

# SLEEP NUMBER PRIVACY POLICY

We value the relationship we have with you, strive to provide transparency regarding what information we collect, and are committed to respecting the confidentiality of information about you. To this end, our Privacy Policy describes what Personal Information we collect, for what purposes we use it, with whom we share it, and your related choices.

If you are a California resident, please refer to the *Notice for California Residents* section of this Privacy Policy for more information about our privacy practices and how to exercise your rights.

## About this Privacy Policy

This Privacy Policy applies to Sleep Number Corporation, Sleep Number Health, Select Comfort Retail Corporation, and our corporate family (collectively “Sleep Number”, “we”, or “us”) and to the information we obtain about consumers during the course of our business or when individuals are purchasing our products or using our products or services. This can include any person who uses our products or services or who you let use the product or services, for example, if you create a Sleep Number sleeper profile in the Sleep Number app for your spouse/partner, family members, or children. When we use the words “you” or “your,” it includes you and any such individual you allow to use the products or services.

This Privacy Policy applies to any of your interactions with us and describes our privacy practices with respect to any information we collect about you from any source. If you submit any information relating to another person, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

Our websites and mobile applications may contain links to other websites that are operated by third parties. This Privacy Policy does not apply to, and we are not responsible for, the privacy practices or the content of these other websites. Please read the privacy notices and policies of the other websites to learn how these third parties collect, use, share, and secure information about you.

We may provide the opportunity for you to interface with one or more third-party services, including connecting third party applications and/or platforms with our apps (collectively, “Third-Party Services”). Your consent is required for use of your Personal Information with a Third-Party Service. Once you give consent, we may share certain Personal Information that you have directed us to share with the Third-Party Service or have otherwise been notified will be shared during the connection process. We may also receive information and data regarding you and your use of such Third-Party Service (“Third-Party Information”). You may cease use of a Third-Party Service at any time. This Privacy Policy governs the collection, ownership, storage, and use of Third-Party Information by us. The Third-Party Service’s privacy notice or privacy policy governs their collection, ownership, storage, and use of Third-Party Information. Be sure to read all Third-Party Service’s privacy notices and policies.

## How We Collect and Use Personal Information

We collect a few types of information about or from you:

- “Personal Information” – Information that identifies you or is linkable to you, including “Transaction and Engagement Data” and “Sleep Health Data.”
  - “Transaction & Engagement Data” – This is Personal Information that is collected through a variety of touchpoints such as when you make a purchase or engage with

us in our stores, through our websites, through social media, or at events. This does NOT include Personal Information collected through the Sleep Number Sleep Wellness Technology platform or your use of the BreatheIQ app.

- “Sleep Health Data” – This includes Personal Information collected through your use of a Sleep Number smart bed with the Sleep Number Sleep Wellness Technology platform enabled, when you use the Sleep Number app, or when you use the BreatheIQ app.
- “Non-Personal Information” – Information that doesn’t identify you individually and is not linkable to you, including information that is collected in a manner that does not identify you individually and information that was collected as Personal Information but later de-identified to remove the information that could be used to identify you or link you to the information (“De-Identified Information”).

## **Transaction & Engagement Data**

We collect Transaction & Engagement Data when you provide it to us or use our services. This includes, for example, when you:

- Visit one of our websites
- Visit one of our retail stores
- Place an order, such as purchasing a Sleep Number smart bed or product
- Schedule a delivery
- Create a user profile on our websites
- Participate in a sweepstakes, promotion, or survey
- Apply for financing
- Complete a warranty card, business reply card, or other form
- Send us an email, call us, or chat with us on the internet
- Provide us with your information at an event
- Interact with us through social media
- Use our or an affiliated loyalty program
- Participate in another activity with us, such as using any of our services (excluding the Sleep Number Sleep Wellness Technology platform and the BreatheIQ app)

We may also receive Transaction & Engagement Data about you from other sources, such as public or government databases, social media platforms, joint marketing partners, or other partners and service providers (collectively “Third-Party Sources”).

We collect and use the following types of Transaction & Engagement Data and may share it with select vendors for the purposes identified in the table below.

Personal Information	Collection Purpose	Source	Trusted Vendors and Partners
Name Postal address Phone number Email address	<ul style="list-style-type: none"> <li>* Provide customer service</li> <li>* Deliver products and packages</li> <li>* Fulfill requests for products, services, or information</li> <li>* Process payments or facilitate financing requests</li> <li>* Fulfill our warranty obligations</li> <li>* Fulfill promotions</li> <li>* Facilitate promotions of our Sleep Number Rewards program, other loyalty programs, referral programs, sweepstakes, surveys, and other promotions</li> <li>* Send administrative information to you about our products and services and changes to our terms, conditions, and policies</li> <li>* Conduct data analysis, audits, fraud monitoring, and prevention</li> <li>* Determine the effectiveness of promotional campaigns</li> <li>* Develop improved and new products and services</li> <li>* Conduct research, analysis or administering surveys</li> <li>* Send communications to you, including marketing communications we believe may interest you</li> <li>* Verify your identity</li> </ul>	Consumer Third-Party	<ul style="list-style-type: none"> <li>* Facilitate communications with you</li> <li>* Help us provide customer service</li> <li>* Help with delivery logistics</li> <li>* Process financing application</li> <li>* Provide financing and rebates</li> <li>* Provide warranty services</li> <li>* Process payments</li> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs, sweepstakes, reviews, and ratings</li> <li>* Hold joint events</li> <li>* Provide customer lead information</li> <li>* Provide marketing campaign analytics</li> <li>* Print direct mailers</li> <li>* Process reply mail</li> <li>* Provide targeted advertising content</li> <li>* Help ensure records are up to date</li> <li>* Help empanel and administer focus groups and surveys</li> <li>* Help assess the effectiveness and usefulness of our services</li> </ul>
Signature	<ul style="list-style-type: none"> <li>* Memorialize transactions or agreements with you</li> <li>* Conduct fraud monitoring and prevention</li> </ul>	Consumer	<ul style="list-style-type: none"> <li>* Help us with delivery logistics</li> <li>* Process financing application</li> <li>* Provide financing and rebates</li> <li>* Process payments</li> </ul>

