

PRIVACY & TERMS OF SERVICE

Simmons Canada, a division of SSH Bedding Canada Co. (hereinafter “Beautyrest”) Beautyrest respects your privacy and is committed to protecting it, as we describe below. This Privacy Policy lets you know how personal information that you provide to Beautyrest through the following Web sites, available at www.beautyrest.com, www.beautyrest.ca, www.simmons.com, www.beautyrestdealers.com, www.beddingconciierge.com, www.simmonshospitality.com, www.purchasesimmons.ca, www.simmonskids.com and www.simmonsCanada.com (collectively, the “Sites”), is processed, disclosed and used. When you use any of these Sites you are consenting to the collection, use and disclosure of your personal information in accordance with this Privacy Policy. This Privacy Policy only governs the Sites and does not govern other websites or off-line data collection, disclosure and usage practices of Beautyrest (for example, regarding information Beautyrest receives from Beautyrest’s product retailers).

CHILDREN

If you are a child under the age of 13, please do not use the Sites and do not submit information to any Site. Beautyrest has not designed the Sites for use by children and Beautyrest’s personal information practices described in this Privacy Policy are not designed for children.

USERS OUTSIDE THE UNITED STATES AND CANADA

Beautyrest makes the Sites available for consumers located exclusively in the United States of America and Canada. Please do not use the Sites if you are located outside the United States and Canada, as the Sites’ personal information practices and the terms of this Privacy Policy may or may not comply with the laws of other jurisdictions.

“WHEN I VISIT YOUR SITES, WHAT PERSONAL INFORMATION DO YOU GATHER ABOUT ME, AND WITH WHOM DO YOU SHARE IT?”

One of the basic principles we’ve followed in designing the Sites is that we ask for only the personal information we need to provide the service you’ve requested and to operate the Sites. As a result, the answer to this question depends almost entirely on how you choose to make use of our Sites. In order to fully utilize the Sites, you will be required to register by providing certain non-public personal information, including without limitation your name, email address and zip/postal code. Please note the Exceptions section below, which describes other circumstances in which Beautyrest may use and/or disclose your personal information.

It is always your choice as to whether to provide your personal information. However, if you choose not to provide certain information, certain features of the Sites may not be available to you. By way of example, you may provide personal information in the following circumstances:

Purchases of bedding accessories. Name, address, phone or e-mail, and credit card information are necessary for purchase and delivery.

Customer Service Inquiries: Name and email are necessary to provide this service, in addition to any other personal information you provide in your email to Beautyrest so that Beautyrest representatives can assist you.

Investor Relations: Your name and login information are used to make the Sites’ functions available to you. Information provided as answers to sleep quizzes on the Site is used to provide the results of the quiz. This information is not tracked or kept.

Accessing your Personal Favourites: Your name and login information are used to enable you to save products of interest to you.

Newsletters and Promotions: You will need to register through one or more Sites if you want to access newsletters or information on special promotions.

Email Notifications: You may request that information be sent via email to you or a friend. The email address you provide will be used to send the information to, and a confirmation email will be sent to your email address. If you request that an email be sent to a friend, you are responsible for obtaining the consent of your friend to our use of the friend's email address for this purpose.

You may voluntarily provide other information through the Sites. Personal information voluntarily provided in these circumstances is used and disclosed for the purpose of providing the requested service or information to our customer, for Beautyrest's internal business and risk management purposes and for promotions that Beautyrest offers to customers (which may involve disclosures to Beautyrest contractors in accordance with this Privacy Policy). By opting-out of certain offerings on the Site(s), you may choose not to receive newsletters or other information regarding our product offerings that Beautyrest sends to customers from time to time. Beautyrest provides no warranties or assurances about requested services or information, expressed or implied, including any warranty or condition of merchantability, fitness for a practical purpose, title or non-infringement, among others. Beautyrest does not warrant or guarantee the security of any information that is the subject of this Privacy Policy or any information that is submitted to Beautyrest via the Internet. However, Beautyrest uses procedural and technical safeguards to prevent: (i) disclosure of personal information to anyone that is not directly involved in rendering the requested service or information and (ii) loss or theft of your information. Your information is stored on servers in the United States and/or Canada. We do not sell or trade your information with other companies without your consent. We may share certain aggregated demographic information with our business partners regarding the users of the Sites. We may change the features and information available via the Sites from time to time without notice.

