Customer privacy is a major priority at Best Buy, and we take great care to protect your information. The Best Buy Privacy Policy lays out the ways in which we gather and protect information, and how you can control your personal information. Read How Best Buy Interacts with Your Devices to learn more about our commitment to protecting your data and your privacy.

Scope
First, we want to be clear how this Policy applies. This Privacy Policy applies to Best Buy and Pacific Sales retail stores and other locations and events under the Best Buy or Geek Squad® name. This Policy also applies to digital properties (we use “digital properties” to include websites and mobile apps) owned or operated by Best Buy Co., Inc. and any of our subsidiaries, unless that property or subsidiary has its own privacy policy (which would instead apply).

Personal Information Options
While only required by a relatively small number of US states, we provide the following options to all Americans:

- **Access:** We'll give you a report on the personal information that Best Buy has about you. Just submit an access request to get started.
- **Deletion:** You can ask us to delete certain personal information we have about you by submitting a deletion request. Exceptions apply.
- **Advertising Opt-Outs:** Some states have nuanced requirements that, for Best Buy, impact sharing of information for advertising purposes. We've provided the opportunity to make an opt-out choice that meets or exceeds applicable state-law requirements.

Collection
We may collect information relevant to you in three ways.

First, we may collect information directly from you. This could be as part of your interactions with Best Buy personnel, such as at our retail stores or during in-home visits, or when you provide information through our digital properties.

The personal information we collect directly from you may include things such as:

- Name
- Postal address
- Email address
• Phone number
• Payment card number and other payment information
• Your My Best Buy® member ID
• Survey responses
• Chat submissions
• Reviews and other content you post on our digital properties in publicly accessible blogs and other forums (be aware that anyone who accesses these posts may view, collect, and use the information you provide)

In certain situations, we may also collect other information directly from you such as:
• Driver’s license number (for example, if you return a product or apply for credit)
• Social Security Number (for example, if you apply for credit)
• Location information (such as when you ask us to tell you about nearby stores)
• Demographic and lifestyle information (for example, if you sign up for a registry or birthday list)
• Health information (for example, if you purchase a hearing aid)
• Fingerprints (when required by law for fraud detection in connection with Best Buy’s product trade-in program)
• Facial or wrist geometry (for example, if you choose to use Best Buy’s virtual try-on tool, with your permission your camera will scan your facial or wrist geometry. The experience is exclusively done in real time, and we do not retain such data after you use this feature.)

Second, we will collect such information by observing behavior — either in the “real world” or through our digital properties.

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

Information collected automatically
Our digital properties are not designed to respond to “do not track” requests from browsers. We may collect information about your digital interactions with us including, for example:
• Type of device and/or browser you’re using
• IP address
• Browsing behavior while visiting our digital properties
• The URLs of the websites visited before visiting our site (these are called “referring URLs”)
• IMEI/UDID (a numeric identifier for your mobile device)
• MAC address (another kind of numeric identifier for your mobile device)
• IDFA (Apple’s ID for advertising, a randomly generated number)
• AAID (Google Android’s unique ID for advertising)
• Location information

Most current operating systems on mobile devices require that a user give permission for a specific app to collect specific location information—don’t give our app permission if you don’t want that information collected. Mobile devices also often provide users with the ability to adjust settings related to sharing specific location information. Note that adjusting these settings does not completely eliminate the ability of others to develop location information about your device (such as non-specific location information derived from IP addresses).

Collection by others
Best Buy and our partners use cookies, pixels, tags, or similar technologies on our digital properties. We may permit third-party service providers to collect and process some information from our digital properties through these or other automated means. We may share personal information with those providers and may have similar arrangements with interest-based advertisers. See above regarding “Advertising Opt-Outs” to learn more on how you can limit this collection and sharing and below for more on interest-based advertising.
Our digital properties link to other companies’ websites, many of which have their own privacy policies. Be sure to review the privacy policy on the website you are visiting to understand their privacy practices—our policy will not apply to others’ digital properties.

