

PRIVACY POLICY

We take your privacy seriously, and we want you to know how we collect, use, share and protect your information.

This Privacy Policy tells you:

- What information we collect
- How we use that information
- How we may share that information
- How we protect your information
- Your choices regarding your personal information

This Policy applies to BestBuy.com, Best Buy stores and other locations under the Best Buy name. This Policy may not apply to other Best Buy brands such as Future Shop (FutureShop.ca), Best Buy Canada (BestBuyCanada.ca), Magnolia Audio Video (Magnoliaav.com), Geek Squad (GeekSquad.com), Pacific Sales (PacificSales.com), or Jiangsu Five Star Appliance Co. (Five-Star.cn), among others, each of which may have their own privacy policies. We may post additional information if more details are needed to explain our privacy practices.

INFORMATION WE COLLECT

Information You Give Us

We collect and store information you provide through our websites, mobile applications, or in our stores. For example, we collect information from you when you place an order, create an account, call us with a question, create a List, write a review, or use any of our services.

The information we collect from you includes things like:

- Your name
- Your mailing address
- Your e-mail address
- Your phone number
- Your credit card number and other payment information
- Your driver's license number
- Credit application information, such as your Social Security number
- Demographic and lifestyle information, such as age, personal interests and product preferences

It may also include information you give us about other people, such as the name and address of a gift recipient, or the name and contact info of a Friends & Family Pickup person.

Information from Other Sources

We may also receive information about you from other sources, including third parties that help us update, expand and analyze our records and identify new customers.

Automated Online Information Collection

We collect information related to your interactions with our websites and apps to create a superior, personalized shopping experience, whether you are online or in our stores. This information includes your IP address, browsing behavior while on our website, browser and device characteristics, and referring URLs. This information is collected and stored using a variety of common technologies, including various types of cookies, Flash cookies, web beacons, and tags. [Learn more about managing cookies, Flash cookies, and other automated online information collection.](#) These technologies may also allow us to identify you as a particular Best Buy retail store customer when you visit our websites, and to link your activities on our websites to your

interactions with us in our stores.

Our websites and mobile applications are not designed to respond to "do not track" requests from browsers.

To help us understand and enhance our interactions with you, we may permit web analytics and other providers to collect and process information on our websites using the technologies described above. We also may share personal information with those providers. We may have similar arrangements with interest-based advertisers. Interest-based advertising is covered in more detail below.

Location Information

Some of our websites and mobile applications may collect certain information such as the type of mobile device you're using or your specific location to help you search for one of our stores. To allow any application to identify your location, you must enable this functionality through your mobile device's settings to allow the use of technologies such as Wi-Fi, GPS signals, cell tower position, or other technologies. Best Buy has no control over your device's settings.

Store Cameras

Our stores may use cameras for asset protection and other operational purposes, such as measuring traffic patterns and protecting and improving our business.

Public Forums

Our websites offer publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them.

HOW WE USE THE INFORMATION WE COLLECT

We use the information we collect for things like:

- Fulfilling orders and requests for products, services or information
- Processing returns, exchanges and layaway requests
- Tracking and confirming online orders
- Delivering or installing products
- Managing our My Best Buy® program
- Marketing and advertising products and services
- Conducting research and analysis
- Establishing and managing your accounts with us
- Communicating things like special events, sweepstakes, promotions and surveys
- Processing My Best Buy® Credit Card applications
- Identifying you on our websites and tailoring advertisements and offers to you (both on our websites and on other websites) based on your interactions with us in our stores and online
- Facilitating interactions with Best Buy and others, such as enabling you to e-mail a link to a friend
- Operating, evaluating and improving our business

Data Retention

We may retain your information for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements.

HOW WE SHARE THE INFORMATION WE COLLECT

Best Buy does not sell, rent or trade your personal information to third parties.

Best Buy Co., Inc. is the parent company of the Best Buy Companies ("Best Buy"), and as such, if you provide information to any of the businesses, stores or websites owned or operated by Best Buy, this information may be combined or shared among current or future Best Buy Co., Inc. entities, including affiliates and subsidiaries and will be governed by each of their privacy policies, as applicable.

We may share your information with third parties to perform services on our behalf such as:

- Fulfilling orders
- Delivering packages
- Scheduling and performing installations
- Servicing products
- Maintaining our My Best Buy® program
- Sending Best Buy marketing communications

- Fulfilling subscription services
- Conducting research and analysis
- Applying for credit cards and processing credit card payments
- Providing chat functions

Sometimes we may be required to share personal information in response to a regulation, court order or subpoena. We may also share information when we believe it's necessary to comply with the law. We may also share information to respond to a government request or when we believe disclosure is necessary or appropriate to protect the rights, property or safety of Best Buy, our customers, or others; to prevent harm or loss; or in connection with an investigation of suspected or actual unlawful activity.

