

Whirlpool Corporation Smart Appliance Services Privacy Statement

For Our Customers in the United States

Effective as of March 20, 2013

SUMMARY

Information Collected by Whirlpool Corporation

- If you use, connect or register a Smart Appliance, we may collect information about you, including your contact information, information about your Smart Appliance, information from your use of SmartPhone Applications or other third party devices (such as smart meters), and information collected by the Smart Appliance Services website.
- We may collect information from a variety of sources, including from you directly, from your Smart Appliance, from your use of the Smart Appliance Services, and from third party sources.

How Whirlpool Corporation Uses and Shares Collected Information

- We may use information we collect from you to provide you with the Smart Appliance Services, for troubleshooting and maintenance (including for warranty purposes), to communicate with you about your account or your appliance, to offer you products or services, and for other purposes.
- We may share certain information we collect from you (including Personal Information) with our brands and with third parties acting on our behalf.
- We will not share your Personal Information with non-affiliated third parties without your consent.
- We may share aggregated data (which excludes your Personal Information) with our brands, business partners and other third parties.

Correcting Personal Information and Opting Out

- You may review, correct and update Personal Information on the Smart Appliance Services website or through your SmartPhone Application.
- You may opt out of certain Smart Appliance notifications and email communications on the Smart Appliance Services website or through your SmartPhone Application.
- You may stop transmission of Smart Appliance Data by deprovisioning your Smart Appliance from your wireless router.

Safeguarding Your Information

- Whirlpool Corporation is committed to maintaining the security of the data you provide us. However, please note that there is always some risk in transmitting information over the Internet.

Your California Privacy Rights

- Because our policy is to not share your Personal Information with third parties unless you are first given the opportunity to opt-out from sharing, we are exempt from the California requirement that residents have the right to request and receive certain information about our disclosure of Personal Information.

Exclusions

- This Privacy Statement does not apply to websites owned by other companies or to users outside of the United States.
- We do not seek to, nor do we knowingly collect, information from children.

Contact Us

- You may contact us by sending an email to whirlpool_privacy@whirlpool.com or mailing a letter to the postal address shown in the "Contact Us" section below.

Updates to Privacy Statement

- If we update this Privacy Statement, we will note at the top of this page the date that any changes are made or become effective.
- Your continued use of the Smart Appliance Services, including access of the Smart Appliance Services website, after such notice will tell us that you agree to these changes.

I. INTRODUCTION

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Major brand names used in the United States include Whirlpool[®], Maytag[®], KitchenAid[®], Jenn-Air[®], Amana[®], Gladiator[®], Roper[®], Estate[®], Admiral[®], Laundry 1-2-3[™], Affresh[®] and Inglis[™] by Whirlpool Corporation. This Privacy Statement applies to information that Whirlpool Corporation collects about you or your Smart Appliance through your use of and registration for the Smart Appliance Services (as defined below). Information collected by Whirlpool Corporation about you independent of the Smart Appliances Services, such as information you provide to Whirlpool Corporation when you register an appliance that is not a Smart Appliance, is not governed by this Privacy Statement and is instead governed by the Whirlpool Corporation Corporate Privacy Statement located at <http://www.whirlpoolcorp.com/privacy/>.

Thank you for choosing a Smart Appliance by Whirlpool Corporation. Your Smart Appliance is capable of providing you with many services to help you manage and maintain your Smart Appliance. When your Smart Appliance is connected to Whirlpool Corporation's Smart Appliance network, it is capable of transmitting certain information, including activity and error codes, to Whirlpool Corporation and providing you with related notifications and other Smart Appliance-related services. In addition, you may use certain Smart Appliance-related applications provided by Whirlpool Corporation on your mobile device (such as your cellular phone, tablet computer, or other connected device) to manage your Smart Appliance remotely, among other benefits (the "**SmartPhone Applications**"). You may also access the Smart Appliance Services website to manage your Smart Appliance, set your account preferences, and access other features. We recognize that individuals need to understand how their privacy is protected, so we have established the following privacy statement (this "**Privacy Statement**") for our users. This Privacy Statement describes how Whirlpool Corporation will collect, access, use and disclose your personal information and information related to your use of the Smart Appliance-related services, SmartPhone Applications, and the Smart Appliance Services website (collectively, the "**Smart Appliance Services**").