Third, we may receive information about you from other sources, independent of you. For example, we may receive information about you as a gift recipient or as the person designated by another customer to pick up a purchased item at our store. We may receive information relating to you from our financial-services partners, consistent with federal law and the specific partner’s privacy notice, arising from our My Best Buy Credit Card program or other financial services. We may also receive information related to you from data brokers or other third parties.

Use

We will use information about you to meet your expectations, give you a great experience with Best Buy, and improve our business to better serve you and others in the future. Some examples of this may include:

• Identifying you or a device on our digital properties to personalize or customize experiences
• Fulfilling orders and requests for products, services, or information
• Processing refunds, returns, and exchanges
• Tracking and confirming orders
• Delivering and installing products
• Managing and providing benefits of our My Best Buy Memberships™ programs
• Managing our My Best Buy Credit Card program, including taking applications and actions to enhance card usage and service
• Conducting research and analytics
• Engaging in internal uses with the purpose of enhancing existing or creating new products, services, digital properties, and technologies
• 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 a service or device that is owned, manufactured, manufactured for, or controlled by us

We will also use information related to you in efforts to protect you, our customers, Best Buy, and other stakeholders. Examples may include detecting and responding to security incidents, protecting against and responding to malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity. We also may use such information to comply with and enforce applicable legal requirements, relevant industry standards and our policies.

We may use location information collected by a digital property to, for example, help you locate the closest Best Buy store, use special mobile features within some of our stores, or provide you with helpful messaging in our mobile app. We also may use this information to provide you with personalized content, information, or notices (including, but not limited to, notices that may be required by law based on your location).

Finally, we will seek to tell you about technology and other products and services that we think you will find useful through marketing, advertising, and other communications. That means we will use information about you to predict what you may find useful (or just fun and interesting). We or other advertisers may use those predictions to choose marketing messages to send you on our or others’ digital properties and monitor the response to that message.

Sharing

We may combine or share information among current or future Best Buy companies, including affiliates and subsidiaries.

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

• Fulfilling orders and delivering packages
• Scheduling and performing product installations
• Providing customer care and technical support, including servicing products
• Maintaining our My Best Buy Memberships™ programs
• Sending marketing communications and providing advertising services
• Measurement and reporting of advertising frequency, attribution, and performance
• Personalizing customer experience on our digital properties
• Fulfilling subscription services
• Conducting research and analysis
• Processing credit card payments
• Detecting fraud and other illegal activity

We also may share personal information in connection with co-branded product or service offerings (including sharing personal information with business partners to validate offers). Additionally, we may share personal information in connection with financial products or services related to our business, such as private-label credit cards or a lease-to-own program. For example, when you apply for a Best Buy Credit Card, and while you have a Best Buy Credit Card, we share your personal information with our banking partners that issue the card.

Sometimes we may be required to share personal information for legal reasons, for example, if we are required to do so by a regulation, court order, subpoena or other legal process. We may also share information when we believe it is necessary to comply with the law or to respond to a government request, or when we believe disclosure is necessary or appropriate to protect Best Buy, our customers, or others.

We may share personal information in the event of a corporate sale, merger, acquisition, joint venture, reorganization, divestiture, dissolution, liquidation, or similar event.

More on interest-based advertising & related information sharing

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](http://www.aboutads.info/choices).

As a general rule, when we share personal information the contract between us and the receiving party places specific limits on how they use the information in support of Best Buy. However, this general rule does not apply to some information sharing for advertising purposes. For example, we may share browsing history from our website or our prediction of your preferences/interests and personal information (like a device identifier or IP address, for example) with third parties to support providing you or a device relevant ads. Some recipients may combine this information with assumptions based on other information they have collected in order to tailor ads to you or the identified device.