Personal Information	Collection Purpose	Source	Trusted Vendors and Partners
IP address and other device/online identifiers	* Measure and improve our advertising effectiveness	Consumer	* Facilitate our communications with you
Location information from IP address	* Send communications to you, including marketing communications we believe may interest you  * Help you locate a store near you  * Conduct data analysis, audits, fraud monitoring, and prevention  * Develop improved and new products and services  * Determine the effectiveness of promotional campaigns		* Facilitate your reviews and ratings  * Help assess the effectiveness and usefulness of our services  * Provide targeted advertising content  * Provide customer lead information  * Provide marketing campaign analytics
Social Security Number	* Process financing requests	Consumer	* Process financing application  * Provide financing  * Process payments
Payment card number	* Process payments	Consumer	* Process financing application  * Provide financing and rebates  * Process payments
IndividualFit 3-D Imaging	* Demonstrate your Sleep Number setting when you visit one of our retail stores  * Send communications to you, including marketing communications we believe may interest you	Consumer	* Provide customer lead information
Age (date of birth)	* Process financing requests	Consumer	* Process financing application  * Provide financing
Gender			
Age (date of birth)	* Facilitate the Sleep Number Rewards program and other loyalty program promotions	Consumer	* Facilitate the Sleep Number Rewards program and other loyalty program promotions

<b>Personal Information</b>	<b>Collection Purpose</b>	<b>Source</b>	<b>Trusted Vendors and Partners</b>
Product or services purchased, obtained, or considered Purchasing or consuming histories or tendencies	<ul style="list-style-type: none"> <li>* Provide customer service</li> <li>* Deliver products and packages</li> <li>* Fulfill requests for products, services, or information</li> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs, sweepstakes, reviews, and ratings</li> <li>* Send communications to you, including marketing communications we believe may interest you</li> <li>* Conduct research, analysis or administering surveys</li> <li>* Process financing requests</li> <li>* Fulfill our warranty obligations</li> </ul>	Consumer Third-Party	<ul style="list-style-type: none"> <li>* Help us assess the effectiveness and usefulness of our services</li> <li>* Help us provide customer service</li> <li>* Provide targeted advertising content</li> <li>* Provide customer lead information</li> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs, sweepstakes, reviews, and ratings</li> <li>* Provide marketing campaign analytics</li> <li>* Process financing application</li> <li>* Provide financing and rebates</li> <li>* Provide warranty services</li> <li>* Help empanel and administer focus groups and surveys</li> </ul>
Inferences drawn from Transaction & Engagement Data (e.g., consumer preferences and characteristics)	<ul style="list-style-type: none"> <li>* Send communications to you, including marketing communications we believe may interest you</li> <li>* Help empanel focus groups and surveys</li> </ul>	Consumer Third-Party	
Association with our loyalty programs	<ul style="list-style-type: none"> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs, sweepstakes, reviews, and ratings</li> <li>* Provide customer service</li> <li>* Send communications to you, including marketing communications we believe may interest you</li> <li>* Process financing requests</li> </ul>	Consumer	<ul style="list-style-type: none"> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs</li> <li>* Process financing application</li> <li>* Provide financing</li> </ul>

Personal Information	Collection Purpose	Source	Trusted Vendors and Partners
Store Cameras	<ul style="list-style-type: none"> <li>* Provide security for customers, employees, and service providers</li> <li>* Conduct fraud monitoring and prevention</li> <li>* Measure traffic patterns in our stores and improve store layout</li> </ul>	Consumer	<ul style="list-style-type: none"> <li>* Help ensure our facilities are safe and secure</li> <li>* Measure traffic patterns in our stores and improve store layout</li> </ul>
Communications with us, including calls, emails, texts, web-based chats, and photos you share with us	<ul style="list-style-type: none"> <li>* Provide customer service</li> <li>* Conduct data analysis, audits, fraud monitoring, and prevention</li> </ul>	Consumer	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Facilitate communications with you</li> </ul>
Audio	<ul style="list-style-type: none"> <li>* Develop improved and new products and services</li> <li>* Determine the effectiveness of promotional campaigns</li> </ul>		
Browsing history	<ul style="list-style-type: none"> <li>* Conduct data analysis, audits, fraud monitoring, and prevention</li> <li>* Develop improved and new products and services</li> <li>* Determine the effectiveness of our promotional campaigns</li> <li>* Improve services by determining popular features, products, and services</li> <li>* Send communications to you, including marketing communications we believe may interest you</li> </ul>	Consumer Third-Party	<ul style="list-style-type: none"> <li>* Help us assess the effectiveness and usefulness of our services</li> <li>* Provide targeted advertising content</li> <li>* Provide customer lead information</li> <li>* Provide marketing campaign analytics</li> </ul>
Search history			
Website, email, or advertisement interactions, including information about the links you click and pages you view			

## Sleep Health Data

The Sleep Health Data we collect from you depends on which of our products and services that you may use, as well as your device and account settings.

### Sleep Number Smart Bed and Sleep Number App

We collect Sleep Health Data from you through your use of the Sleep Number Sleep Wellness Technology platform (SleepIQ Technology), including the hardware and software located in your Sleep Number smart bed and the Sleep Number app.