“WHAT ABOUT FEEDBACK, COMMENTS, BULLETIN BOARD SUBMISSIONS AND SIMILAR INFORMATION I PROVIDE THROUGH INTERACTIVE PORTIONS OF THE SITE?”

Certain portions of the Sites may permit you to voluntarily provide feedback, comments or input such as tips, advice, product opinions and the like. Examples of these portions are bulletin boards, comment cards, and Q&A pages. As part of this input you may be asked to provide your name, state, province or other personal information. All of this information may be stored by Beautyrest and posted on the Sites to share the benefit of this information with other users. Beautyrest will not post or use your personal information unless it has first obtained your consent to this use. With your consent, Beautyrest may use your personal information for its other marketing and business activities. However, Beautyrest may choose not to use the information you submit. You will not be notified if your information will or will not be used.

“WHAT ABOUT INFORMATION PROVIDED FOR CONSUMER SURVEYS AND GIVEAWAYS?”

When you use the information on your warranty card to fill out a consumer survey and/or enter a giveaway on <http://www.simmons.com/support/product-registration/> or www.simmonsCanada.com, you are providing information to a Web site owned and operated by a third party on behalf of Beautyrest (“Third Party”). Please note that any information that you submit to the Third Party is governed by the Third Party's privacy policy. Additionally, you may choose to enter contests

or sweepstakes via the Sites as offered from time to time. Beautyrest may use and disclose the information that you submit to the Third Party or for other contests or giveaways you enter via the Sites to inform you of special offers which may be forthcoming, and to send you coupons, and to tell you about Beautyrest products and services and those of Beautyrest affiliates that relate directly to your specific interests, hobbies or other information you have submitted. Beautyrest may use the information you submit to the Third Party or to the Sites in connection with other contests or giveaways for Beautyrest's internal business, risk management and marketing purposes. If you decline to receive coupons, mailings or other special offers by checking the applicable boxes, then Beautyrest will comply with your request. Beautyrest will not otherwise share the information you submit to the Third Party with other parties, except as set forth in this Privacy Policy. Please note the Exceptions section below, which describes other circumstances in which we may use and disclose your information.

“HOW DO YOU KEEP TRACK OF ME AS I MOVE THROUGH THE SITE?”

When you visit a Site, your session, which means your visit to the Site, will be recorded through the use of cookies. A cookie is a small piece of information that is sent by a website computer to your computer's hard drive, where the information is stored for later use by the website. Cookies allow our Sites to identify you as you travel from page to page within the Sites, to maintain continuity between the pages. The cookie is no longer used by a Site after your visit to the Site ends. If you'd like, you can configure your Web browser to disable cookies, but doing so will impair your ability to fully use the Sites. For example, if you disable cookies, you will not be able to take the sleep quiz on the Sites. Beautyrest also monitors the total number of visitors to its Sites, as well as which Site pages are most popular, although this information cannot be used to identify individuals.

“WHAT ABOUT EMAIL?”

Beautyrest makes an effort to read every message that comes to Beautyrest. Beautyrest also tries to respond back within at least 48 hours of its receipt. Beautyrest will not sell or give out e-mail addresses to anyone, except with your consent or as set forth in the “Exceptions” section below. Beautyrest saves messages and/or e-mail addresses if it will need to refer to them later to communicate with you about a customer service issue or to send you information that you have indicated you would like to receive.