As another example, we may share consumer purchase history with social-media companies so that, if you have an account with that company's digital properties, they can improve the performance of our advertising on their properties and we can better assess how those advertisements performed. Some of these companies will combine this information with other personal information for their own purposes, independent of Best Buy, but are obligated by law to follow their own privacy policy.

See above regarding “Advertising Opt-Outs” to learn more about asking us to limit this type of sharing for advertising purposes (referred to as a “sale” by a number of state laws).

Social media features.

Our digital properties may include ways to interact and share using social media, through features such as a “thumbs up” button, “share this” button, or interactive mini-programs that run on our website (“widgets”). These features may collect information such as your IP address or the page you are visiting on our website and may set cookies to enable the feature to function properly. Social media features can be hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the social media company providing the feature.

How we protect information about you.

We use a variety of cybersecurity measures designed, under a risk-based approach, to ensure the confidentiality of information about you from bad actors. However, as set forth in the applicable terms of use for each digital property, we cannot and do not guarantee the security of information we collect.
You also can do your part to help protect the information you provide to us. Create a strong password. Use that password only on our digital properties and not on other sites or for other accounts. And do not share your password with anyone—especially anyone claiming to work with us. We would never contact you and ask for your password—ever.

**Protecting children's privacy.**

We do not knowingly solicit or collect personal information from children under the age of 13 without parental consent. If we learn that we have collected personal information from a child under age 13 without parental consent, we will promptly delete that information. Our digital properties are not intended for minors under age 18 and we also ask third parties who share personal information with us, including data brokers, not to include any information concerning children or minors under the age of 18 if possible. If you believe we are processing information about a child or minor without parental consent, please contact us as specified in the “How to contact us” section below.

Please note that in some cases we may not be able to remove content posted on our properties, in which case we will let you know if we are unable to do so and why. Additionally, even if we are able to anonymize or make content or information no longer visible on our digital properties at your request, this cannot ensure complete or comprehensive removal of the content or information from the internet.

**Privacy Policy updates**

We may need to update our Privacy Policy as we and our customers grow and evolve. If we make material changes, we will notify you by email (sent to the email address specified in your account) or by means of posting 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.

**How to contact us:**

If you have any questions about our Privacy Policy or practices, please contact us.

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

**Email**
PrivacyManager@BestBuy.com

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

You also may contact us at the above to stop receiving direct mail from us. If you wish to make an Access, Deletion, or Advertising Opt-Out request as discussed at the start of this policy, you or your authorized representative must follow the methods provided at the specific linked pages or as described in our State Privacy Rights page. The methods we’ve established are either technically necessary or designed to ensure, under a risk-based approach, the confidentiality, integrity, and availability of personal information to a degree that emailing or writing us with such a request cannot provide.

**California residents:**

If you are a California resident and would like to learn more about your rights under California’s laws, or review a privacy policy and notice consistent with the same, visit our [State Privacy Rights page](#).

**Colorado residents:**

If you are a Colorado resident and would like to learn more about your rights under Colorado’s laws, or review a privacy policy and notice consistent with the same, visit our [State Privacy Rights page](#).

**Connecticut residents:**
If you are a Connecticut resident and would like to learn more about your rights under Connecticut's laws, or review a privacy policy and notice consistent with the same, visit our State Privacy Rights page.

Nevada residents:

If you are a Nevada resident, you have the right to request that Best Buy not sell your personal information to third parties. To submit this request, please send us an email at EnterprisePrivacy@BestBuy.com. However, please note that, as stated in our Privacy Policy, Best Buy does not sell, rent, or trade your personal information to third parties.

Oregon residents:

If you are an Oregon resident and would like to learn more about your rights under Oregon's laws, or review a privacy policy and notice consistent with the same, visit our State Privacy Rights page.

Texas residents:

If you are a Texas resident and would like to learn more about your rights under Texas's laws, or review a privacy policy and notice consistent with the same, visit our State Privacy Rights page.

