

## Privacy Policy Mattress To Go, Inc.

Last revised September 29, 2019

### Overview

Mattress To Go, Inc. (hereafter referred to as “Mattress To Go” or “we” or “us”) is sensitive to privacy issues on the Internet and is the data controller with respect to information gathered by its websites. We believe it is important that you understand how we treat the information you may provide to us or which we may otherwise collect and hold. This privacy statement applies to information collected by, and sites and domains owned and operated by Mattress To Go. We can be reached at Mattress To Go 51260 Van Dyke Ave. Shelby Township, MI 48316.

### Information we gather and the basis for gathering

In the normal course of business, we will collect both Personal Information about you and non-personal information associated with you. Our collection and processing of your Personal Information will be upon your consent (for information you choose to provide); to take steps in connection with any request you may have made in advance of entering into a contract with us or in connection with the performance of any contract you may enter into in connection with us; and in furtherance of Mattress To Go’s legitimate interests. In particular, we collect (a) information you provide to us which is personally identifiable to you such as name, e-mail address, telephone number, address and other personally identifiable information you submit to us and (b) information which we automatically gather which may be about you or relate to your visit to or use of the site but which is not personally identifiable to you. Notice will be provided in the event MATTRESS TO GO uses or discloses the personally identifiable information for a purpose other than for which it was originally collected. In the event MATTRESS TO GO will disclose the personally identifiable information for a purpose other than the purpose for which it was originally collected or authorized under this Privacy Policy or as subsequently authorized by the individual, MATTRESS TO GO will offer individuals the opportunity to opt out of such disclosure.

### How we gather information

**Normal course of business.** When you contact MATTRESS TO GO, we may keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements. When you place an order, your Personal Information which may include name, address, telephone number and e-mail are kept to fulfill and keep a record of your order.

### Website Activity

**Log Files.** As is true of most web sites, we gather certain information automatically and store it in log files. This information may include IP addresses, browser type, referring/exit pages, operating system, date/time stamp, and clickstream data. We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). MATTRESS TO GO may associate your device identifiers or phone number with your MATTRESS TO GO Account. We use this information to analyze trends, to administer the site, and to track how visitors interact with the site.

**Cookies.** A cookie is a small file that is stored on a user's computer for record-keeping purposes. MATTRESS TO GO may use both session ID cookies and persistent cookies. We may use session cookies to make it easier for you to navigate our site. A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time, and can be used when you return to our site to help identify you or allow you to log in, or on other third-party sites to communicate to you via online-marketing channels. You can remove persistent cookies by following directions provided in your Internet browser's help file. If you reject cookies, you may still use our site, but your ability to use some areas of our site will be limited and you may need to reenter personal information when you register.

### Your choice as to whether or not we gather information

The submission or collection of Personal Information is voluntary. If you do not wish us to collect Personal Information, do not submit it to us and follow the instructions to reject cookies that will post if we are currently using cookies.

### How we use and disclose your information

We will always endeavor to protect this information, hold it in confidence, and protect it from theft. In general, we utilize both non-personal and personally identifiable information that you provide to us or that we collect in the normal course of business to communicate with you about our service and product offerings and deliver those offerings in an efficient manner. For these purposes, MATTRESS TO GO employees or authorized contractors and third-party agents will have access to some or all of this identifiable information. Unless specifically stated otherwise or as required by law or unless you have provided consent, the information you provide or that is associated with you is never shared with anyone other than MATTRESS TO GO employees or authorized contractors and agents. In particular, we use and disclose your information as follows:

### Legal Access to Your Information

We may share personal information with companies, organizations or individuals outside of MATTRESS TO GO if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process, subpoena or enforceable governmental request.

- enforce applicable Terms of Service, Terms of Use, or other potential violation of MATTRESS TO GO contracts or rules, including investigation of potential violations.
- detect, prevent, investigate or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of MATTRESS TO GO, our users or the public as required or permitted by law.

### [Do Not Track](#)

MATTRESS TO Go does not track customers over time and across third party websites to provide targeted advertising and thus does not respond to Do Not Track (DNT) notices or requests.

### [Transparency and Choices you have about how we use and disclose your personal information](#)

If you do not wish us to collect Personal Information, do not submit it to us and follow the instructions to reject cookies when using the site that will post if we are currently using cookies.

### [How we protect your personal information](#)

MATTRESS TO GO's data security is described in this Privacy Policy and includes reasonable steps to protect the Personal Information from loss, misuse and unauthorized access, disclosure, alteration, and destruction. MATTRESS TO GO has put in place appropriate physical, electronic, and managerial procedures to safeguard and secure Personal Information from loss, misuse, unauthorized access or disclosure, alteration, or destruction. However, no system can ensure complete security of all information and you acknowledge that risk through use of the Site. MATTRESS TO GO safeguards the security of the data you send us with physical, electronic, administrative and managerial procedures. Likewise, we urge you to take every precaution to protect your personal data when you are on the Internet. These precautions include not storing passwords, changing your password often, using a combination of letters, numbers and symbols, and using a secure browser over a secured network.

