

Bedding University Privacy Policy

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This policy explains how Bedding University uses information from visitors and our free mattress consultation. You can receive your recommendations without providing an email address or agreeing to optional quality review.

Information used for your recommendations

The mattress consultation processes the answers you choose to provide, such as sleeping position, body-weight range, comfort preferences, temperature, motion, budget and pain or discomfort. We use those answers to match mattresses to your stated needs. Your answers may include health-related information. Mattress suggestions are educational shopping guidance, not medical advice, diagnosis or treatment. Consult a qualified professional about health concerns.

Optional private quality review

When the optional quality-review feature is available, it appears after your free results. It is off by default. Only an adult aged 18 or older answering about themselves may choose to submit a review. The choice is separate from analytics or cookie preferences. Leaving it unchecked does not change, delay or remove your free results.

If you expressly agree, we save the answers from your completed consultation, including any body-weight, pain and sleep answers, alongside the exact recommendations shown to you. This includes the order of the mattresses, model names, displayed Queen prices, quality ratings and explanations. We also save dates and the versions of the questions, matching system and consent notice needed to understand that result.

Professor Goodsleep, the authorized site owner, can privately review these records and add review notes to check whether the recommendations match the guidance he would give a customer. This helps us identify and improve matching problems. Your participation does not enroll you in marketing or create a customer account.

The quality-review record does not ask for or include your name, email address, IP address, advertising or analytics identifiers, full referring URLs or a persistent browser identifier. A random reference identifies the record. These records are not described as anonymous: combinations of sleep, body and health-related answers can still be sensitive or potentially identifying.

Storage and access

Optional review records are stored in a restricted Wix-hosted collection, with the answer snapshot and review notes encrypted. Human review is limited to the authorized site owner; records are not publicly searchable or available to ordinary site members. Wix processes stored information as our hosting provider. No system can guarantee absolute security.

How long quality review records are kept

Active quality-review records are kept for up to 30 days after submission and then removed through scheduled expiry. You can request earlier deletion with the private deletion receipt shown after a successful submission. Keep that receipt: return to the mattress consultation page and use its deletion option. You do not need to provide an email address to use the receipt.

Deletion removes the review from our active collection. Copies in Wix backups or service logs may remain according to Wix's retention processes; deletion is not an assurance of immediate removal from every backup. We do not use retained backups for routine quality review. If you lose your receipt, we may be unable to identify your record without further information; scheduled expiry still applies. Contact us if you need help.

Site operation and analytics

Our website and its service providers may process technical information such as IP address, browser type, internet service provider, timestamps, referring or exit pages and clicks for site operation, security and reporting. This technical processing is separate from the optional quality-review record.

We use Wix analytics and Google Analytics to understand website use, including consultation starts, completions and button clicks, subject to applicable consent settings. We do not send your consultation answers or quality-review records to Google Analytics or affiliate networks. Analytics may record the article or button that led to an action without including your health answers. Browser settings and the site's available cookie controls let you manage cookies and analytics preferences.

Affiliate links and other websites

Some retailer links are affiliate links. We currently use Later Creator, formerly Mavely, for affiliate links to participating retailers, including Tempur-Pedic, Stearns & Foster, Beautyrest and Serta. If you follow a qualifying link and make an eligible purchase, we may receive a commission at no additional cost to you. Retailers and affiliate providers may use cookies or similar technologies to attribute clicks and purchases, under their own privacy policies and program terms.

A retailer receives information associated with your visit when you follow its link. We do not include your consultation answers or quality-review snapshot in affiliate links. Our application to an affiliate program does not itself mean that program is active on this site. When you visit a retailer, video platform or other external service, review its own privacy and cookie policies.

Your choices and contacting us

You may decline optional quality review, use your receipt to withdraw a submitted review from our active collection, and contact us about access, correction, deletion or other privacy concerns. Available rights can depend on where you live and the information involved. Please do not email detailed health information or your deletion receipt unless we need it to help with your request.

Contact: professorgoodsleep@beddinguniversity.com

Website: www.beddinguniversity.com

We may update this policy as our services change. The date above identifies this version. A new optional use of consultation answers will be explained at the point where you are asked to agree.