Utah residents:

If you are a Utah resident and would like to learn more about your rights under Utah's laws, or review a privacy policy and notice consistent with the same, visit our State Privacy Rights page.

Virginia residents:

If you are a Virginia resident and would like to learn more about your rights under Virginia's laws, or review a privacy policy and notice consistent with the same, visit our State Privacy Rights page.

Last Updated: August 1, 2024

Effective until September 1, 2024

Best Buy Privacy Policy.

Your use of any of our digital properties (for simplicity, we will call our websites and mobile apps “digital properties” throughout this policy) is subject to the specific terms of use for that digital property.

• This Privacy Policy applies to Best Buy and Pacific Sales retail stores, other locations and events under the Best Buy name, and digital properties owned or operated by Best Buy Co, Inc. and any of our subsidiaries, unless that digital property or subsidiary has its own privacy policy (which would instead apply).

• Our State Privacy Rights page includes definitions and content consistent with state specific laws.

• Some products and services that Best Buy offers may have supplemental details about information collection, use, and sharing relating to those products and services. For example:
  • [Best Buy Insignia Connect Privacy Policy supplement](#)
  • [Best Buy Internet Powered by Starry Privacy Policy supplement](#)

What we collect:

Information you give us.

We collect and store information you provide through our digital properties and in our stores.

The information we collect from you includes things such as:

• Name
• Postal address
• Email address
• Phone number
• Payment card number and other payment information
• Your My Best Buy® member ID

In certain situations, we may also collect things like:
• Driver's license number (for example, if you return a product or apply for credit)
• Social Security Number (for example, if you apply for credit)
• Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
• Demographic and lifestyle information (if you sign up for a registry or birthday list)
• Medical and health insurance information (for example, if you use offerings that collect medical information, such as Assured Living)
• Fingerprints (as required by law for fraud detection in connection with Best Buy's product trade-in program)
• Survey responses

**Information you give us about others.**

You may give us information about other people, such as the name and address of a gift recipient, or the name and contact information of someone who will pick up items for you at a store. We will only use this information for the specific reason you provide it.

**Information from other sources.**

We may receive information about you from other sources, including third parties that help us update, expand, and analyze our records and identify new customers, and provide products and services that may be of interest to you.

**Information collected automatically online.**

We collect information about your interactions with us including, for example:

• The type of device or browser you’re using
• Your IP address
• Your browsing behavior while on our website
• The URLs of the websites you visited before visiting our site (these are called “referring URLs”)
• IMEI/UDID (a numeric identifier for your mobile device)
• MAC address (another kind of numeric identifier for your mobile device)
• IDFA (Apple’s ID for advertising), a randomly generated number(s).

Best Buy and our partners use technologies such as cookies or similar technologies to analyze trends, administer the website, track users’ movements around the website, and to gather demographic information about our user base as a whole. Users can control the use of cookies at the individual browser level.

**Manage Flash cookies**

[Learn more about managing cookies, Flash cookies, and more](#)

We may permit third-party service providers to collect and process some information from our digital properties. We may share personal information with those providers and may have similar arrangements with interest-based advertisers. We provide more information about interest-based ads below. Our digital properties are not designed to respond to “do not track” requests from browsers.

**Location information.**

Some of our digital properties may collect your location to, for example, help you search for one of our stores, use special mobile features within some of our stores, or provide you with helpful messaging in our mobile app. We also may use this information to determine whether to provide you with content, information, and notices that may be required by law based on your location.

Mobile devices often provide users with the ability to adjust settings related to location. If you do not want us to collect specific location information, you may modify the location services on your mobile device's settings. Best Buy has no control over your device's settings. And adjusting these settings does not completely eliminate the ability of others to develop location information about your device.
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.

Reviews and other content you provide.

Our websites offer publicly accessible blogs or community forums. Be aware that anyone who accesses these areas may read, collect, and use the information you provide.

