These legitimate interests include ensuring efficient and effective internal business operations, supporting our employees in their daily activities, and enabling us to provide our customers with high-quality products and services.

iii. Which personal data do we process for this purpose?

For this purpose, we may process your identification and contact data (e.g. name, email address, phone number), professional and employment-related information (e.g. job title, company, role), content of communications and documents exchanged via email, collaboration platforms, or other internal systems.

5. FOR HOW LONG DO WE RETAIN YOUR PERSONAL DATA?

We will retain your personal data for as long as necessary for the purposes set out above and as communicated to you at the time of collecting your personal data.

The criteria we use to determine data retention periods include the following:

- **Retention in case of queries:** we may retain your personal data for a reasonable period after you have enquired about events, products, services or solutions, in cases of follow up queries from you.
- **Retention in accordance with legal and regulatory requirements:** we will consider whether we need to retain your personal data after the period of retention in case of queries (above) due to legal or regulatory requirements which may be subject to. Some or all of these criteria may be relevant to retention of your personal data collected from you in connection with our events, products, services, solutions and/or your use of our Website.
- **Retention permitted under applicable law:** we will continue to retain your personal data where necessary to provide our services to you and the retention of such personal data is necessary for pursuing our legitimate interests or where it is necessary for public interest purposes.

6. COOKIES

We also collect information through the use of cookies. Cookies are small files of information which save and retrieve information about your visit to our Website – for instance, your internet service provider's domain name, pages you accessed and when. We may process data we collect to give you a more seamless, consistent and personalised experience such as providing you with personalised recommendations based on your use of the Website.

Read more about how we use cookies and how you can disable them in our Cookie Notice, which can be found [here](#).

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7. WHO HAS ACCESS TO YOUR PERSONAL DATA?

7.1 Access to your personal data within HBK and Spectris plc (“Spectris”)

Your personal data will be available within HBK to only those who need access to the data and only to the extent necessary to meet the purposes specified in **section 4 “For which purposes do we process your personal data?”** (above). We will take appropriate measures to ensure that your personal data is appropriately safeguarded.

We may also share your personal data with our affiliates within the Spectris group of companies (of which HBK is an operating company). We may exchange your data for administrative purposes and so that we can have a complete overview of your contacts and contracts with the Spectris group. This allows us to offer you a complete package of services and products. Where our affiliates send you information in relation to events, products, services or solutions that may be of interest to you, such disclosures will be pursuant to your consent (where required, in accordance with applicable laws).

7.2 Access to your personal data by third parties

The following third parties have access to your personal data, where relevant:

- Affiliates, distributors or agents, for instance, if we deem this necessary for offering you a complete solution for the business needs presented by you, or with our agents for servicing the products you purchased
- Banks
- Insurance companies
- IT suppliers, including website administrators, Adobe System GmbH, Hubspot GmbH and Microsoft Clarity. (See below)
- Accountants and forensic specialists
- Governmental and regulatory bodies and other third parties to whom we must disclose information under applicable law, such as to comply with a court order or a request from a regulator or similar legal process, or otherwise where necessary to comply with a legal obligation or for the administration of justice
- Third parties concerned or their professional advisers, in the event of a merger, acquisition or any form of sale of some or all of our assets.

Where third parties are given access to your personal data, HBK will take the required contractual, technical and organisational measures. If your personal data is transferred to a recipient in a country outside the European Economic Area that does not provide an adequate level of protection for personal data, HBK will provide for appropriate safeguards, for example conclude a contract encompassing the standard data protection clauses adopted by the European Commission with the relevant third party. A copy of such contract or more information about the appropriate safeguards taken to enable the transfer of personal data, can be obtained upon request via dataprotection@hbkworl.com.

Adobe Analytics, HubSpot, and Microsoft Clarity

This Website uses Adobe Analytics, a web analytics and marketing platform provided by Adobe Systems GmbH (“Adobe”), HubSpot, a marketing, sales, and customer relationship management

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(CRM) platform provided by HubSpot GmbH (“HubSpot”), and Microsoft Clarity, a web analytics service provided by Microsoft Corporation (“Microsoft”). These services use cookies and similar technologies to help the website operators analyse how users interact with the Website, measure the effectiveness of our marketing campaigns, and improve the overall user experience.

The information generated by these cookies about your use of the Website (for example, pages visited, time spent on the site, referral sources, interactions with content, and form submissions [via HubSpot only]) may be transmitted to and stored by Adobe Systems GmbH, HubSpot GmbH, and Microsoft on servers located in Germany, the United States, or other countries where these companies operate. These providers process this information on our behalf to provide analytics reports and insights about website traffic, visitor behavior, and marketing performance.

Adobe, HubSpot, and Microsoft may also transfer this information to third parties where required to do so by law, or where such third parties process the information on their behalf. By using this Website, you consent to the processing of data about you by Adobe, HubSpot, and Microsoft in the manner and for the purposes set out above, unless you disable these cookies as explained on our [Cookie Policy](#).

For more information:

- [Adobe Privacy Policy & Cookie Policy](#)
- [HubSpot GmbH Privacy Policy & Cookie Policy](#)
- [Microsoft Clarity Privacy Statement & Cookie Information](#)

7.3 Personal data obtained from third parties

We work closely with third parties (including business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics and search information providers) and may receive personal data about you from them. Such data obtained from third parties will be kept in accordance with the same duty of care as described in this Privacy Notice, and with any additional restrictions imposed by the third party that shared your personal data.

8. HOW IS YOUR PERSONAL DATA SECURED?

HBK has taken adequate safeguards to protect the confidentiality, integrity, availability and security of your personal data. We regularly review our technical configurations and systems to enhance our information and cyber security. We have implemented appropriate technical, physical and organisational measures to protect systems that hold and process your personal data against accidental or unlawful destruction, accidental loss, damage, alteration, unauthorised disclosure or access and against all other forms of unlawful processing.

9. LINKS TO OTHER WEBSITES

Our Online Channels may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that **we do not have any control over the other websites**. Therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting such sites and such sites are not governed by this Privacy Notice. You should exercise caution and look at the privacy notice applicable to the website in question.

10. YOUR RIGHTS

You have a number of rights under applicable data protection law in respect of our processing of your personal data. These include:

- the right to request access to your personal data;
- the right to request rectification of any personal data that we hold;
- subject to certain conditions:
 - the right to request erasure of your personal data;
 - the right to request restriction of processing of your personal data;
 - the right to have your personal data transferred to another controller;
- where we rely on your consent for processing, the right to withdraw such consent; and
- the right to lodge a complaint with a data protection authority (in Denmark, this is the Danish Data Protection Agency). A list of other authorities can be found [here](#).

Further details on the scope of these rights can be found in the [HBK Data Subject Request Form](#). Should you wish to exercise your rights, please complete the Request Form and send (including any supporting documents) to the HBK Data Protection Manager via letter to our registered address or via email to dataprotection@hbkworld.com. Note that, in order for us to respond to your request, we may require you to verify your identity.

Please be aware that some (or all) of these rights may not be available to you in your jurisdiction. Furthermore, we may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).