

Sleep Health Data Privacy Policy

SleepIQ Technology and Sleep Number App

We collect Sleep Health Data when you:

- Use a Sleep Number mattress with SleepIQ technology 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 SleepIQ technology 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 SleepIQ technology, or sleep science insights to provide you with personalized content ("SleepIQ Services").

When using a Sleep Number mattress with SleepIQ technology, 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 mattress you use and how you choose to use the Sleep Number app, including your use of Privacy Mode. For more information about the Sleep Health Data we collect, and how we use this data, see the table below.

Collected When You Create Sleep Number App Account And Sleeper Profile		
Personal Information	Collection Purpose	Trusted Vendors and Partners
Name Email address Phone number	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * Create an account so that you can access other Sleep Number and Sleep Number Health apps and services * 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 * Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention * Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research	* Help us provide customer service * Aid us in analyzing the performance of our products and services, and make sure our services continue to work and are secure * Facilitate our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research
Age (birth year) Gender Height Weight	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * Create an account 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 * Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research	* 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 * Conduct research if you participate in Sleep Science Research

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	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * 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 * Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research	* 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 * Conduct research if you participate in Sleep Science Research

Collected When You Use A Sleep Number Mattress With SleepIQ 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	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * 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 * Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research	* 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 * Conduct research if you participate in Sleep Science Research

Data Related To Your Device And Sleep Number Mattress With SleepIQ Technology		
Personal Information	Collection Purpose	Trusted Vendors and Partners
App and remote interactions Wi-Fi settings and signal information Account settings and preferences IP address, MAC address, and other device/online identifiers	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * 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 * Improve our services by determining which of our features, products, and services are most popular * Enable activities and rewards through our Sleep Number Rewards program and other loyalty programs * Conduct research if you participate in Sleep Science Research	* 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 * Help assess the effectiveness and usefulness of our services * Conduct research if you participate in Sleep Science Research

Personal Information	Collection Purpose	Trusted Vendors and Partners
Time zone Approximate location of your bed	* Set your Sleep Number app to the appropriate time zone * Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * Enable the ability to operate your bed through Bluetooth on the Android operating system * Ensure the security and integrity of our services, including debugging to identify and repair errors, data analysis, audits, and fraud monitoring and prevention * Improve our services by determining which of our features, products, and services are most popular * Recommend features, products, and services that might be of interest to you	* Help us provide customer service * Aid us in analyzing the performance of our products and services, and make sure our services continue to work and are secure
Bed and base model types and use information	* Provide the SleepIQ Services that you have requested, including customer service and technical support for these services and your Sleep Number products * 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 * Improve our services by determining which of our features, products, and services are most popular * Conduct research if you participate in Sleep Science Research	* 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 * Help us assess the effectiveness and usefulness of our services * Conduct research if you participate in Sleep Science Research

BreathelQ App

The BreathelQ app was discontinued on January 30th, 2026.

Following the discontinuation of the BreathelQ app, we have not retained your snore recordings, measurements, or any other data associated with your use of BreathelQ. We will continue to retain your transactional information, including your purchase information, name, email address, and phone number, consistent with the Transaction & Engagement Data section of our Privacy Policy.

Sharing Sleep Health Data

We do not sell any of your Sleep Health Data or use it for targeted advertising as defined by applicable law. We may share your Sleep Health Data with the following categories of third parties:

With Our Corporate Affiliates

We may share your Sleep Health Data with our parent company, subsidiaries, and other corporate affiliates for use in ways that are consistent with this Privacy Policy.

Trusted Vendors and Partners

So that we can provide our products and services to you we share Sleep Health Data with select vendors and business partners for the purposes identified in the table above. We limit the information we share with these vendors to what is necessary to achieve these purposes.

Parties to Business Transfers

We may disclose each of the categories of Sleep Health Data 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 each of the categories of Sleep Health Data with government entities, law enforcement, insurers, courts, or other third parties where we believe it is necessary comply with applicable law or court order.

Your Choice to Share Information

You may choose to disclose your Sleep Health Data 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.

We may also 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.

For more information about how we share Personal Information, see the “How Information is Shared” section of the Privacy Policy.

Privacy Rights

You have the following privacy rights related to your Sleep Health Data:

- **Right to Know:** You can request to access the Sleep Health Data we have collected from you along with a list of the third parties with whom we have shared your Sleep Health Data.
- **Right to Delete:** You can request we delete the Sleep Health Data that we have collected about you.
- **Right to Correct:** You can request that we correct any inaccurate Sleep Health Data that we maintain about you.
- **Right to Appeal:** If your request is denied, you may also appeal that decision. If you live in the state of Washington and your appeal with us is unsuccessful you can submit a complaint with the Washington State Attorney General at <https://www.atg.wa.gov/file-complaint>.

To submit a request please go to www.sleepnumber.com/privacy-form. If you do not have online access, call 1-800-554-0184 or visit a Sleep Number store.

For more information about your privacy rights, see the *Privacy Rights and Choices* section of our Privacy Policy.

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.