How we use the information we collect:

- Identifying you on our digital properties in order to customize your experience
- Fulfilling orders and requests for products, services, or information
- Processing refunds, returns, and exchanges
- Tracking and confirming online orders
- Delivering and installing products
- Managing our My Best Buy program
- Marketing and advertising products and services
- Conducting research and analysis
- Managing our My Best Buy Credit Card program, including taking applications and actions to enhance card usage and service
- Preventing and identifying fraud and other illegal activity
- Engaging in internal uses such as data analytics with the purpose of enhancing existing and creating new products and services
- Complying with and enforcing applicable legal requirements, contractual obligations (including our contractual obligations with you, such as through our My Best Buy program, if applicable, or digital properties’ terms of use), relevant industry standards, and our policies

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.

Learn more about interest-based advertising

How we share your information.

Best Buy does not exchange your personal information for monetary consideration. We share your information only in the ways we describe below. We may combine or share information among current or future Best Buy companies, including affiliates and subsidiaries.

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

- Fulfilling orders and delivering packages
- Scheduling and performing product installations
- Providing customer care and technical support, including servicing products
- Maintaining our My Best Buy program
- Sending Best Buy marketing communications and providing advertising services
- Personalizing the customer experience on our digital properties
- Fulfilling subscription services
- Conducting research and analysis
- Processing credit card payments
- Detecting fraud and other illegal activity

We also may share personal information in connection with co-branded product or service offerings (including sharing personal information with business partners to validate offers). Additionally, we may share personal information in connection with financial products or services related to our business, such as private label credit cards or the lease-to-own program. For example, when you apply for a Best Buy Credit Card, and while you have a Best Buy Credit Card, we share your personal information with our banking partners that issue the card.
Sometimes we may be required to share personal information for legal reasons, for example, if we are required to do so by a regulation, court order, subpoena or other legal process. We may also share information when we believe it is necessary to comply with the law or to respond to a government request, or when we believe disclosure is necessary or appropriate to protect Best Buy, our customers, or others. We may share personal information in the event of a corporate sale, merger, acquisition, joint venture, reorganization, divestiture, dissolution, liquidation, or similar event.

How we protect your information.

We use a variety of security measures designed, under a risk-based approach, to ensure the confidentiality of your information. However, as set forth in the applicable terms of use for each digital property, we cannot and do not guarantee the security of information transmitted to us.

You also can do your part to help protect the information you provide to us. Create a strong password. Use that password only on our digital properties. And do not share your password with anyone — especially anyone claiming to work with us. We would never contact you and ask for your password — ever.

Your choices.

You may at any time:

- Stop receiving marketing or promotional emails, direct mail, phone, and mobile marketing communications
- Update and correct your personal information
- Deactivate your account
- Request removal of information you post on our digital properties; 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

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

- Follow the directions in a marketing email, direct mail, or mobile communication that you receive from us
- Provide your request and current contact information through one of the contact methods listed under “contact us” below

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.

Protecting children’s privacy.

We do not knowingly solicit or collect personal information from children under the age of 13 without parental consent. If we learn that we have collected personal information from a child under age 13 without parental consent, we will promptly delete that information. If you believe that a child under age 13 may have provided us with personal information without parental consent, please contact us as specified in the “How to contact us” section of this policy.

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 are visiting.

Social media features.

Our website includes ways to interact and share using social media, through features such as a “thumbs up” button, “share this” button, or interactive mini-programs that run on our website (“widgets”). These features may collect information such as your IP address or the page you are visiting on our website and may set cookies to enable the feature to function properly. Social media features can be hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the social media company providing the feature.

Privacy Policy updates.

We may need to update our Privacy Policy as we and our customers grow and evolve. If we make material changes, we will notify you by email (sent to the email address specified in your account) or by means of posting 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.

How to contact us:

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

Email
PrivacyManager@BestBuy.com