SLEEP NUMBER PRIVACY POLICY

What cookies we use and why

We use cookies and similar tools to enable the functionality of our website and services, to assess and improve our website and services, and to deliver more tailored content 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:

Purpose of cookies and tools	Description
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

For more information, please visit our full Privacy Policy at www.sleepnumber.com/privacy
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	that are linked to third party social media service providers such as 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 in the SleepIQ app for the following reasons to enable and improve your SleepIQ experience:

Purpose of cookies and tools	Description
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 of SleepIQ that are used, how frequently, and whether the features are working properly. This provides us with analytical information about how SleepIQ is performing and how we can improve.

We do not use cookies or similar tools in the SleepIQ app for advertising.

Please visit our full Privacy Policy at www.sleepnumber.com/privacy for information on options regarding the use and management of cookies and similar tools.

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