We collect this information when you:

- Use a Sleep Number smart bed with the Sleep Wellness Technology platform enabled
- Create a Sleep Number sleeper profile in the Sleep Number app
- Use the Sleep Number app
- Enter information into the Sleep Number app
- Choose to connect the Sleep Number app with a Third-Party Service

Your use of the Sleep Number Sleep Wellness Technology platform enables us to provide you with SleepIQ services. SleepIQ services include data collection, data analysis, and inferences we may draw from your Sleep Health Data, aggregated data from the Sleep Wellness Technology platform, or sleep science insights to provide you with personalized content ("SleepIQ Services").

When using a Sleep Number smart bed with SleepIQ Technology enabled, you can choose to disable the transmission of Sleep Health Data to us by turning on "Privacy Mode" in the Sleep Number app. This will stop the transmission of new Sleep Health Data while Privacy Mode is on. We will continue to maintain the Sleep Health Data that we have already collected from you, but in Privacy Mode the only information transmitted to us is your app and remote interactions, and that your pump is online and generally operational. With Privacy Mode on, the Sleep Number app can still be used to control the Sleep Number setting, the bed base, and other bed features; data needed to enable these features will be processed locally on your device and will not be transmitted to us. Some features, such as obtaining your SleepIQ score, will not be available with Privacy Mode on. If you later turn off Privacy Mode, this will resume the transmission of Sleep Health Data.

The Sleep Health Data that we collect from you through your use of SleepIQ Technology may be considered "sensitive data" or "consumer health data" under the privacy laws of some states. We only process this information after we have received your consent. We obtain your consent through the Sleep Number app. You have the right to withdraw this consent at any time. You may withdraw your consent by contacting customer service at 1-800-554-0184, or through Account Settings in the Sleep Number app, to delete your Sleep Number sleeper profile. If you withdraw your consent, we may not be able to provide certain services to you. We will advise you if this is the case at the time you withdraw your consent. So that we can provide you the SleepIQ Services you have requested, we maintain your Sleep Health Data until you withdraw your consent or otherwise notify us that you are no longer using the services and submit a verified request to delete this information.

The Sleep Health Data we collect from you varies depending on which Sleep Number smart bed you use and how you choose to use the Sleep Number app, including your use of Privacy Mode. For detailed information about the Sleep Health Data we collect, and how we use this data, see our Sleep Health Data Privacy Policy.

Collected When You Create Sleep Number App Account And Sleeper Profile		
Personal Information	Collection Purpose	Trusted Vendors and Partners
Name Email address Phone number	<ul style="list-style-type: none"> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Create an account so that you can access other Sleep Number and Sleep Number Health apps and services</li> <li>* Send administrative information to you regarding our products and services and changes to our terms, conditions, and policies</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in analyzing the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Facilitate our Sleep Number Rewards program and other loyalty programs</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>
Age (birth year) Gender Height Weight	<ul style="list-style-type: none"> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Create an account so that you can access other Sleep Number and Sleep Number Health apps and services</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>



Collected When You Create A Sleep Number App Wellness Profile		
Personal Information	Collection Purpose	Trusted Vendors and Partners
Health Conditions  Sleep Health Treatments  Sleep habits, goals, and environment  Activity details, routines, and preferences	<ul style="list-style-type: none"> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>

Collected When You Use Sleep Number Smart Bed With Sleep Wellness Technology Enabled		
Personal Information	Collection Purpose	Trusted Vendors and Partners
Sleep data  Heart rate and cardiac signals  Breathing rate and respiratory signals  Time and motion in bed  Sleep duration  Body temperature  Microclimate of the bed	<ul style="list-style-type: none"> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>

Data Related To Your Device And Smart Bed		
Personal Information	Collection Purpose	Trusted Vendors and Partners
<p>App and remote interactions</p> <p>Wi-Fi settings and signal information</p> <p>Account settings and preferences</p> <p>IP address, MAC address, and other device/online identifiers</p>	<p>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</p> <p>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</p> <p>* Develop improved and new products and services</p> <p>* Recommend features, products, and services that might be of interest to you</p> <p>* Improve our services by determining which of our features, products, and services are most popular</p> <p>* Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs</p> <p>* Conduct research if you participate in Sleep Science Research</p>	<p>* Help us provide customer service</p> <p>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</p> <p>* Help assess the effectiveness and usefulness of our services</p> <p>* Conduct research if you participate in Sleep Science Research</p>

Personal Information	Collection Purpose	Trusted Vendors and Partners
<p>Time zone</p> <p>Approximate location of your bed</p>	<ul style="list-style-type: none"> <li>* Set your Sleep Number app to the appropriate time zone</li> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Enable the ability to operate your bed through Bluetooth on the Android operating system</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Improve our services by determining which of our features, products, and services are most popular</li> <li>* Recommend features, products, and services that might be of interest to you</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in analyzing the performance of our products and services, and make sure our services continue to work and are secure</li> </ul>
<p>Bed and base model types and use information</p>	<ul style="list-style-type: none"> <li>* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number smart bed</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Improve our services by determining which of our features, products, and services are most popular</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Help us assess the effectiveness and usefulness of our services</li> <li>* Conduct research if you participate in Sleep Science Research</li> </ul>

## Breathe IQ App

We collect Sleep Health Data from you through your use of the BreatheIQ app. We will collect this information when you:

- Create a profile in the BreatheIQ app
- Enter information into the BreatheIQ app
- Use the BreatheIQ app
- Complete a measurement in the BreatheIQ app

Your use of BreatheIQ app enables us to provide you with BreatheIQ services. BreatheIQ services include data collection, data analysis, and inferences we may draw from your Sleep Health Data, aggregated data, or sleep science insights to provide you with personalized content in BreatheIQ and BreatheIQ+ (“BreatheIQ Services”). The Sleep Health Data we collect from you depends on how you choose to use the app and if you upgrade to BreatheIQ+.

The Sleep Health Data that we collect from your use of the BreatheIQ app may be considered “sensitive data” or “consumer health data” under the privacy laws of some states. We only process this information after we have received your consent. We obtain your consent through the BreatheIQ app. You may withdraw your consent by deleting your BreatheIQ account through account settings in the BreatheIQ app. You may also withdraw your consent by contacting customer service at 1-800-554-0184. So that we can provide you the BreatheIQ Services you have requested, we maintain your Sleep Health Data until you withdraw your consent or otherwise notify us that you are no longer using the services and submit a verified request to delete this information.

For detailed information about the Sleep Health Data we collect when you use the BreatheIQ app, and how we use this data, see our Sleep Health Data Privacy Policy.

Collected When You Create BreathelQ App Account And Profile		
Personal Information	Purpose	Trusted Vendors and Partners
Name  Email Address  Phone Number	* Provide BreathelQ services  * Create a profile so that you can access other Sleep Number and Sleep Number Health apps and services  *Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention  *Required for the proper functioning of the product (log-in identification)  *Send administrative information to you regarding our products and services and changes to our terms, conditions, and policies  *Recommend features, products, and services that might be of interest to you	* Help us provide customer service  * Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure
Year of birth  Gender  Height  Weight	* Provide BreathelQ services  * Create a profile so that you can access other Sleep Number and Sleep Number Health apps and services  * Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention  * Develop improved and new products and services  * Recommend features, products, and services that might be of interest to you	* Help us provide customer service  * Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure

Collected When You Use The BreathelQ App		
Personal Information	Purpose	Trusted Vendors and Partners
<p>Audio and analysis of your breathing and snoring</p> <p>Unique identifier assigned to the audio of your breathing and snoring</p>	<ul style="list-style-type: none"> <li>* Provide BreathelQ services</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> </ul>
<p>Snoring rate and volume</p> <p>Breathing patterns and level of breathing irregularities</p>	<ul style="list-style-type: none"> <li>* Provide BreathelQ services</li> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> </ul>
<p>App interactions, including your engagement with content related to health conditions and links to healthcare services</p> <p>Device and online identifiers</p>	<ul style="list-style-type: none"> <li>* Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention</li> <li>* Develop improved and new products and services</li> <li>* Recommend features, products, and services that might be of interest to you</li> <li>* Improve our services by determining which of our features, products, and services are most popular</li> </ul>	<ul style="list-style-type: none"> <li>* Help us provide customer service</li> <li>* Aid us in developing improved and new products and services, analyze the performance of our products and services, and make sure our services continue to work and are secure</li> <li>* Help assess the effectiveness and usefulness of our services</li> </ul>

## How Information is Shared

We do not sell your Personal Information for money. We only share your Personal Information in the limited circumstances outlined below and we will not share Personal Information with any other third parties without your prior agreement.

### Trusted Vendors and Partners

So that we can provide our products and services to you we share Personal Information with select vendors and business partners for the purposes identified in the *Transaction & Engagement Data* and *Sleep Health Data* sections of this Privacy Policy. We limit the Personal Information that we share with these vendors and business partners to what is necessary to achieve these purposes.

We disclose certain types of Personal Information to advertising and marketing partners who assist us in analyzing our marketing effectiveness along with social media platforms to provide you with relevant content and advertising, which may qualify as “selling” or sharing Personal Information for “targeted advertising” under the laws of some states. Such disclosures include the following types of Transaction & Engagement Data: your name, address, phone number, email address, your website interactions with us, products or services considered, and your IP Address or other device identifiers. **These disclosures do not include your Sleep Health Data.** Learn how you can opt-out of these types of disclosures in the *privacy Rights and Choices* section of this Privacy Policy.

### Parties to Business Transfer

We may disclose Personal Information as part of a corporate transaction or proceeding such as a merger, financing, acquisition, bankruptcy, dissolution, or a transfer, divestiture, or sale of all or a portion of our business or assets.

### Government Entities, Law Enforcement, or other Third Parties

We may share your Personal Information with government entities, law enforcement, insurers, courts, or other third parties where we believe it is necessary comply with applicable law or court order.

### Sharing De-identified Data

We may share and use for any purpose information that does not identify you individually and is not linkable to you, including: (1) information that is collected in a manner that does not identify you individually and (2) information that was collected as Personal Information but later de-identified to remove the information that could be used to identify you or link you to the information (“De-Identified Information”). We will not attempt to re-identify De-Identified Information.

### Your Choice to Share Information

You may choose to disclose your Personal Information through our ratings and reviews pages, social media pages, and other similar services to which you are able to post information and materials. Depending on the third-party page’s or service’s guidelines and policies, your posts may become public. We urge you to be mindful when deciding to disclose any information.

## How Long We Keep Your Personal Information

We will only retain your Personal Information for as long as is necessary to carry out the purposes set out in this Privacy Policy. This means we will retain your Personal Information for the periods of time described below, unless extending the retention period is required or permitted by law.

The criteria we use to determine the retention period for Personal Information include:

- Your relationship with us;
- Whether the Personal Information is required to provide you products and services, including fulfilling our warranty obligations;
- Whether the Personal Information is necessary to maintain transaction and business records;
- Whether the Personal Information can be de-identified or anonymized;
- The technical feasibility of deleting the Personal Information; and
- Whether we have a legal obligation or right to keep the Personal Information for a specific period of time.

## How We Protect Your Personal Information

We maintain reasonable physical, electronic, and procedural security safeguards and take precautions to protect against the loss, misuse, and unauthorized access of your Personal Information. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we cannot guarantee that any information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception or error. If you believe that your interaction with us is no longer secure, please contact us immediately at the number provided in the *Contact Sleep Number* section of this Privacy Policy.

## Your Privacy Choices and Rights

We believe that all individuals should have choices with respect to their Personal Information. That is why we provide you the choices regarding your Personal Information set out below, including to limit what information you share with us, opt-out of marketing communications and some disclosures, and to know, correct, and delete your Personal Information subject to some exceptions.

### Request to Know

We have collected, used, and shared Personal Information as set forth in the *How We Collect and Use Personal Information* section of this policy. You can request information about the categories of Personal Information we have collected about you, the categories of sources from which the Personal Information was collected, the business reasons for collecting and sharing the Personal Information, the specific pieces of Personal Information we have collected, and the third parties with whom we shared Personal Information. To the extent that it is technically feasible, we will provide this information to you in a portable format.

If you would like to submit a request to know, please go to [www.sleepnumber.com/privacy-form](http://www.sleepnumber.com/privacy-form). If



you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

### Request to Delete

You can request that we delete Personal Information about you in our possession, subject to certain exceptions. For example, we keep Personal Information about you and your use of our products and services for as long as necessary to provide you continued service for your Sleep Number products; honor your warranty; contact you regarding product recalls or policy updates; preserve product and transactional information needed to guard against malicious, deceptive, fraudulent, or illegal activity; and for other lawful, solely internal uses described in this Privacy Policy. Additionally, we may elect to de-identify or aggregate Personal Information instead of deleting the information.

If you would like to submit a request to delete, please go to [www.sleepnumber.com/privacy-form](https://www.sleepnumber.com/privacy-form). If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

### Request to Correct

If you believe that Personal Information we maintain about you is inaccurate you can request that we correct this information. If we are able to verify that the information is inaccurate, we will correct this information.

If you would like to submit a request to correct, please go to [www.sleepnumber.com/privacy-form](https://www.sleepnumber.com/privacy-form). If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

### Request to Appeal

If we did not act on your privacy request, you can appeal this with us. If you would like to submit a request to appeal, please go to [www.sleepnumber.com/privacy-form](https://www.sleepnumber.com/privacy-form). If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

### Opt-Out of Sale and Sharing

We do not sell your Personal Information for money. We disclose Personal Information to advertising and marketing partners who assist us in analyzing our marketing effectiveness and social media platforms to provide you with relevant content and advertising, which may qualify as “selling” or sharing Personal Information for “targeted advertising” under the laws of some states. Such disclosures include the following types of Transaction & Engagement Data: your name, address, phone number, email address, your website interactions with us, products or services considered, and your IP Address or other device identifiers. These disclosures do not relate to your interactions with the Sleep Number Sleep Wellness Technology platform or Sleep Health Data.

If you would like to Opt-Out of these disclosures, please go to <https://www.sleepnumber.com/privacy-form?opt-out>. If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store. We also recognize opt-out preference signals, like the Global Privacy Control browser signals, as opt-out of sale and sharing requests. To process your request through an opt-out preference signal you must use a browser supporting the preference signal.

## Verifying Your Identity

For certain requests we require that you provide your first and last name, email address, phone number, and postal address. The information that you provide will be analyzed to determine whether we can reasonably verify your identity. To assist us, please provide all requested information and we will verify your identity by matching information that you provide with information that we maintain and have determined to be reliable for the purposes of verification. If we are unable to successfully verify your identity, we may refuse to provide information or alter the scope of our response out of caution and respect to your Personal Information.

## Submitting a Request Through an Authorized Agent

You may make any of these privacy requests through an agent authorized to act on your behalf. To accept a request from an authorized agent, we will require proof that they have been duly authorized. We will also need you to verify your identity unless the authorized agent has power of attorney pursuant to applicable law. We may deny requests from an agent that does not submit proper authorization or if we are unable to complete the required identity verification. An authorized agent can submit a request by emailing us at [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com).

## Additional Privacy Choices

### **Sleep Number App Privacy Mode**

When using a Sleep Number smart bed with the SleepIQ Technology enabled, you can choose to disable the transmission of Sleep Health Data to us by turning on "Privacy Mode" in the Sleep Number app. This will stop the transmission of new Sleep Health Data from SleepIQ Technology while Privacy Mode is on. We will continue to maintain the Sleep Health Data that we have already collected from you, but in Privacy Mode the only information transmitted is your app and remote interactions, and that your pump is online and generally operational. With Privacy Mode on, the Sleep Number app can still be used to control the Sleep Number setting, the bed base, and other bed features; data needed to enable these features will be processed locally on your device and will not be transmitted to us. Some features, such as obtaining your SleepIQ score, will not be available with Privacy Mode on.

### **Push Notifications**

If you opt-in on your device, Sleep Number may occasionally send you push notifications through the Sleep Number App with updates, notices and other information that may be of interest to you. You may at any time opt-out from receiving these types of communications by changing the settings on your device.

### **Opt-Out of Marketing**

To opt-out or discontinue receiving marketing communications from us, you can:

1. Follow the instructions in a marketing email from us.
2. Call 1-888-580-9237
3. Send an email to: [unsubscribe@sleepnumber.com](mailto:unsubscribe@sleepnumber.com)

4. Send a request to:  
Sleep Number Corporation  
Attn: DM Sales Support  
1001 Third Avenue South  
Minneapolis, MN 55404

Be sure to include your current contact information, such as your full name, address, phone number, and email address. Indicate specifically what type of marketing communication(s) and method(s) you desire to stop receiving. This will ensure we identify you correctly in our systems and accurately process your request. We will try to comply with your request as soon as reasonably practicable.

Please note that even if you opt-out of receiving marketing communications, you may still receive business-related notifications and communications, such as order confirmations, product recall information, loyalty program membership status and updates, and important administrative communications.

## What Cookies We Use and Why

### Our Use and Your Choices

We use cookies and similar tools to enable the functionality of our website and services, to assess and improve our website and services, and in some cases advertise to you.

