

OUR PRIVACY COMMITMENT TO OUR CUSTOMERS

Select Comfort Corporation At Select Comfort, we recognize and respect our customers' privacy. We value the relationship we have with our customers and are committed to respecting the confidentiality of your personal information.

SELECT COMFORT PRIVACY POLICY

The following privacy policy describes the information and privacy practices for Select Comfort® retail stores, website and all other locations, occasions or events where your personal information is collected by or on behalf of Select Comfort. When providing your personal information to Select Comfort, you consent to the information practices described in this policy. Our website contains links to other sites that are operated by third parties. This privacy policy does not apply to privacy practices or the content of these other sites. Please read the privacy policies of the other sites to learn how third parties collect, use, share and secure your personal information. This privacy policy should be read together with our [Legal Notices](#)

When is information collected?

We receive and may store data when you are:

- Placing an order
- Scheduling delivery
- Registering with Select Comfort
- Participating in a sweepstakes, promotion or survey
- Applying for financing
- Visiting a Select Comfort® store or website
- Completing a warranty card
- Sending an email
- Calling Select Comfort with questions or concerns
- Participating in other activities with Select Comfort. When submitting personal information online, we will identify which fields are required in order to fulfill your request.

Please refer to the “cookies” policy below for further information.

What information is collected?

We may collect personal information such as your:

- Name
- Mailing address
- Shipping address
- Email address
- Phone number
- Credit card information
- Name and address of the individual you have your purchase shipped to, if other than yourself
- Information you provide to us on a financing application
- Information you provide to Select Comfort to allow your participation in a partner's loyalty program
- Personal preference information you provide to us
- Information obtained from cookies. See this information may include any personal preference information you provide as well as any information that you submit about other people. Information that is provided for other people is only used for the specific reason it was provided, for example, for our referral program.

Please refer to the “cookies” policy below for further information.

How is this information used?

Any information about our customers is used solely to better serve our customers and may be shared only with our vendors and partner companies. We use the information you provide in order to:

- Fulfill requests for products, services or information
- Facilitate promotions (loyalty programs, referral programs, sweepstakes, surveys and other promotions)
- Provide effective customer service
- Develop new and improved products and services
- Conduct research and analysis
- Send marketing communications
- Perform other business activities

- Process financing
- Allow you, upon your request, to participate in partners' loyalty programs

Is this information shared with partners or third parties?

Select Comfort respects your privacy. The personal information you provide will be used by Select Comfort to inform you of Select Comfort products or contests by telephone, email and mail. Your personal information will not be distributed or sold to third parties who are not Select Comfort affiliates. Select Comfort shares information with carefully selected vendors and business partners such as agents, trusted service providers, contractors and representatives acting on our behalf for limited purposes.

Most common services performed by vendors and business partners on behalf of Select Comfort include:

- Sending Select Comfort marketing communications
- Delivering packages
- Assisting in managing customer information
- Fulfilling information requests
- Fulfilling promotions
- Conducting research, analysis or administering surveys
- Processing financing applications
- Allowing you, upon your request, to participate in a partners' loyalty program

These vendors and business partners are only authorized to use your information to perform the service for which they were hired. As part of our agreement, they are required to follow Select Comfort's privacy policy and to take reasonable measures to ensure your personal information is secure.

From time to time, we may be required to share personal information in response to a valid court order, subpoena, government investigation or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful. We may share certain personal information when we believe that such release is reasonably necessary to protect the rights, property and safety of others and ourselves. We may also transfer personal information in the event of a corporate sale, merger, acquisition, dissolution or similar event.

Select Comfort may share personal aggregate or summary information regarding its customers, sales, traffic patterns and related information with vendors or business partners to help improve the marketing efforts of Select Comfort.

We may share non–personal, aggregated demographic and general trend information with any third party.

On a regular basis, Select Comfort may send some or all of the information to Coremetrics, a company that assists in analyzing the information for Select Comfort. This service allows us to better meet our customers' product and/or service needs. If you would like more information from Coremetrics about these services, including how to opt out, please go [here](#).

We may also transfer personal information in the event of an actual or prospective corporate sale, merger, acquisition, dissolution or similar event.

What are my choices regarding the use of my information?

Once your information is received, we may send you marketing communications that contain valuable offers, promotions, product updates and other messages. You always have the option to opt–in or opt–out of receiving future marketing communications from Select Comfort.

How secure is my personal information?

Whether you are shopping in our stores or online, please be assured that we have appropriate physical, electronic and procedural security safeguards in place and take reasonable precautions to protect against the loss, misuse and unauthorized access of your personal information under our control.

