



Privacy Policy

This Privacy Policy describes how Somnigroup International Inc. (“Somnigroup,” “our,” or “we,”) collects, uses, and share personal information. This Privacy Policy applies to our website at <https://somnigroup.com/>, powered by Q4, as available to the general public (our “Website”) and our other online services that post this policy (collectively, our “Services”). This Website is built though a service provider, Q4inc (<https://www.q4inc.com/>), who launches tracking technology and collects certain online information on our behalf. The cookies described on their cookies policy (<https://www.q4inc.com/cookies-policy/default.aspx>) may be launched on this Website as well.

This Privacy Policy covers our treatment of information that relates to or could reasonably be associated with an individual (“Personal Information”) that we gather when you are accessing or using our Services. This policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

Personal Information We Collect

Information You Provide to Us. We receive and store any information you provide to us. For example, we collect Personal Information, including but not limited to, your name and email address. You can choose not to provide us with certain information, but then you may not be able to take advantage of some of our features. We may anonymize your Personal Information so that you cannot be individually identified and provide that information to our partners.

Information Collected Automatically. Whenever you interact with our Services, we automatically receive and record information on our server logs from your browser including your IP address, "cookie" information, and the page you requested. "Cookies" are identifiers we transfer to your computer or mobile device that allow us to recognize your browser or mobile device and tell us how and when pages and features in our Services are visited and by how many people. You may be able to change the preferences on your browser or mobile device to prevent or limit your computer or device's acceptance of cookies, but this may prevent you from taking advantage of some of our features. If you click on a link to a third-party website, such third party may also transmit cookies to you. This Privacy Policy does not cover third-party websites.

Information Collected from Third-Party Sources. We may collect information from advertisers, affiliates, promotional partners, and application providers. These and other third parties provide us information in connection with content, widgets, components, or other tools. These third parties may collect information from these sources when you use our Websites. The information third parties collect may be associated with your Personal Information or they may collect information about your online activities over time. They and we may use this information to provide you with interest-based advertising or other targeted content, and for other purposes (such as to better understand our Website’s audience).

How We Use the Personal Information We Collect

We may use data we collect to operate our business and for a variety of purposes, including the following:

- To operate our business and to provide our Services to you.
- To maintain, analyze, customize, and improve your experience on our Website.
- To communicate with you about our Services, to send promotional and marketing materials, and to provide you information that you request from us.
- To provide customer and technical support.
- To monitor and enforce our contracts, legal terms, acceptable use or other policies or similar terms.
- To comply with law and satisfy our regulatory and compliance obligations. Additionally, to support compliance efforts on behalf of others and ourselves that support our provision of services to you.
- To detect and prevent fraud and other prohibited, illicit or illegal activity, and to protect the rights and vital interests of you, others, and ourselves.
- To address existing or anticipated disputes.
- To otherwise operate our business, including support for transactions impacting our company as a whole (such as mergers, acquisitions, or asset purchases).
- To fulfill any other purpose for which you provide your information to us.
- For other purposes permitted by law, described to you when you provide your information or to which you consent.

How We Share Personal Information

We may disclose your Personal Information with third parties as described below.

Affiliated Companies. We may share some or all of your information with our parent companies, subsidiaries, joint ventures, or other companies under common control with us.

Third Party Sharing. We work with other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Unless we tell you differently, our agents do not have any right to use the Personal Information we share with them beyond what is necessary to assist us.

Business Transfers. We may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that would be transferred. Also, if we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information would be one of the assets transferred to or acquired by a third party.

Protection of Company and Others. We reserve the right to access, read, preserve, and disclose any information that we reasonably believe is necessary to comply with law or court order; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of the Company, our employees, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Other Disclosures. In addition to the above disclosures, we may disclose your information in the event that we believe such disclosure is necessary to provide our Services or operate our business; in accordance with purposes we describe when you share it with us; as permitted by law; or with your consent or at your direction.

How We Secure Personal Information

We endeavor to protect the privacy of your Personal Information we hold in our records, but we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

Your Personal Information Rights and Choices

Update Personal Information. If you have any questions about viewing or updating information we have on file about you, please contact us at privacyquestions@somnigroup.com.

If you are a resident of Nevada, you can ask us not to sell your Personal Information. Once we receive and verify your request, we will not sell this information unless you later allow us to do so.

Marketing Communications. You may receive marketing communications from Somnigroup. You may opt out of receiving marketing emails by following the unsubscribe link in each email. Please note that you may continue to receive non-marketing emails from us after you opt-out.

Cookies. You have a number of choices regarding certain cookies. Most web browsers automatically accept cookies, but you may modify your browser's setting to notify you of cookie placement or decline cookies. If you choose to decline cookies, certain features of our website may not function properly or at all as a result.

Updates to Our Privacy Policy

We may update this Privacy Policy from time to time. How we use the information that we currently collect is subject to the Privacy Policy in effect at the time such information is used. If we make material changes in the way we use Personal Information, we will notify you by posting an announcement on our Website or sending you a message. You are bound by any changes to the Privacy Policy when you use the Services after such changes have been first posted.

Contact Information

If you have any questions or concern about this privacy policy or the privacy practices at Somnigroup, please contact us by writing/calling/emailing us at privacyquestions@somnigroup.com.