We may also share personal information in the event of a corporate sale, merger, acquisition, dissolution or similar event. You will be notified via e-mail and/or a prominent notice on our applicable website(s) of any change in ownership, as well as any choices you may have regarding your personal information.

We may share personal information in connection with financial products or services related to our business such as private label credit cards. We may also share personal information in connection with co-branded product or service offerings. For example, when you apply for a Best Buy credit card, we may share your personal information with our banking partners that issue the card.

HOW WE PROTECT THE INFORMATION WE COLLECT

Whether you are shopping online or in our stores, we use reasonable security measures to protect the confidentiality of personal information under our control and appropriately limit access to it. Best Buy cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk.

We use a variety of information security measures to protect your online transactions with us. The Best Buy websites use encryption technology, such as Secure Sockets Layer (SSL), to protect your personal information during data transport. SSL protects information you submit via our websites such as ordering information, including your name, address and credit card number. Information you provide to us via our in-store kiosk does not traverse the public Internet.

YOUR CHOICES REGARDING THE INFORMATION WE COLLECT

You may choose to:

- Stop receiving marketing or promotional e-mails, direct mail, phone and mobile marketing communications
- Update and correct your personal information
- Deactivate your account
- Request removal of content or personal information posted by you from our website, online service, online application, mobile application, blog, or community forum. In some cases, we may not be able to remove your content or personal information, in which case we will let you know if we are unable to do so and why. Please note: Even if we are able to anonymize or make your content or information no longer visible, this does not ensure complete or comprehensive removal of your content or personal information from the Internet as third parties may retain screen shots of Best Buy web pages (e.g., cache files).

To do any of these, let us know by one of these methods:

- Follow the directions in a marketing e-mail or direct mail or mobile communication that you receive from us
- Call 1-888-BEST BUY (1-888-237-8289) with your request and current contact information
- Send an e-mail with your request and current contact information to: PrivacyManager@bestbuy.com
- Send a letter with your request and current contact information to:

Best Buy Corporate Campus
Attn: Customer Care/Privacy
7601 Penn Avenue South
Richfield, MN 55423-3645

INTEREST-BASED ADVERTISING

Learn more about [interest-based advertising](#). You can opt out of interest-based advertising from third party providers who follow

the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising at www.aboutads.info/choices.

PROTECTING CHILDREN'S PRIVACY

We are committed to protecting children's privacy on the Internet and we do not knowingly collect personal information from children under the age of 13.

LINKS TO OTHER WEBSITES

Our websites link to other websites, many of which have their own privacy policies. Be sure to review the privacy policy on the website you're visiting.

SOCIAL MEDIA WIDGETS

Our website includes Social Media Features, such as the Facebook Like button and Widgets, the Share this button or interactive mini-programs that run on our website. These Features may collect your IP address, which page you are visiting on our website, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the privacy policy of the company providing it.

PRIVACY POLICY UPDATES

We may need to update our Privacy Policy as Best Buy and our customers grow and evolve. If we make material changes, we will notify you by e-mail (sent to the e-mail address specified in your account) or by means of a notice on this website prior to the change becoming effective, as well as inform you of any choices you may have with respect to these changes.

TRUSTE PRIVACY SEAL

Best Buy Co., Inc. has been awarded TRUSTe's Privacy Seal signifying that this Privacy Policy and practices have been reviewed by TRUSTe for compliance with [TRUSTe's program requirements](#) including transparency, accountability and choice regarding the collection and use of your personal information. The TRUSTe program does not cover information that may be collected through downloadable software. The TRUSTe program covers only information that is collected through this website, www.BestBuy.com, and does not cover information that may be collected through our mobile applications.

If you have questions or complaints regarding our privacy policy or practices, please contact us at PrivacyManager@bestbuy.com. If you are not satisfied with our response, you can [contact TRUSTe here](#).

Contact [TRUSTe](#) for fax and postal mail information. [TRUSTe's Dispute Resolution process is only available in English.]

HAVE QUESTIONS?

If you have any questions about our Privacy Policy or practices, we'll do our best to answer them. Here's how to contact us:

Phone:

1-888-BEST BUY (1-888-237-8289)

E-mail:

PrivacyManager@bestbuy.com

Address:

Best Buy Corporate Campus
Attn: Customer Care/Privacy
7601 Penn Avenue South
Richfield, MN 55423-3645

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