Does Select Comfort collect information from children?

Select Comfort will not knowingly or intentionally collect personal information online from children under the age of 13. We are committed to protecting the privacy of children.

Will this Privacy Policy change?

By using our website, you consent to our use of information that is collected or submitted as described in this privacy policy. We may change or add to this privacy policy so we encourage you to review it periodically. To help you track changes, we will include a history of material changes at the end of this privacy policy.

How can I sign up for email updates from Select Comfort?

You will automatically receive email updates from us if we receive your email address. If you aren't already receiving those updates from us and would like to, click [here](#).

To opt–out or discontinue receiving marketing communications by mail, email or phone from Select Comfort, contact Select Comfort using one of the following options:

Follow the instructions on a marketing email from us. All marketing emails from Select Comfort will tell you how to stop receiving them.

Call [1-888-580-9237](tel:1-888-580-9237)

Send an email to:

unsubscribe@selectcomfort.com

Send a request to:

Select Comfort Corporation
Attn: DM Sales Support
9800 59th Avenue North
Minneapolis, MN 55442

Be sure to include your current contact information, including your full name, address, phone number and email address. Indicate specifically what type of marketing communication(s) you wish to stop receiving. This will ensure we identify you correctly in our systems and accurately process your request.

Select Comfort will take the appropriate steps to implement your request. Please note that due to production, mailing and system timelines, in order to remove you from our marketing lists, it may take up to:

- 10 business days for email
- 30 days for phone calls
- 10 weeks for direct mail

Until the change takes effect, you may continue to receive marketing communications from us.

Also, please note that even though you have opted out of receiving marketing communications, you may still receive business–related communications such as order confirmations, product recall information, loyalty program membership status/updates or other organization–related communications.

How secure is my online purchase from www.sleepnumber.com?

When you place an online order it is transmitted via industry standard secure protocol commonly referred to as SSL (secure socket layer). The SSL technology that works with Netscape Navigator, Microsoft Internet Explorer, America Online and other browsers, encrypts (scrambles) the information you input when placing an order to protect against unauthorized access when the data is transmitted over the Internet. SleepNumber.com does store credit card information for the limited purpose of insuring proper credit if a product is returned. Access to that information is strictly controlled. Email updates from

Select Comfort are sent a minimum of once a month to inform you of valuable offers, promotions, product updates and company announcements.

Does Select Comfort use cookies or pixel tags and what are they?

Select Comfort uses a feature of your Internet web browser called a “cookie” to assign a unique identification to your computer. Cookies are small data files that a website or email may send to your browser, which may be stored on your hard drive.

Select Comfort does not use cookies to retrieve personal information from your computer unless you knowingly and willingly provide such information. Select Comfort will not use cookies to store personal information, such as credit card numbers, nor can any other website read the information we store in the cookie.

On the Internet, our vendors gather data and information concerning movement through our websites for the purpose of enhancing your experience on our site. Cookies may be used for this purpose.

We also use pixel tags, which are tiny graphic images, to tell us what parts of our website you have visited or to measure the effectiveness of any searches you may do on our site. Pixel tags also let us know when you have opened an email message from us. You may choose to disable pixel tags by setting your browser to be in text mode only.

Select Comfort also partners with companies that perform analysis for us. These companies aggregate navigational information about where visitors go on our site. This information helps us improve the quality of our visitors' shopping experience. It also allows Select Comfort to determine which offers, features and products visitors prefer.

Select Comfort partners with one or more companies that facilitate relationships we have with other companies (our affiliates) that promote Select Comfort on their websites. These facilitator companies, along with our affiliate partners, utilize cookies to gather information concerning customer referrals from affiliate websites to www.sleepnumber.com. This information is used to help us fulfill our contractual obligations to the third party affiliates. Use of these cookies is not linked to personally identifiable information.

You may choose to set your web browser to not accept cookies. If your cookies are disabled, you can still view our site, but you will not be able to create an account or make purchases.

CONTACT SELECT COMFORT

If you feel more comfortable ordering over the phone, would like to modify your order or need to request a change to your contact information, you may call us anytime at [1-888-250-4436](tel:1-888-250-4436), [email](#) us or mail us at:

Select Comfort Corporation
Attn: DM Sales Support
9800 59th Avenue North
Minneapolis, MN 55442

Our site does contain links to other sites. Select Comfort is not responsible for the privacy practices or the content of such websites.

PRIVACY POLICY UPDATES

Last Update: