



# LAUDA AI VOICE AGENT TERMS OF USE

## General Information

Data protection is a high priority for LAUDA DR. R. WOBSEY GMBH & CO. KG (LAUDA). The AI-powered voice assistant (the "Voice Agent") integrated into this website forms part of our digital service offering and enables you to contact us quickly and conveniently. Use of the Voice Agent is voluntary and requires your express consent. Below, you can learn what data are collected, the legal basis for their collection and the rights to which you are entitled.

## Contact details for LAUDA

The responsible entity in the sense of the General Data Protection Regulation, other applicable data protection laws in the member states of the European Union, and other provisions of this nature is:

LAUDA DR. R. WOBSEY GMBH & CO. KG  
Laudaplatz 1 · 97922 Lauda-Königshofen · Germany  
Tel.: +49 (0)9343 503-0 · Email: [info@lauda.de](mailto:info@lauda.de)

The Data Protection Officer's contact details: [dsb-services@ingdilligenz.de](mailto:dsb-services@ingdilligenz.de)

If you have any questions or suggestions regarding data protection, please feel free to contact our Data Protection Officer at any time.

## AI-powered Voice Agent

The assistant integrated into this website is an AI-powered automated system, not a human employee of LAUDA. LAUDA operates this assistant using an AI solution provided by a certified third-party provider, and in this capacity, is classified as an operator rather than a service provider.

The Voice Agent is powered by technology provided by ElevenLabs Inc. The service provider and data processor is ElevenLabs Inc. which is located at 169 Madison Ave #2484, New York, NY 10016, USA. When using the Voice Agent, your data may be processed outside of the European Union, including in the United States and Singapore, as well as within the European Union. ElevenLabs selects the processing location based on latency and performance criteria. Voice data are collected and processed when you use the Voice Agent. As the human voice is classified as biometric data under Article 9 of the EU General Data Protection Regulation (GDPR), your data are processed solely on the basis of your express consent, which you must provide at the start of each call. You will not be able to use the Voice Agent if you do not provide this consent.



As the data processor, ElevenLabs engages additional sub-processors, including OpenAI and Anthropic (AI/large language model providers), Amazon Web Services and Google Cloud (hosting services), and Hive (content moderation), some of which are located in the United States. A complete and up-to-date list of the sub-processors used is available for download at: <https://compliance.elevenlabs.io/subprocessors>

These international data transfers are safeguarded by the following mechanisms:

**EU–U.S. Data Privacy Framework (DPF):** Eleven Labs Inc. is certified under the EU–U.S. Data Privacy Framework. Its certification is active (original certification date: February 9, 2026, next certification due date: February 9, 2027) and applies to HR and Non-HR Data. The certification listing is available at: <https://www.dataprivacyframework.gov/list> (“ElevenLabs” listing).

**EU standard contractual clauses (SCC):** in addition, the EU standard contractual clauses (module applicable to Controller-to-Processor transfers, governed by Irish law) have been entered into together with the UK Addendum and Swiss-specific adaptations. The SCCs take effect upon the entry into force of the Data Processing Addendum (DPA) (Article 11).

The legal basis for the data processing is the Data Processing Addendum (DPA) of ElevenLabs of April 8, 2026, which can be downloaded from: <https://elevenlabs.io/dpa>. The data controller within the meaning of the GDPR is LAUDA DR. R. WOBSEER GMBH & CO. KG; Eleven Labs Inc. is the data processor. The voice data retention period at ElevenLabs is 42 days.

The system falls within the “limited risk” category under the EU AI Act. As a result, we are required to inform you, at the start of each call, that you are interacting with an AI system. We are also required to obtain your consent. A complete overview of the technologies and third-party service providers used is available in our Privacy Policy.

### **Collecting and processing your voice data**

When you use the Voice Agent, your personal data are collected and processed. Each call is fully transcribed and saved. At the end of each call, the assistant automatically generates a structured summary containing the issues discussed, the content of the call and the outcome.

After being transcribed, the recorded voice files (audio data) are retained for up to six weeks, after which, they are permanently erased.

As the human voice is classified as biometric data under Article 9 GDPR, your voice entry is processed solely based on your express consent (Article 9(2)(a) GDPR), which you must provide at the start of each call. You will not be able to use the Voice Agent if you do not provide this consent. Whether and the extent to which your data will be further processed, depends on the outcome of the call.

### Outcome of the call and retention periods

Outcome of the call	Processing and retention period
Issue successfully processed	Call data erased and completely anonymized within six weeks
Issue not conclusively resolved	Support ticket containing your data generated solely with your consent; call data in Voice Agent subsequently erased
Further need for advice identified	Call data transferred to CRM system solely with your consent, call data in Voice Agent subsequently erased

We do not transfer your data without obtaining your prior express consent. The legal retention periods remain unaffected.

### Eliciting your email address

During the call, the Voice Agent may ask you for your email address. This could take place in one of two clearly defined scenarios: Scenario one: after successfully processing the issue, the assistant may offer you the option of sending you a summary of the call by email. Scenario two: your email address may be required if you have agreed to your data being transferred to a support ticket. In both cases, the purpose will be communicated transparently. Your data are processed solely on the basis of your consent (Article 6(1)(a) GDPR). Your data will not be used for any other purpose.

### Legal bases

When you use the Voice Agent, your personal data are processed based on your express consent pursuant to Article 9(2)(a) GDPR (voice data) and Article 6(1)(a) GDPR (other call and contact data). Any further transfer of your data requires your separate, express consent.

### Rights of the data subject

You have the right at any time to request information about the personal data we store about you and to request the rectification and erasure of your data, the restriction of its processing, and data portability. You may withdraw your consent to the processing of your personal data at any time with future effect. This does not affect the lawfulness of any processing conducted prior to withdrawal.



For requests of this kind, please contact: [datenschutz@lauda.de](mailto:datenschutz@lauda.de)

### **Amendments to these Terms of Use**

LAUDA reserves the right to amend these Terms of Use if changes are made to the legal requirements – particularly in the light of dynamic legal developments in the area of AI. The respectively valid version can be downloaded from LAUDA's website.