Cookies are text files, containing small amounts of information, which are stored on your device when you visit websites. The use of cookies and similar tools is very common and frequently used by websites and mobile apps for analytics purposes. Cookies help you navigate efficiently, improve your browsing experience, and help us analyze how our services are being used, remember your preferences, deliver more relevant and tailored content, and improve the security, performance, and usability of our services. "Pixels" or "web beacons" are tools similar to cookies. These tools are used to allow third-party partners to collect information related to your visit to a website to perform a service on our behalf. Generally, information collected by our cookies is not Personal Information. However, some information considered Personal Information under California law, such as IP addresses or similar identifiers, may be collected.

To enable and improve your browsing and use experience, we use cookies and similar tools for the purposes described in the table below for our websites:

<b>Purpose of cookies and tools</b>	<b>Description</b>
Authentication	To help us show you the right information when you login to our services and let you navigate from page to page while remaining signed-in.
Security	To help us detect, prevent, and mitigate malicious and fraudulent activities on our services and enable other security features.
Performance of the website	To make our website work and enable you to move around the website and use its features. Without these tools, features that are necessary for you to use the website, such as load balancing or remembering items in your shopping basket, can't be provided.

Analytics and Research	To collect information about how people are using our website. For example, analyzing which pages are visited the most often or how visitors are moving from one page to another and getting the information they are seeking. These tools provide us with analytical information about how our websites are performing and how we can improve them.
Preferences and Settings	To enable your device to remember your preferences so you do not have to reset them every time you visit.
Social Media Plugins	To enhance your internet experience and to make the sharing of content easier, some of the pages on our services contain tools or applications that are linked to third party social media service providers, for example Facebook and Twitter. Through these tools, the social media service provider may set its own cookies on your device. We do not control these cookies and if you choose to share content, you should check the social media service provider's website for further details about how they use cookies.
Advertising	To help deliver advertisements that are relevant and tailored to your interests, limit the number of times you see the same advertisement, and measure our advertising effectiveness. These tools remember that you have visited a website and this information may be shared with other organizations such as advertising platforms. This means after you are done using our websites you may see our advertisements elsewhere on the Internet. See your options regarding these tools below.

We use cookies and similar tools in the Sleep Number and BreathelQ apps for the following reasons to enable and improve your experience:

<b>Purpose of cookies and tools</b>	<b>Description</b>
Authentication	To help us authenticate you and show you the right information when you login. These types of cookies let you navigate within the app without having to sign in over and over.
Security	To help us detect, prevent, and mitigate malicious and fraudulent activities and enable other security features.
Analytics and Research	To collect information about the use of the app. For example, analyzing the features or functionality that are used, how frequently, and whether the features are working properly. This provides us with analytical information about how the Sleep Wellness Technology platform is performing and how we can improve.

We do not use cookies or similar tools in the Sleep Number or BreathelQ apps for advertising.

## Manage Cookies Via Your Browser Settings

You can use the browser that you are using to view this website to enable, disable, or delete cookies. To do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” settings). Please note that if you set your browser to disable cookies, you may not be able to access secure areas of our websites and parts of our websites may not work properly. You can find more information about changing cookie settings at [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Opt-out of Certain Cookies and Similar Tools

If you would like more information about cookies and targeted advertisements or to opt out of having this information used by companies that are part of the Network Advertising Initiative (NAI) or Digital Advertising Alliance (DAA), please visit the NAI at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices) or the DAA at <http://optout.aboutads.info/>.

Most of the tools we use are for internal purposes or to obtain analysis from our service providers. Other tools are used to re-target advertisements and to identify target segments for our advertising. With respect to a few such third-party tools, our third-party partners may obtain your IP Address and other cookie information and may use the information for purposes beyond providing us with services. For more information about such tools and methods to opt-out of these tools, please follow the links for NAI or DAA above or the links for specific tools below:

[Acuity](#)  
[Bing](#)  
[Dax](#)  
[Verizon](#)

[OwnerIQ](#)  
[Pinterest](#)  
[Sightly](#)

We may also use Facebook services to deliver our ads to you. You can control how Facebook uses data to show you ads by turning off ads based on interests or your relationship with specific advertisers. For further information, please visit Facebook to learn more about Facebook ads and to update your settings:

- <https://www.facebook.com/policies/cookies/>
- <https://www.facebook.com/about/ads>
- <https://www.facebook.com/ads/preferences/edit/>

## **Children’s Privacy**

Our websites are not directed to anyone under the age of 18. By using our websites, you affirm that you are more than 18 years of age.

## Sleep Number Smart Bed and Sleep Number App

With respect to the Sleep Number Sleep Wellness Technology platform, we may collect, store, and use Sleep Health Data about a child. Such collection occurs when you create a Sleep Number sleeper profile on behalf of your child or the extent you allow your child to use a bed you purchased with the Sleep Wellness Technology platform enabled. We only collect personally identifiable information reasonably necessary to provide services requested by the child’s parent(s) or legal guardian(s), and only after we receive parental/legal guardian consent for such collection. **YOU ACKNOWLEDGE AND AGREE THAT THE ACT OF YOU CREATING A PROFILE FOR A CHILD OR OTHERWISE ALLOWING YOUR CHILD TO USE A BED WITH THE SLEEP WELLNESS**

**TECHNOLOGY PLATFORM ENABLED IS YOUR PARENTAL/LEGAL GUARDIAN CONSENT FOR THE COLLECTION, USE, AND SHARING OF PERSONAL INFORMATION AND USAGE INFORMATION ABOUT AND FROM THAT CHILD, AS PERMITTED IN THIS PRIVACY POLICY.**

We will not intentionally collect Personal Information about a child unless you create a Sleep Number sleeper profile for your child. The Personal Information we may collect if you create a Sleep Number sleeper profile for your child, and how we use this information, is detailed in the *Sleep Health Data* section of this Privacy Policy. We do not share this Personal Information with third parties except in the limited circumstances described in the *How Information is Shared* section of this Privacy Policy. We do not knowingly advertise or market to children. We will maintain the confidentiality, security, and integrity of information we collect about a child, including by taking reasonable steps to release such information only to parties capable of maintaining its confidentiality and security.

