



A to Z Technology Privacy Policy

Last updated March 23, 2024

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 A to Z Technology and Pacific Sales retail stores, other locations and events under the A to Z Technology name, and digital properties owned or operated by A to Z Technology, 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 A to Z Technology offers may have supplemental details about information collection, use, and sharing relating to those products and services. For example:

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 A to Z® 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 A to Z Technology’s product trade-in program)
- Facial or wrist geometry (if you choose to use A to Z Technology’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 data after you use this feature.)
- 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)

A to Z Technology 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.

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. A to Z Technology 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:

- Customizing your digital experience
- Fulfilling orders and requests for products, services, or information
- Processing refunds, returns, and exchanges
- Tracking and confirming online orders
- Delivering and installing products
- Maintaining or administering Best Buy memberships or protection programs
- Marketing and advertising products and services
- Conducting research and analysis
- Managing our My A to Z 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 A to Z 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 A to Z Technology 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 My A to Z Credit Card, and while you have a My A to Z 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 A to Z Technology, 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

1-833-935-ATOZ (1-833-935-2869)

Email

privacy@atoztech.co

Address

A to Z Technology, Inc
Attn: Customer Care/Privacy
103 East Avenue
Suite 3
Fremont, MI 49412

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 A to Z Technology not sell your personal information to third parties. To submit this request, please send us an email at privacy@atoztech.co. However, please note that, as stated in our Privacy Policy, Best Buy does not sell, rent, or trade your personal information to third parties.

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.