For purposes of this Privacy Statement, "**Personal Information**" is data specifically about you, which you typically provide on a voluntary basis. Aggregate or combined information includes data that is related to you but studied as a group and does not identify you specifically. You cannot "opt-out" from having aggregate information collected except as otherwise specified in this Privacy Statement.

II. INFORMATION COLLECTED BY WHIRLPOOL CORPORATION

In order to provide you with the benefits of using the Smart Appliance Services, including providing customized cycles and helping to control your energy usage, among other uses, Whirlpool Corporation collects certain information from you, your Smart Appliance and devices and applications related to your Smart Appliance, such as your SmartPhone Applications or smart meter. By using the Smart Appliance Services or related devices, you consent to Whirlpool Corporation's collection, use and sharing of the data as described in this Privacy Statement.

1. *Information that You Provide to Whirlpool Corporation*

When you register your Smart Appliance, whether through the Smart Appliance Services website or through the SmartPhone Applications, or when you subscribe to newsletters or other communications from Whirlpool Corporation, you provide certain Personal Information to Whirlpool Corporation, including but not limited to your name, address, email address, and cell phone number.

2. *Information Automatically Collected by Whirlpool Corporation*

In addition to the information you provide, once you have registered your Smart Appliance, Whirlpool Corporation may also automatically collect the following types of information (“**Collected Data**”) from the following sources on a periodic basis. None of the Collected Data by itself (i.e., when it is not associated with other Personal Information) is deemed to be Personal Information.

- **Smart Appliances:** In order to provide you with some of the benefits of using the Smart Appliance Services, such as notifications when your refrigerator door is open, Whirlpool Corporation may collect certain information from your Smart Appliance (the “**Smart Appliance Data**”), including but not limited to the Smart Appliance’s ID (including model and serial number), source IP address, appliance status information (e.g., refrigerator temperature, water filter status), and fault/error codes (e.g., door ajar). Whirlpool Corporation will only collect such information if the Smart Appliance is connected to Whirlpool Corporation’s Smart Appliance network.
- **SmartPhone Applications:** If you choose to use a SmartPhone Application, Whirlpool Corporation may collect certain information from your SmartPhone Application with your consent, including but not limited to geo-location information.
- **Other Devices:** If you choose to use third party devices, such as smart meters, to manage your energy consumption or to use other related Smart Appliance features, Whirlpool Corporation may collect certain information from such devices (“**Other Device Data**”), including but not limited to your total home energy consumption, the individual energy consumption of another device, and your utility electric or gas rate plan (or your area’s general rate plan).

3. *Information Collected by the Smart Appliance Services Website and SmartPhone Applications*

If you use the Smart Appliance Services website or SmartPhone Applications, Whirlpool Corporation will automatically gather and store certain information about your visit, such as your IP address and your browser type (“**Website Data**”), in addition to any Personal Information you may provide (as described in Section II.1 above). None of the Website Data that is automatically collected is deemed to be Personal Information.

We may collect this information through the use of cookies, web beacons and log files. More information about what cookies, web beacons and log files are may be found on the Whirlpool Corporation Corporate Privacy Statement located at <http://www.whirlpoolcorp.com/privacy/>.

III. **USE AND SHARING OF COLLECTED INFORMATION**

1. *General*

Whirlpool Corporation may use your Personal Information, Collected Data, and Website Data (collectively, the “**Collected Information**”) to provide you with the Smart Appliance Services, for troubleshooting and maintenance (including for warranty purposes), to communicate with you about your account or your appliance (including for product service and warranty issues), to offer you products or services, and for other purposes. If you provide Personal Information to Whirlpool Corporation, use the Smart Appliance Services or access the Smart Appliance Services website, you consent to the use, collection and disclosure of the Collected Information by Whirlpool Corporation for the purposes described in this Privacy Statement.

