



WHIRLPOOL CORPORATION

Privacy Statement to our Customers in the United States

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. We manufacture products in 13 countries and sell them in more than 170 countries. Major brand names used in the United States include Whirlpool[®], Maytag[®], KitchenAid[®], Jenn-Air[®], Amana[®], Gladiator[®] GarageWorks, Roper[®], Estate[®] and Inglis[™] by Whirlpool Corporation.

We understand that visiting a company's web site or doing business by email, phone, fax or direct (postal) mail requires trust on your part. We value this trust, and if we collect or use information about you, we will do so in a responsible manner consistent with this Statement.

This page describes how Whirlpool Corporation handles information we learn about customers in the United States and was last revised on 11/30/06. Thanks for visiting this site.

[Your consent and preferences](#)

[What kind of information does Whirlpool Corporation collect?](#)

[What are cookies?](#)

[How does Whirlpool Corporation use and disclose information about me?](#)

[How does Whirlpool Corporation secure my personal information?](#)

[What about the security of linked sites?](#)

[Does Whirlpool Corporation intentionally market to children?](#)

[Can I update or change my information?](#)

[Your acceptance of Whirlpool Corporation's privacy practices.](#)

YOUR CONSENT AND PREFERENCES

Whirlpool Corporation's data collection practices follow these guidelines:

Whirlpool Corporation will not send you promotional e-mail communications unless you have indicated your willingness to receive such information. This is called an "Opt-In" preference. You can generally indicate your opt-in preference by responding to a question when your email information is collected through an online form or by other means. In addition, you may establish or update your preferences at any time by completing [this form](#). We will update our database within a reasonable time in accordance with your stated preference.

Whirlpool Corporation may contact you with promotional communications by direct (postal) mail, fax or phone, unless you have specified your preference not to receive such communications. This is called an "Opt-out" preference. To establish an opt-out preference, please complete [this form](#). We will update

our database within a reasonable time in accordance with your stated preference.

WHAT KIND OF INFORMATION DOES WHIRLPOOL CORPORATION COLLECT?

Whirlpool Corporation collects two types of information: Personal information and aggregate or "combined" information. Personal information is data specifically about you. Aggregate or combined information includes data that is related to you but studied as a group and does not identify you specifically. We may combine your personal information with information we receive from other sources.

WHAT ARE COOKIES?

Cookies help us identify your computer the next time you visit and are used to enable some functions on our web sites. Whirlpool Corporation's third party service providers and business partners may also use cookies to collect non-personal information from visitors to our sites. We will use such information to measure the effectiveness of our marketing campaigns and web sites.

The use of cookies is a common operating procedure for most web sites. If you are not comfortable with our use of cookies, please review your browser software to learn how it may be set to notify you when you receive a cookie or to reject all cookies. However, disabling cookies will limit some functionality of your experiences on our web sites.

HOW DOES WHIRLPOOL CORPORATION USE AND DISCLOSE INFORMATION ABOUT ME?

Whirlpool Corporation uses your personal information for the purposes specified at the time it was collected. In addition, Whirlpool Corporation may use your personal information for other purposes where permitted by law, such as to provide you with better customer service or more targeted promotions, to fulfill a request you have made, to assist us in conducting business, or to contact you if necessary. Whirlpool Corporation reserves the right to contact you in the event of a service notification for your registered appliance, or to issue other notices concerning the safety of your appliance regardless of your stated privacy preferences. Whirlpool Corporation uses aggregate information only as anonymous grouped data to better understand how visitors use our site, such as the pages most frequently viewed, the paths visitors use while navigating the site to optimize the experience, and to count the number of visitors.

Whirlpool Corporation may disclose your information to third parties acting on our behalf, such as call center operators, shippers, servicers, people who analyze data for us, etc. While these third parties have access to some of the information Whirlpool Corporation may have about you, the information is limited to what they need to know to do their jobs. Whirlpool Corporation may disclose and share your information with one of our affiliated companies, such as KitchenAid. If Whirlpool Corporation sells an affiliated company or other business asset, Whirlpool reserves the right to transfer your personal information in connection with such a sale. Also, Whirlpool Corporation may disclose your information as necessary (1) if Whirlpool determines a web site or policy violation has occurred; (2) If Whirlpool

believes such disclosure is necessary to identify, contract or bring legal action regarding injury or interference with the rights and property of Whirlpool; (3) to respond to judicial process and in cooperation with law enforcement agencies, or as otherwise required by law; and (4) to assist us in fraud prevention or investigation.

HOW DOES WHIRLPOOL CORPORATION SECURE MY PERSONAL INFORMATION?

Whirlpool Corporation is committed to maintaining the security of the data you provide us and will take reasonable precautions to protect your personal information from loss, misuse or alteration. Please note that there is always some risk in transmitting information over the Internet. We do use secure connections on our web sites to protect credit card information during its transmission.

WHAT ABOUT THE SECURITY OF LINKED SITES?

Some of our web sites may contain links to web sites 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 site you visit. Whirlpool Corporation is not responsible for the content or privacy practices of sites owned by other companies.

DOES WHIRLPOOL CORPORATION INTENTIONALLY MARKET TO CHILDREN?

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 our [Chief Privacy Officer](#).

CAN I UPDATE OR CHANGE MY INFORMATION?

You may ask to review, revise, correct or update any of the personal information we have about you by completing and submitting [this form](#). You may also request changes in your opt-in preference, such as letting us know that you do not wish to receive further email communications from Whirlpool Corporation or if you wish to have your personal information removed from our email mailing list. We will respond to your request as quickly as we can.

For more information, contact our [Chief Privacy Officer](#).

By Postal Mail:

Chief Privacy Officer
Whirlpool Corporation
2000 N. M-63
MD 1800
Benton Harbor, MI 49022

By E-mail:

whirlpool_privacy@whirlpool.com

If we make photocopies of information related to your request, we reserve the right to recover related photocopy charges.

YOUR ACCEPTANCE OF OUR PRIVACY PRACTICES

By using this web site or any other Whirlpool Corporation web site, you agree to the terms of this Privacy Statement. This Privacy Statement applies only to information provided by or collected from customers in the United States and is not intended to describe data handling procedures for information collected by other linked web sites or business partners.

We reserve the right to change or update this Privacy Statement at any time.

[top of page](#)

[Close Window](#)
