

SLEEP NUMBER PRIVACY POLICY

Collection and Use of Transaction & Engagement Personal Information

Transaction & Engagement Personal Information 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 SleepIQ® technology.

We collect and use the following types of Transaction & engagement Personal Information for the purposes identified in the table below.

Categories of Personal Information	Personal Information	Purpose for collection and use of Personal Information	Categories of sources of Personal Information	Categories of third parties with whom this information is shared
Personal Identifiers	<ul style="list-style-type: none"> Name Postal and delivery address Email address Phone number 	<ul style="list-style-type: none"> Provide customer service Deliver products and packages Fulfill requests for products, services, or information Process payments or facilitate financing requests Fulfill promotions Facilitate promotions for and through our and affiliate loyalty programs, referral programs, sweepstakes, surveys, and other promotions Send administrative information to you, such as information regarding our products and services and changes to our terms, conditions, and policies Conduct data analysis, audits, fraud monitoring, and prevention Develop improved and new products and services 	<ul style="list-style-type: none"> Consumer Third-Party Sources 	<ul style="list-style-type: none"> Partners who facilitate our communications with you Partners who help us with delivery logistics Payment processing partners Partners who provide you with financing or process your financing application Partners who facilitate your reviews and ratings of our products and services Partners who facilitate our loyalty programs and sweepstakes Partners with whom we hold joint events Partners who provide us with customer lead information Marketing campaign analytics partners Partners who print our direct mailers and process our reply mail

For more information, please visit our full Privacy Policy at www.sleepnumber.com/privacy
 Last Updated: December 31, 2019

		<ul style="list-style-type: none"> • Determine the effectiveness of our promotional campaigns • Facilitate product and service reviews • Conduct research and analysis or administering surveys • Send marketing communications that we believe may be of interest to you 		<ul style="list-style-type: none"> • Partners who help us provide you with tailored advertising content • Partners who help ensure we have up-to-date records • Research partners who help us empanel focus groups and surveys • Partners who help us assess the effectiveness and usefulness of our services
Personal Identifiers	<ul style="list-style-type: none"> • Signature 	<ul style="list-style-type: none"> • Memorialize transactions or agreements with you 	Consumer	<ul style="list-style-type: none"> • Partners who help us with delivery logistics • Payment processing partners • Partners who provide you with financing or process your financing application
Personal Identifiers	<ul style="list-style-type: none"> • IP address and other device/online identifiers 	<ul style="list-style-type: none"> • Measure and improve our advertising effectiveness • Send marketing communications that we believe may be of interest to you • Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Determine the effectiveness of our promotional campaigns 	Consumer	<ul style="list-style-type: none"> • Partners who facilitate our communications with you • Partners who facilitate your reviews and ratings of our products and services • Partners who help us assess the effectiveness and usefulness of our services • Partners who help us provide you with tailored advertising content • Partners who provide us with customer lead information • Marketing campaign analytics partners

Personal Identifiers	<ul style="list-style-type: none"> • Social Security Number 	<ul style="list-style-type: none"> • Process your financing requests 	Consumer	<ul style="list-style-type: none"> • Payment processing partners • Partners who provide you with financing or process your financing application
Commercial Information	<ul style="list-style-type: none"> • Payment card number 	<ul style="list-style-type: none"> • Process payments 	Consumer	<ul style="list-style-type: none"> • Payment processing partners • Partners who provide you with financing or process your financing application
Demographic Information	<ul style="list-style-type: none"> • Age (date of birth) • Gender 	<ul style="list-style-type: none"> • Process your financing requests 	Consumer	<ul style="list-style-type: none"> • Partners who provide you with financing or process your financing application
Commercial Information	<ul style="list-style-type: none"> • Products or services purchased, obtained, or considered • Purchasing or consuming histories or tendencies 	<ul style="list-style-type: none"> • Provide customer service • Deliver products and packages • Fulfill requests for products, services, or information • Send marketing communications that we believe may be of interest to you 	Consumer Third-Party Sources	<ul style="list-style-type: none"> • Partners who help us assess the effectiveness and usefulness of our services • Partners who help us provide you with tailored advertising content • Partners who provide us with customer lead information • Marketing campaign analytics partners
Sensory	<ul style="list-style-type: none"> • Security video 	<ul style="list-style-type: none"> • Provide security for our customers, employees, and service providers 	Consumer	<ul style="list-style-type: none"> • Partners who help us to ensure our facilities are safe and secure
Sensory	<ul style="list-style-type: none"> • Audio from calls with us 	<ul style="list-style-type: none"> • Provide customer service • Conduct data analysis, audits, fraud monitoring, and prevention • Improve our services and products • Determine the effectiveness of our promotional campaigns 	Consumer	<ul style="list-style-type: none"> • Partners who facilitate our communications with you

Communications	<ul style="list-style-type: none"> Communications or interactions with us, including calls, emails, or web-based chats 	<ul style="list-style-type: none"> Provide customer service Conduct data analysis, audits, fraud monitoring, and prevention Improve our services and products Determine the effectiveness of our promotional campaigns 	Consumer	<ul style="list-style-type: none"> Partners who facilitate our communications with you
Internet Activity	<ul style="list-style-type: none"> Browsing history Search history App, website, email, or advertisement interactions 	<ul style="list-style-type: none"> Conduct data analysis, audits, fraud monitoring, and prevention Develop improved and new products and services Determine the effectiveness of our promotional campaigns Improve our services by determining which of our features, products, and services are most popular Send marketing communications that we believe may be of interest to you 	Consumer Third-Party Sources	<ul style="list-style-type: none"> Partners who help us assess the effectiveness and usefulness of our services Partners who help us provide you with tailored advertising content Partners who provide us with customer lead information Marketing campaign analytics partners
Geolocation Data	<ul style="list-style-type: none"> Geolocation data 	<ul style="list-style-type: none"> Provide you with personalized location-based services and content. 	Consumer	<ul style="list-style-type: none"> Partners who help us assess the effectiveness and usefulness of our services Partners who help us provide you with tailored advertising content Marketing campaign analytics partners