Whirlpool Corporation may share certain Collected Information with our brands (such as the ones listed at the beginning of this Privacy Statement), and Whirlpool Corporation and its brands may use such information to provide you with products, enhancements and services that you may find useful. Whirlpool Corporation may also share Collected Information (including Personal Information) with third parties acting on our behalf, such as call center operators, shippers, servicers, people who analyze data for us, etc. Whirlpool Corporation may share Collected Data and Website Data with non-affiliated third parties without your consent (including for the reasons listed below), but Whirlpool Corporation will not share your Personal Information with non-affiliated third parties without your consent. If Whirlpool Corporation is involved in any merger, acquisition, sale of company assets, transition of service to another provider, or insolvency, bankruptcy or receivership, we reserve the right to transfer your Personal Information in connection with such transaction. Also, Whirlpool Corporation may disclose your information (including your Personal Information) as necessary (1) if we determine a website or policy violation has occurred, or to enforce the Whirlpool Corporation Smart Appliance Services Terms and Conditions; (2) if we believe such disclosure is necessary to identify, contract or bring legal action regarding injury or interference with the rights and property of Whirlpool Corporation, including to enforce Whirlpool Corporation's rights against unauthorized access or attempted unauthorized access to Whirlpool Corporation's information technology assets or against other inappropriate use of the Smart Appliance Services; (3) to comply with laws, regulations, court orders and subpoenas or similar requests for information by authorities, or as otherwise required by law; (4) to protect your safety and the safety of others; and (5) to assist us in fraud prevention or investigation.

2. *Aggregated Data*

Whirlpool Corporation may aggregate the Collected Data and Website Data it collects from its various users (which does not include your Personal Information) and share it with or sell it to Whirlpool Corporation's brands, business partners, and other third parties. Whirlpool Corporation may also store such aggregated data for a reasonable period of time after you deactivate your Smart Appliance Services account or stop using the Smart Appliance Services. The aggregated data may be used by Whirlpool Corporation or the third parties for research purposes (including to help Whirlpool Corporation improve its products), to allow companies to develop better products for Whirlpool Corporation's users, among other uses. In addition, such aggregated data may be shared with other consumers to help them compare their energy usage to other Smart Appliance users, and if you sell your Smart Appliance to another user, we may share some or all of the Collected Data (excluding your Personal Information) from your Smart Appliance with the new owner.

3. *Website Data*

In addition to the uses described above, Whirlpool Corporation may use Website Data to improve the Smart Appliance Services website's content and to help Whirlpool Corporation understand how users are using the Smart Appliance Services website. This information is also collected for statistical analysis, to determine what information is of most and least interest to our users, to improve the utility of the material available on the Smart Appliance Services website, and for other purposes described in this Privacy Statement.

IV. REVIEW AND CORRECTION OF PERSONAL INFORMATION

You may review, correct and update certain Personal Information (such as your name and contact information) by signing in to your account on the Smart Appliance Services website or your SmartPhone Application and editing your Personal Information in your account profile.

V. OPTING-OUT

1. *Smart Appliance Notifications*

You may choose to have text or email notifications sent to you regarding your Smart Appliance (e.g., notifications regarding cycle completion or when your refrigerator door is open) as part of the Smart Appliance Services. You may change your preferences regarding these notifications, including which notifications to receive or disabling such notifications, by logging in to your Smart Appliance Services account through the Smart Appliance Services website or your SmartPhone Application.

2. *Transmission of Smart Appliance Data*

If you would prefer to not have Whirlpool Corporation collect any Smart Appliance Data from your Smart Appliance, you will need to deprovision your Smart Appliance from your wireless router. Deactivating your Smart Appliance Services account will not deprovision your Smart Appliance, and Smart Appliance Data will continue to be transmitted to Whirlpool Corporation until your Smart Appliance is deprovisioned from your wireless router; however, Smart Appliance Data that continues to be transmitted following deactivation of your Smart Appliance Services account will not be stored by Whirlpool Corporation. More information about how to deprovision your Smart Appliance is available on the Smart Appliance Services website. Note that deprovisioning your Smart Appliance will disable your use of the Smart Appliance Services, even if your Smart Appliance Services account remains active.

3. *Other Device Data*

You may choose to not have Other Device Data collected by Whirlpool Corporation by logging in to your Smart Appliance Services account through the Smart Appliance Services website or your SmartPhone Application and deactivating those services affiliated with such third party devices (e.g., energy consumption management services).

