

The Sleep Hero Network Cookies Policy

Cookies & Other Storage Technologies

Cookies are small pieces of text used to store information on web browsers. Cookies are used to store and receive identifiers and other information on computers, phones, and other devices. Other technologies, including data stored on your web browser or device, identifiers associated with your device, and other software, are used for similar purposes. In this policy, The Sleep Hero Network (“we”, “us”) refers to all of these technologies as “cookies.”

This policy explains how we use cookies and the choices you have.

Why do we use cookies?

We use cookies to store and receive identifiers and other information on computers, phones, and other devices. Cookies help us provide, protect, and improve the “Sleep Hero Network Services” (which includes the websites, apps and related online services), such as by personalizing content and providing a safer experience. While the specific cookies that we use may change from time to time as we improve and update the Services, they generally fall into the below categories of use:

Type of Cookie	Purpose
Authentication	We use cookies to verify your account and determine when you’re logged in so we can make it easier for you to access the Sleep Hero Network Services and show you the appropriate experience and features. <u>For example:</u> We use cookies to keep you logged in as you navigate between different pages. Cookies also help us remember your browser so you do not have to keep logging into the Sleep Hero Network.
Security, site and product integrity	We use cookies to help us keep your account, data and the Sleep Hero Network Services safe and secure. <u>For example:</u> Cookies can help us identify and impose additional

	<p>security measures when someone may be attempting to access a Sleep Hero Network account without authorization, for instance, by rapidly guessing different passwords. We also use cookies to store information that allows us to recover your account in the event you've forgotten your password or to require additional authentication if you tell us your account has been hacked.</p> <p>We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Sleep Hero Network Services.</p> <p><u>For example:</u> Cookies help us fight spam and phishing attacks by enabling us to identify computers that are used to create large numbers of fake accounts. We also use cookies to detect computers infected with malware and to take steps to prevent them from causing further harm.</p>
Site features and services	<p>We use cookies to provide functionality that helps us provide these Services to you.</p> <p><u>For example:</u> Cookies help us store preferences, know when you've seen or interacted with Sleep Hero Network content, and provide you with customized content and experiences. For instance, cookies allow us to make suggestions to you and others.</p> <p>We also use cookies to help provide you with content relevant to your locale.</p> <p><u>For example:</u> We store information in a cookie that is placed on your browser or device so you will see the site in your preferred language.</p>
Performance	<p>We use cookies to provide you with the best experience possible.</p> <p><u>For example:</u> Cookies help us route traffic between servers and understand how quickly the Services load for different people. Cookies also help us record the ratio and dimensions of your screen and windows and to know whether you've enabled high contrast mode, so that we can render our sites and apps correctly.</p> <p>We also use cookies to help provide you with content relevant to your locale.</p>

	<p><u>For example:</u> We store information in a cookie that is placed on your browser or device so you will see the site in your preferred language.</p>
<p>Analytics and research</p>	<p>We use cookies to better understand how people use the our Services so that we can improve them.</p> <p><u>For example:</u> Cookies can help us understand how people use the Services, analyze which parts of the Services people find most useful and engaging and identify features that could be improved.</p>

Where do we use cookies?

We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit the Sleep Hero Network website or applications.

Do other parties use cookies in connection with the Sleep Hero Network Services?

Yes, other parties may use cookies on the Sleep Hero Network to provide services to us and the businesses that use the Network. For example, a company may use third-party analytics services on their website to measure and understand the usage of their Sleep Hero Network community.