MATTRESS TO GO may employ independent contractors to help manage data services, and such contractors may have access to data, similar to the access we give our employees. We endeavor to ensure that these third-party providers are protecting your information, but we are not ultimately responsible for their practices.

### [Data Retention](#)

MATTRESS TO GO will retain your Personal Data only for so long as necessary to fulfill the purposes outlined in this policy or the purposes of which you have been informed. We will retain your Personal Data for as long as permitted under applicable legal grounds, after which it will be deleted. If our legal grounds for holding and processing your Personal Data rely on your consent (and no other legal grounds), and you have exercised your right to revoke your consent, we may be required to keep your Personal Data for a defined period in order for us to meet our legal obligations and defend ourselves in legal disputes under certain circumstances.

### [Data Integrity and Purpose Limitation](#)

MATTRESS TO GO shall only collect and use Personal Information in a way that is compatible with and relevant for the purpose for which it was collected or authorized by the individual.

### [Access and corrections to your personal information](#)

If your Personal Information is being held and/or processed by Mattress to Go based on your consent (and no other basis) you may withdraw your consent. In relation to your Personal Data, you may request to (a) access your Personal Data, (b) rectify your Personal Data, (c) erase your Personal Data, (d) restrict the processing of your Personal Data, (e) object to the processing of your Personal Data and (f) withdraw your consent to the processing of your Personal Data. All requests must be in writing, signed by you, and set forth e-mail address or other information sufficient to establish your identity. To make such a request, please contact: Mattress To Go 51260 Van Dyke Ave. Shelby Township, MI 48316. Where permitted by applicable law, an administrative fee may be charged for administering such requests. All valid requests will be addressed in a prompt and proper manner and we will respond within thirty (30) days. If your request is denied, you may file a complaint to the local data protection authorities in the relevant governing jurisdiction. Please email [information@matt-to-go.com](mailto:information@matt-to-go.com) to review and update your personal contact information.

### [Links To Other Sites](#)

The MATTRESS TO GO website may contain links to other sites that are not owned or controlled by MATTRESS TO GO. Please be aware that MATTRESS TO GO is not responsible for the privacy or security practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every web site that collects personally identifiable information.

### [Information Obtained From Third Parties](#)

MATTRESS TO GO does not sell or trade your personal information. We may at times receive contact lists from other organizations. We may send mailings such as brochures to these addresses. If you want to remove yourself from the third party's database, you must contact them directly.

### [Statement Regarding Restrictions on Use](#)

While MATTRESS TO GO endeavors to maintain appropriate security controls to protect private data, viruses and hacking attacks cannot be entirely prevented. This site is not intended for persons under the age of 18.

The MATTRESS TO GO websites are hosted and administered in the United States. If you choose to use those MATTRESS TO GO Sites from the European Union, Canada or other regions of the world with laws governing data collection and use that may differ from United States laws, then please note that you are transferring your Personal Information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the United States to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Site. By providing any information, including Personal Information, through the Site, you consent to such transfer, storage, and processing. The MATTRESS TO GO websites may contain links to sites of MATTRESS TO GO companies based outside the United States and the processing, storage and transfer of information submitted to or collected by those sites may be governed by the laws of their respective jurisdictions.

California Civil Code Section § 1798.83 permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us via our Contact Us page or write to us at: Mattress To Go 51260 Van Dyke Ave. Shelby Township, MI 48316

#### [Recourse, Enforcement and Liability](#)

MATTRESS TO GO uses a self-assessment approach to assure compliance with this Privacy Policy and periodically verifies that the Privacy Policy is accurate, comprehensive for the information intended to be covered, prominently displayed, completely implemented and accessible, and in conformity with applicable standards.

When we receive formal written complaints about our compliance with our privacy policies we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve directly. MATTRESS TO GO may further refer unresolved privacy complaints under the Privacy Policy for alternative dispute resolution to other third party neutral groups.

We ask that you not send to us any sensitive Personal Information such as Social Security numbers, information related to ethnic origin or race, political affiliation religion, personal health, criminal background or trade union membership.

#### [Changes To This Privacy Statement](#)

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Your use of this website shall be deemed to constitute your consent to the changed policy.

## [Contact Us](#)

If you have any questions or suggestions regarding our privacy policy, please contact us at:  
Mattress To Go 51260 Van Dyke Ave. Shelby Township, MI 48316.