4. *Email Communications*

In addition to any text or email notifications you may choose to receive as part of the Smart Appliance Services, from time to time, you may also receive other email communications from Whirlpool Corporation or its brands, including communications regarding product information, marketing or promotions, research, and/or other topics. To contact you, Whirlpool Corporation and its brands may use the information you provide to us, including email, direct (postal) mail, fax or phone. You may, at any time, inform us that you do not want Whirlpool Corporation and its brands to contact you by sending your request to our Privacy Officer using the contact information in the "Contact Us" section below. You may also opt-out of promotional email communications from one of our brands by clicking on a link provided in that brand's promotional email message. After opting-out, you will no longer receive marketing or promotional communications but will continue to receive other messages, such as SmartPhone Application notifications and information related to our products (e.g., warranties, service reminders). Note that deactivating your Smart Appliance Services account will not automatically opt-you out of receiving such marketing or promotional communications.

5. *Service and Other Safety Notifications*

Regardless of what may be said above or at the point of information collection, Whirlpool Corporation reserves the right to contact you in the event of a service notification for your registered appliance (e.g., a recall notice), or to issue other notices concerning the safety of your appliance regardless of your stated privacy preferences.

VI. SAFEGUARDING YOUR INFORMATION

Whirlpool Corporation is committed to maintaining the security of the data you provide us. However, please note that there is always some risk in transmitting information over the Internet. Because the Smart Appliance Services are provided through wireless networks and the Internet, when you use the

Smart Appliance Services, your communications may be intercepted by others. For this reason, Whirlpool Corporation cannot guarantee the security and privacy of wireless transmissions or transmissions via the Internet, and we will not be liable for any lack of security relating to the use of the Smart Appliance Services by you. You agree that you will not hold Whirlpool Corporation liable for any damages resulting from any loss of privacy or security occurring in connection with any communications over such networks.

VII. CALIFORNIA RESIDENTS: YOUR CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you may have the right to request and receive certain information about our disclosure of your Personal Information to third parties for their direct marketing purposes, and your choices with respect to such disclosures. Because it is our policy not to share your Personal Information with third parties unless you are first given the opportunity to opt-out from such sharing, we are exempt from having to meet this requirement. If you still wish to learn more about our compliance with this requirement, please contact us using the information provided in the “Contact Us” section below.

VIII. EXCLUSIONS

The Smart Appliance Services website and SmartPhone Applications may contain links to websites owned by other companies. Because Whirlpool Corporation has no control over the privacy practices or content of these linked sites, we recommend that you carefully review the privacy statement of each website you visit. Whirlpool Corporation is not responsible for the content or privacy practices of websites owned by other companies. In addition, this Privacy Statement applies only to information provided by or collected from customers and users in the United States and is not intended to describe data handling procedures for information collected by other linked websites or business partners.

This Privacy Statement addresses Whirlpool Corporation’s procedures for handling the Personal Information of customers in the United States whom are at least 13 years old. We do not seek to, nor do we knowingly collect, information from children. If a child has provided us with Personal Information, a parent or guardian of that child may contact us to have the information deleted from our records. To do so, contact Whirlpool Corporation through the information provided below in the “Contact Us” section.

IX. CONTACT US

For questions regarding this Privacy Statement, or to update or change any of the Personal Information that Whirlpool Corporation has about you, please contact our Chief Privacy Officer at:

By Postal Mail:

Chief Privacy Officer
Whirlpool Corporation
2000 N. M-63
MD 8522
Benton Harbor, MI 49022

By E-mail:

whirlpool_privacy@whirlpool.com

X. UPDATES TO PRIVACY STATEMENT

From time to time, we may update this Privacy Statement. If we do, we will note near the top of this page the date that any changes are made and/or when they become effective. If the changes being made are

material (that is, we make a major change in the important points of this Privacy Statement), we may alert you to the changes in a more prominent way. For example, we may temporarily highlight the new or revised sections in this Privacy Statement, temporarily post a prominent notice on our home page or registration/login page, or temporarily add the word "Updated" to the title of this Privacy Statement and any hypertext links pointing to this Privacy Statement. In some instances, we may also send you an e-mail message or other communication telling you about the changes and any choices you may have or actions you can take before they go into effect. Your inaction or continued use of the Smart Appliance Services, including access of the Smart Appliance Services website, after any such alerts or notices, or your acceptance of any changes for which we require your prior approval, will tell us that you agree to these changes.