Your California Privacy Rights & California Consumer Privacy Act Statement

California Consumer Privacy Act

Submit an access request.

Submit a deletion request.

CCPA 2021 Metrics* (as of 12/31/2021)

Access Requests ("requests to know")	
Received	562
Denied – no match	108
Denied – not verified	218
Fulfilled in-progress	38
Fulfilled	198
Fulfilled requests – **median** days to provide results	40 days
All requests – subsequent response median	2 days

Deletion Requests	
Received	7633
Denied – no match	1518
Denied – not verified	1985
Fulfilled in-progress	816
Fulfilled	3880
Fulfilled requests – **median** days to complete	30 days
All requests – subsequent response median	20 days

Opt-Out Requests	
Received	194,142
Fulfilled	194,142
Response time	Nearly instantaneous

Disclaimer:
*Metrics include requests from all individuals, not just California, and do not include requests in progress as of December 31, 2020.

If you are a California resident, the information below may apply to you in addition to our Privacy Policy.

This Statement uses certain terms that have the meanings given to them by the California Consumer Privacy Act.

Collection and Disclosure.

During the 12-month period prior to the effective date of this Addendum, we may have:

a. Collected the following categories of personal information about you:

- **Identifiers.** identifiers such as a real name, alias, postal address, unique personal identifier (such as customer number, unique pseudonym, or user alias), email address, account name, social security number, driver's license number, or passport number, and other similar identifiers, physical characteristics or description, state identification card number, and signature
- **Identifiers (Online).** a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; other forms of persistent or probabilistic identifiers, and Internet Protocol address
- **Other Financial, Medical, and Health Information.** bank account number, credit card number, debit card number, insurance policy number, and other financial information, medical information, and health insurance information
- **Information Related to Characteristics Protected Under California or Federal Law.** characteristics of protected classifications under California or federal law, such as race, color, national origin, religion, age, sex, gender, gender identity, gender expression, sexual orientation, marital status, medical condition, ancestry, genetic information, disability, citizenship status, and military and veteran status
- **Commercial Information.** including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies
- **Biometrics.** biometric information
- **Internet and Other Electronic Network Activity Information.** including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements
- **Geolocation Data**
- **Sensory Information.** Audio, electronic, visual, thermal, and similar information
- **Professional or Employment-Related Information**
- **Education Information**
- **Profile Inferences.** inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes

b. Collected personal information about you for the following business or commercial purposes:

- Performing services you have purchased from or contracted for with us, including maintaining or servicing accounts (e.g., your My Best Buy® account), as well as providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar services
- Auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance
- Short-term, transient use, including, but not limited to, the contextual customization of ads shown as part of the same interaction
- Detecting and responding to security incidents, protecting against and responding to malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity
- Debugging to identify and repair errors that impair existing intended functionality
- Undertaking internal research for technological development and demonstration
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us
- Customizing your experience on our digital properties
- Processing liability claims
- Complying with and enforcing applicable legal requirements, relevant industry standards and our policies

c. Shared your personal information with the following categories of third parties:

- Our affiliates
- Our joint marketing partners
- Our business partners
- Social media networks
- Third-party marketing partners
- Government entities, including law enforcement

d. Sold (as defined under California law) the following categories of personal information:

- Identifiers (online) associated with a device used to interact with our digital properties or advertisements (such as a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology)
- Internet and other electronic network activity information associated with a device used to interact with Digital Properties or advertisements

We do not sell the personal information of consumers under the age of 16 if we have actual knowledge of the individual's age.

We do not sell personal information as the term is traditionally understood, versus the definition under the CCPA — for example, we do not exchange for money personal information to data brokers or third parties for their marketing purposes independent of us.

e. Disclosed for a business purpose the following categories of personal information about you:

- Identifiers
- Identifiers (Online)
- Other Financial, Medical and Health Information
- Information Related to Characteristics Protected Under California or Federal Law
- Commercial Information
- Biometrics
- Internet and Other Electronic Network Activity Information
- Geolocation Data
- Sensory Information
- Professional or Employment-Related Information
- Education Information
- Profile Inferences

f. Collected personal information about you from the following sources:

- You
- Best Buy
- Device(s) You Used
- Service Providers

g. Information we share with third parties:

	3rd Party Categories					
Personal Information Categories	**Our Affiliates**	**Our Joint Marketing Partners**	**Our Business Partners**	**Social Media Networks**	**Third-party Marketing Partners**	**Government Entities, including Law Enforcement***
Identifiers	X	X	X	X	X	X
Identifiers (Online)	X				X	X
Other Financial, Medical and Health Information						X
Information Related to Characteristics Protected Under California or Federal Law						X
Commercial Information	X	X	X			X
Biometrics						X
Internet and Other Electronic Network Activity Information	X				X	X
Geolocation Data						X
Sensory Information						X
Professional or Employment Related Information						X
Education Information						X
Profile Inferences	X					X

Disclosure
Best Buy shares Personal Information with government entities, including law enforcement, only in the following circumstances: (1) when requested by us in connection with our internal investigations of customer complaints or suspected violations of Best Buy, its employees, its customers, or the communities we serve; or (2) when required in response to legal process (e.g., subpoena, warrant).

California Consumer Privacy Rights.

You have certain choices regarding our use and disclosure of your personal information, as described below.

- **Access.** You have the right to request, twice in a 12-month period, that we disclose to you the personal information related to you we have collected during the past 12 months. This may include:
  - The categories and specific pieces of personal information we have collected about you
  - The categories of sources from which we collected the personal information
  - The business or commercial purpose for which we collected or sold the personal information
  - The categories of third parties with whom we shared the personal information
  - The categories of personal information about you that we sold or disclosed for a business purpose, and the categories of third parties to whom we sold or disclosed that information for a business purpose
- **Deletion.** You have the right to request that we delete certain personal information we have collected from you. Exceptions apply.
- **Opt-Out of Sale.** You have the right to opt-out of the sale of your personal information.
- **Shine the Light Request.** You also may have the right to request that we provide you with (a a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (b) the identity of those third parties.

How to Submit a Request.

- Submit an access request, or call us at 1-888-BEST BUY (1-888-237-8289).
- Submit a deletion request, or call us at 1-888-BEST BUY (1-888-237-8289).
- To submit a Shine the Light Request, email us at CaliforniaPrivacyRights@bestbuy.com.

More information on opting out of the sale of your personal information is available here.

Verifying Requests.

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to your personal information or complying with your request. If you request access to or deletion of your personal information and you do not sign up to an account. If you request access to or deletion of your personal information and do not sign in to an account with us, we require you to provide the following information: name, email address, phone number, and postal address. In addition, if you do not have an account and you ask us to provide you with specific pieces of personal information, we reserve the option to require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request. If you designate an authorized agent to make a request pursuant to this section, we may require you to provide (1) we may require you to provide the authorized agent written permission to do so, and (2) for access and deletion requests, we may require you to verify your own identity directly with us (as described above).

Notice About the My Best Buy Program.

The My Best Buy® Program (the "Program") is Best Buy's loyalty program that offers Program members ("Members") the opportunity to earn points ("Points"). To participate in the Program, you must provide your full name, email address, postal address, and phone number. The following categories of personal information are implicated based on your participation in the Program:

- Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
- Internet and Other Electronic Network Activity Information: including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications, or advertisements
- Identifiers (Online): a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; other forms of persistent or probabilistic identifiers, and Internet Protocol address
- Inferences drawn from any of the above (e.g., preferences or characteristics)

We use personal information to identify you as a member of the program and provide you with relevant messaging, benefits, and incentives. These benefits and incentives are reasonably related to the value of the data you provide.

Subject to certain restrictions, Members using a Program account ("Member Account") at Best Buy retail locations, on the Best Buy website or on the Best Buy mobile app can earn Points on qualifying purchases. Members are eligible to receive a reward certificate, which may be used on future qualifying Best Buy purchases. After receiving a specified number of Points. My Best Buy Credit Card and My Best Buy Visa Cardmembers are also eligible to earn Points or take advantage of flexible financing on qualifying purchases.

Member purchases of certain products and services may be eligible for discounts or other special pricing ("Member Pricing") available only to Members at Best Buy retail or on the mobile app ("Member Pricing"). Member Pricing will be limited-time offers and subject to offer limitations communicated by us. Specific details on earning points, rewards, and Member Pricing can be found at My Best Buy Terms.

You may enroll in the Program on our website, through our mobile app, or at a Best Buy retail location. You may cancel your Member Account at any time by calling 1-888-BEST BUY (1-888-237-8289). See the My Best Buy Terms for additional information regarding membership cancellation.

Additional Information.

If you choose to exercise any of your rights under the CCPA, you have the right not to receive, and will not receive, discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request. Employees and contractors are provided notice via different statements.

This Statement is available in alternative formats upon request. Please contact PrivacyManager@bestbuy.com or 1-888-BEST BUY (1-888-237-8289) to request this Statement in an alternative format.

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