As a parent, you have the right to review the Personal Information we have collected about your child, correct any inaccurate Personal Information that we maintain, delete the Personal Information we have collected about your child, or withdraw your consent for further collection or use of your child's Personal Information. To exercise these rights please email [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com) or call 1-800-554-0184. Should you withdraw your consent for us to collect and use your child's Personal Information, certain services and features may no longer be available.

Parents and legal guardians should be aware that while this Privacy Policy will govern our use of Personal Information, information that is voluntarily given by a child – or others – in email exchanges, bulletin boards or the like may be used by other parties to generate unsolicited communications. We encourage all parents and legal guardians to instruct their children in the safe and responsible use of their Personal Information while using the Internet and mobile applications.

### **BreathelQ**

You must be 18 years of age or older to use the BreathelQ app and 22 years of age or older to use the BreathelQ+ portion of the app. If you become aware that the Personal Information of a person under the age of 18 has been provided to us while using the BreathelQ app, or of a person under the age of 22 while using the BreathelQ+, please contact us at [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com) or by calling 1-800-554-0184 so that we can delete this information.

### **Sleep Science Research**

If you agree to participate in Sleep Number's Sleep Science Research, the data collected through your use of the Sleep Wellness Technology platform and information you provide to us as part of the study (collectively, "your study data") may be analyzed to determine links and relationships between your study data as it relates to the specific research being performed. Before using your study data in Sleep Science Research we will provide you details of the specific study, how your study data will be used, and how we may share your study data with our research partners for your consent.

## Notice for California Residents

### Personal Information We Collect

In the last 12 months we have collected the following categories of Personal Information: identifiers (such as contact information and device identifiers), demographic information (such as gender and age), commercial information (such as transaction information and information about the product or services purchased, obtained, or considered), internet or other electronic network activity information (such as browsing history and your interactions with our website), geolocation data (such as location information from an IP address), audio, electronic, visual, or similar information (such as customer service call recordings), health/sleep data (such as the information collected through the Sleep Number Sleep Wellness Technology platform), and inferences drawn from the above. We collect and use this Personal Information to provide, analyze, administer, enhance, and personalize our products, services, and advertising/marketing efforts and to communicate with you on these and other topics. We collect this Personal Information directly from you, such as when you make a purchase in our store or use our apps. We also collect this Personal Information from other sources, such as publicly available databases and joint marketing partners, when they share the information with us.

A more detailed description of the Personal Information we have collected in the last 12 months, along with our sources for this information, and our purpose for using this information is included in the *Transaction & Engagement Data* and *Sleep Health Data* sections of this Privacy Policy. We only share this Personal Information with third parties in the limited circumstances described in the *How Information is Shared* section of this Privacy Policy.

We do not sell your Personal Information for money. We disclose Personal Information to third party vendors who assist us in analyzing our marketing effectiveness and providing you with relevant content and advertising, which may be considered “selling” or “sharing” information for targeted advertising under California law. In the last 12 months, these disclosures include the following types of Personal Information: your name, address, phone number, email address, your website interactions with us, products or services considered, and your IP Address or other device identifiers. These disclosures do not relate to your interactions with the Sleep Number Sleep Wellness Technology platform or Sleep Health Data. We do not knowingly sell the Personal Information of individuals under 16 without affirmative authorization.

### Retention Period

We will only retain your Personal Information for as long as is necessary to carry out the purposes set out in this Privacy Policy. The criteria we use to determine the retention period for Personal Information include:

- Your relationship with us;
- Whether the Personal Information is required to provide you products and services, including fulfilling our warranty obligations;
- Whether the Personal Information is necessary to maintain transaction and business records;
- Whether the Personal Information can be de-identified or anonymized;
- The technical feasibility of deleting the Personal Information; and
- Whether we have a legal obligation or right to keep the Personal Information for a specific period of time.



For more information about how long we keep certain pieces of Personal Information see the *How Long We Keep Your Personal Information* section of this Privacy Policy.

### Sensitive Personal Information We Collect

The health and sleep data we collect from you through your use of the Sleep Number Sleep Wellness Technology platform or the BreathelQ app may be considered “sensitive personal information” under California law. We detail our purpose for using and sharing this information in the *Sleep Health Data* section of this Privacy Policy. As described in this section, we limit our use of this information only to what is reasonably necessary to provide you the services requested.

### California Privacy Rights

If you are a California resident, you have the following privacy rights:

- **Right to Know:** You can request information about the categories of Personal Information we have collected about you, the categories of sources from which the Personal Information was collected, the business reasons for collecting and sharing the Personal Information, the specific pieces of Personal Information we have collected, and the third parties with whom we shared Personal Information.
- **Right to Delete:** You can request we delete Personal Information about you in our possession, subject to certain exceptions.
- **Right to Correct:** You can request that we correct any inaccurate Personal Information that we maintain about you.
- **Right to Opt-Out Sale and Sharing:** Sleep Number does not sell any data for money. We disclose Personal Information to advertising and marketing partners who assist us in analyzing our marketing effectiveness and social media platforms to provide you with relevant content and advertising, which may be considered “selling” or “sharing” information for targeted advertising under California law. California residents may request to opt-out of these disclosures along with the use of certain cookies and similar technologies as described in the *Cookie Policy* section. If you would like to Opt-Out of these disclosures, please go to <https://www.sleepnumber.com/privacy-form?opt-out>. If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store. We also recognize opt-out preference signals, like the Global Privacy Control browser signals, as opt-out of sale and sharing requests.

If you submit a request to know, delete, or correct your Personal Information, we require that you provide your first and last name, email address, phone number, and postal address. The information that you provide will be analyzed to determine whether we can reasonably verify your identity. To assist us, please provide all requested information and we will verify your identity by matching information that you provide with information that we maintain and have determined to be reliable for the purposes of verification. If we are unable to successfully verify your identity, we may refuse to provide information or alter the scope of our response out of caution and respect to your Personal Information.



