

SLEEP NUMBER PRIVACY POLICY

Collection and Use of SleepIQ Personal Information

SleepIQ Personal Information is Personal Information that is collected through your use of SleepIQ® technology, including hardware, software, and mobile applications used to enable SleepIQ (collectively “SleepIQ”).

You can choose to disable the transmission of SleepIQ Personal Information to us by turning on “Privacy Mode” in the SleepIQ app. This will stop the transmission of new SleepIQ Personal Information while Privacy Mode is on. The only information transmitted in Privacy Mode is that your pump is online and generally operational. With Privacy Mode on, the SleepIQ 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.

We do not sell any of your SleepIQ Personal Information or use it to target advertising. We collect and use SleepIQ 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
Demographic Information	• Age (date of birth) • Gender • Information about your health status that you voluntarily provide • Activity details, routines, and preferences you voluntarily provide • Sleep goal and details you voluntarily provide	• Provide SleepIQ services • Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Conduct research if you agree to participate in Sleep Science Research	Consumer	• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and are secure. These partners do not obtain a copy of such information and access such information on a restricted basis. • Research partners if you agree to participate in Sleep Science Research.
Biometric Information	• Sleep data • Heart rate and cardiac signals • Breathing rate and respiratory signals	• Provide SleepIQ services • Provide customer service	Consumer	• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and

For more information, please visit our full Privacy Policy at www.sleepnumber.com/privacy

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	• Time and motion in bed • Sleep duration	• Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Conduct research if you agree to participate in Sleep Science Research		are secure. These partners do not obtain a copy of such information and access such information on a restricted basis. • Research partners if you agree to participate in Sleep Science Research.
Internet Activity	• App interactions (your use of the app) • Wi-Fi settings and signal information • Account settings and preferences	• Provide SleepIQ services • Provide customer service • Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Improve our services by determining which of our features, products, and services are most popular	Consumer	• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and are secure. These partners do not obtain a copy of such information and access such information on a restricted basis. • Partners who help us assess the effectiveness and usefulness of our services.
Personal Identifiers	• IP address, MAC address, and other device/online identifiers • Wi-Fi settings and access information	• Provide SleepIQ services • Provide customer service • Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Improve our services by determining which of our features, products, and services are most popular	Consumer	• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and are secure. These partners do not obtain a copy of such information and access such information on a restricted basis. • Partners who help us assess the effectiveness and

				usefulness of our services.
Personal Identifiers	• Name • Delivery address • Email address • Phone number	• Provide SleepIQ services • Provide customer service • 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		• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and are secure. These partners do not obtain a copy of such information and access such information on a restricted basis.
Product Information	• Product (bed and adjustable base) and product usage information	• Provide SleepIQ services • Provide customer service • Conduct data analysis, audits, fraud monitoring, and prevention • Develop improved and new products and services • Improve our services by determining which of our features, products, and services are most popular	Consumer	• Partners who aid us in developing new SleepIQ features, analyze the performance of our services, and make sure our services continue to work and are secure. These partners do not obtain a copy of such information and access such information on a restricted basis. • Partners who help us assess the effectiveness and usefulness of our services.

We do not share SleepIQ Personal Information with any other third parties without your prior agreement or your request that we do so.