EXCEPTIONS

Beautyrest may also use and securely disclose information, including personal information, submitted by you and/or collected by the Sites or otherwise subject to this Privacy Policy, to the extent reasonably necessary for any one or more of the following purposes: (i) to correct technical problems and malfunctions related to the Sites; (ii) to protect the security and integrity of the Sites and the information collected through the Sites; (iii) for our internal risk management purposes; (iv) to respond to claims that your information violates the rights or interests of third parties; (v) in accordance with applicable law; (vi) to respond to judicial or other legal requirements; and (vii) to the extent permitted by applicable law, to provide information to law enforcement agencies (for example, related to investigations on matters related to public safety, fraud or theft).

THIRD PARTIES

Other companies besides Beautyrest, located in the United States and/or Canada, may operate or host one or more Sites or the computers that operate the Sites or provide services related to the information requests that you have submitted, on behalf of Beautyrest; if you'd like more information about those companies, you can contact Beautyrest using the contact information provided below.

Beautyrest may provide the information you disclose to third party services providers for purposes of providing the services or information requested by you or for emails or promotions that you have consented to receiving.

LINKS TO OTHER WEB SITES

The Sites contain links to other websites (“Linked Sites”). You should carefully review any privacy policies on the Linked Sites; Beautyrest is not responsible for the privacy practices or the content of the Linked Sites. Please also consider that Beautyrest has no control over and is not responsible for any other aspect of the Linked Sites. Beautyrest’s reference to or use of a Linked Site does not imply Beautyrest’s recommendation, approval, affiliation, or sponsorship of the Linked Site. You agree that Beautyrest shall not be responsible or have any liability, directly or indirectly, for any damage or loss arising out of or relating to your interactions with any Linked Site, including without limitation any content, property, goods or services available on any Linked Site.

LINKS TO THIRD PARTY SITES ARE NOT ENDORSEMENTS

Beautyrest provides links to Linked Sites as a convenience only, and a link does not imply endorsement of, sponsorship of, or affiliation with the Linked Site by Beautyrest. Beautyrest makes no recommendations and has no liability for any products, services or business practices available on, or related to, Linked Sites. You should make whatever investigation you feel necessary or appropriate before proceeding with any transaction through a Linked Site or with any third party that operates a Linked Site.

CHANGE IN CONTROL

If Beautyrest experiences a “change in control” (defined below), Beautyrest may revise its information practices as described in this Privacy Policy. Any such change will be reflected in an updated version of this Privacy Policy and will be posted on this Site.

“CHANGE IN CONTROL” CAN BE DEFINED AS ANY OF THE FOLLOWING EVENTS:

Beautyrest undergoes a reorganization, merger, consolidation, acquisition or other restructuring involving all or substantially all of its voting securities and/or assets, by operation of law or otherwise.

Beautyrest becomes insolvent.

Beautyrest makes a general assignment for the benefit of creditors.

Beautyrest suffers or permits an appointment of a receiver for its business or assets.

Beautyrest becomes subject to any proceedings under any bankruptcy or insolvency law, whether domestic or foreign.

Beautyrest is liquidated, voluntarily or otherwise.

REVISIONS & DISCLAIMER

From time to time Beautyrest may change this Privacy Policy, and Beautyrest will notify you about such changes by displaying the revised Privacy Policy on the Site(s), but does not have any obligation to directly or otherwise notify you of such changes. In the event Beautyrest changes its Privacy Policy, the changes will not affect the information Beautyrest has previously collected from you but will affect the information Beautyrest collects after any such change. If you object to the change to the Privacy Policy, then you must not submit any further personal information through the Sites. Please also contact Beautyrest in writing regarding your objection.

STORAGE OF INFORMATION

Beautyrest will store information collected via the Site(s), including, without limitation, your personal information, only as long as is necessary for the purposes for which the information was collected.

UPDATING YOUR INFORMATION

You can access, change, remove and modify the information you previously have provided to Beautyrest by logging into the Site(s) and following the instructions to update or remove your information.

CONTACT INFORMATION

If you have any questions about this Privacy Policy, the privacy practices related to the Site(s), or your dealings on the Site(s), you can contact canadacustomerservice@simmonsCanada.ca.

Last modified April, 2016