Additional information about these privacy rights and how to submit a request through an authorized agent can be found in the *Your Privacy Choices and Rights* section of this Privacy Policy. If you wish to submit a request for any of these rights, please go to [www.sleepnumber.com/privacy-form](http://www.sleepnumber.com/privacy-form). If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

### Do Not Track Signals

California law requires us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently is not an industry standard for recognizing or honoring DNT signals, like many websites and online services, we do not respond to them at this time.

### Nondiscrimination

Sleep Number will not discriminate against a California resident for exercising any of the rights under the California Consumer Privacy Act.

### Financial Incentive Notice

You may choose to participate in the Sleep Number Sleep Number Rewards program, or other promotions, sweepstakes, and surveys that we offer from time to time (collectively “Programs”). Participants in these Programs may be able to earn rewards redeemable toward Sleep Number purchases, savings to share with friends and family, access to exclusive discounts, or chances to win specified offers or prizes. You can choose to withdraw from these Programs at any time by emailing [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com).

To participate in these Programs you may be asked to provide certain Personal Information. The Personal Information that we may collect from you to participate in these Programs is detailed in the *Transaction & Engagement Data* and *Sleep Health Data* sections of this Privacy Policy. Under California law these Programs may be considered a “financial incentive” provided for the collection of Personal Information. We do not assign a monetary value to your Personal Information. To the extent California law requires us to assign a value to Personal Information collected for the Programs, the financial incentives we offer as a part of these Programs are reasonably related to the value of the Personal Information to our business, based on our reasonable but sole determination. We estimate the value of the Personal Information by considering the expenses related to the collection, retention, and storage of the Personal Information and the expenses related to facilitating the Programs.

## **Notice for Nevada Residents**

### Nevada Sale of Personal Information

We do not currently sell any Personal Information under Nevada law, nor do we plan to do so in the future. However, if you are a consumer in the State of Nevada, you may submit a request to opt-out of the future sale of certain of your Personal Information, as defined by Nevada law, by contacting us at [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com). Please include “Opt-Out Request Under Nevada Law” in the subject line and body of your message.

## Other Important Information

### No European Union Sales or Services

We only offer products or services in the United States; none of our products or services are intended for use in the European Union. You can only purchase our products if you are located in the United States. If you are visiting the website or using our services from the European Union and you disclose any Personal Information to us, please note that we may collect, transfer, and continue to use your Personal Information outside the European Union for any purposes and as otherwise described in this Privacy Policy.

### Your Security and Service Use Responsibilities

To access certain features of our services, we may require the use of encryption technologies provided for your protection. We use reasonable precautions to protect the privacy of your username, password, Sleep Number account, and Sleep Number sleeper profile information and to ensure that information collected through our services is not lost, misused or altered inappropriately by administering security measures. You are ultimately responsible for protecting your username, password, Sleep Number account, and Sleep Number sleeper profile information from disclosure to third parties, and you are not permitted to circumvent the use of required encryption technologies. Please immediately notify us of any unauthorized use of your username, password, Sleep Number account, and/or Sleep Number sleeper profile, and/or any other breach of security.

Content found on our websites, in our and our authorized dealers' advertisements, or provided through our products or services, including the Sleep Number Sleep Wellness Technology platform, is for informational purposes only, and under no circumstance should you construe such information as medical advice, diagnosis, or treatment. We do not intend any of our content, products, or services to replace medical care, medical diagnosis, or the relationship between you and your physician or other medical provider. You should always consult with a physician or healthcare professional regarding any concerns you have relating to your health, especially before you start or stop any particular health-related regimen. Never delay seeking or disregard professional medical advice because of something related to our content, products, or services.

Through your use of the Sleep Number Sleep Wellness Technology platform, you may have access to certain biosignals and sleep-related information regarding you and any person that uses your Sleep Number smart bed. We do not provide the information in real time and the information, as provided, is not an equivalent or substitute for medical or scientific sleep monitoring analysis or techniques used by sleep doctors and scientists, such as polysomnography and actigraphy. In some cases, the information is generated by averaging, correlating, or otherwise calculating raw data being captured. We intend the information to be informational only and you should not use the information as a substitute for medical care or diagnosis, including, without limitation, the proper supervision of either a medical condition or person. For example, nobody should use the services to monitor a person of limited mobility or who is at risk of a fall to ensure that they remain in bed, or to monitor someone with sleep apnea to ensure they are breathing. We undertake no responsibility or liability with respect to use of the information to ensure your or any other person's health or safety.

## Privacy Policy Updates

We reserve the right to change the terms of this Privacy Policy at any time, so we encourage you to review it periodically. The "*Last Updated*" legend at the bottom of this page indicates when this Privacy Policy was last revised. We will provide notice to you if these changes are material and,

when required by applicable law, we will obtain your consent. We may provide this notice by email to you, by posting notice of such changes on our sites or applications, or by other means, consistent with applicable law and the content of the changes.

## **User Agreement**

You are responsible for reading, understanding, and abiding by the terms of the user agreement applicable to the products and services that you use.

Your use of the Sleep Number smart bed is governed by our Sleep Number Smart Sleeper User Agreement, available at [www.sleepnumber.com/sleepiq-end-user-agreement](http://www.sleepnumber.com/sleepiq-end-user-agreement). Your use of the BreathelQ app is governed by the BreathelQ User Agreement, available at <https://www.sleepnumber.com/pages/breathelq-user-agreement>.

## **Contact Sleep Number**

Mail: Sleep Number Corporation  
1001 Third Avenue South  
Minneapolis, MN 55404

Phone: 1-888-250-4436

Email: [privacy@sleepnumber.com](mailto:privacy@sleepnumber.com)

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