

# BERNINA CUSTOMER PORTAL

## WELCOME

Thank you for your interest in BERNINA Newsletters. To give you the full experience and control over what messages you receive requires you to have an active **Customer Portal** account, see **1**.

### DO I HAVE A CUSTOMER PORTAL ACCOUNT?

Many of our loyal customers have received emails from BERNINA for several year. However, this may not mean you have a Customer Portal account.

If you have already gone through the full set-up of the **Customer Portal** on [bernina.com](http://bernina.com), you have an account. You can register your products, update your email preferences, and have easy access to your product-related support. If you are looking for help using the Customer Portal, see pages 3 and 4.

You may have registered for emails in the past, or on [bernina.com](http://bernina.com) using

- 2** Header link
- 3** Homepage banner
- 4** Footer link

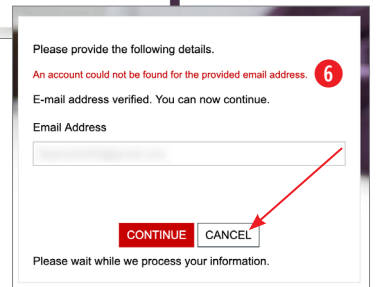
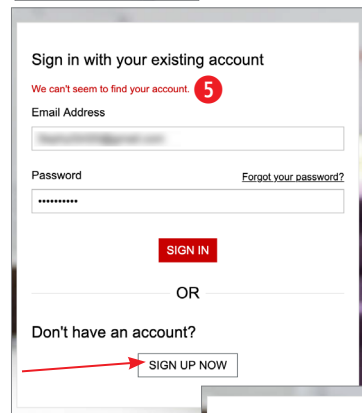
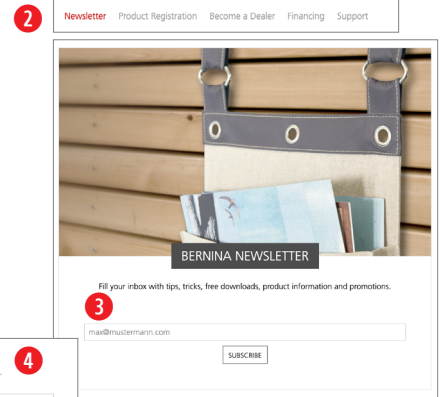
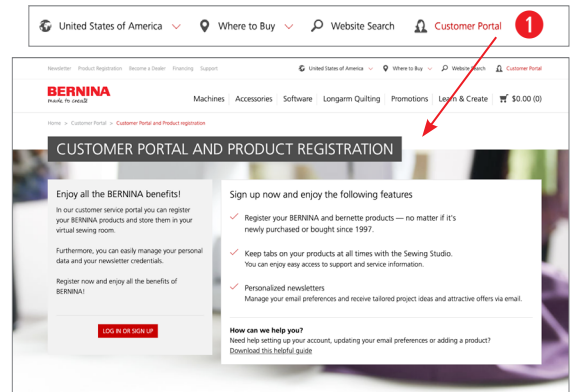
In this case, you **do not** have a **Customer Portal** account.

### STILL NOT SURE?

- 5** You have attempted to log in with your email and received this message.  
*We can't seem to find your account.*  
You **do not** have an account.  
Click **SIGN UP NOW** to create an account.  
Follow directions on page 2 if you need assistance.
- 6** You you attempted to retrieve you password and receive this message.  
*An account could not be found for the provided email address.*  
You **do not** have an account. Click **CANCEL**.  
Follow directions on page 2 if you need assistance creating an account.

### WHERE DO I GO FROM HERE?

Create a Customer Portal account by following the directions on page 2.



# BERNINA CUSTOMER PORTAL

## SET UP A NEW ACCOUNT

**START:** Visit [bernina.com/login](https://bernina.com/login)

- 1 Click **LOG IN OR SIGN UP**
- 2 Select **SIGN UP NOW**
- 3 Type in email address and click **SEND VERIFICATION CODE**

**NOTE: DO NOT CLOSE THE WINDOW OR TAB**

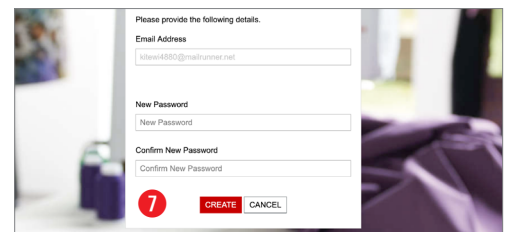
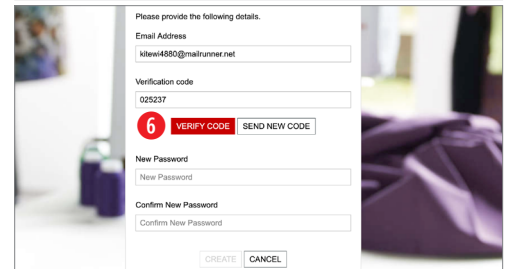
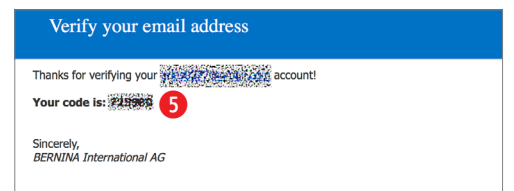
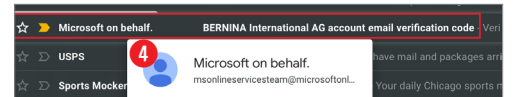
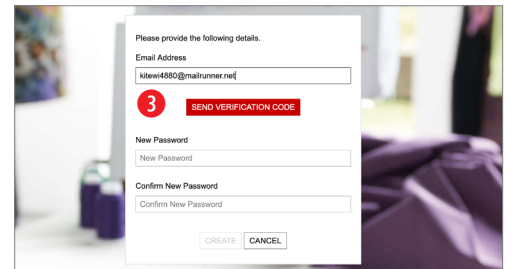
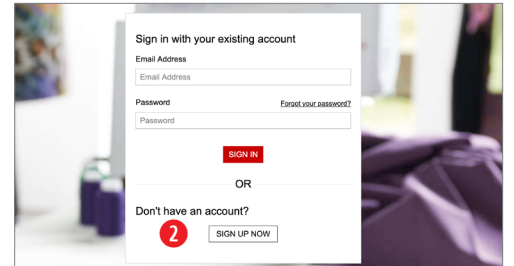
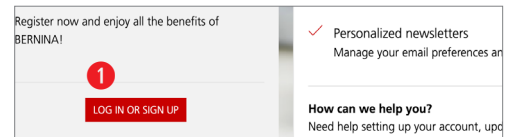
- 4 Open a **NEW** browser window or tab and open your email.  
Look for the email:  
**FROM:** Microsoft on behalf.  
**SUBJECT LINE:** BERNINA International AG account email verification code

**NOTE: YOU MAY NEED TO CHECK SPAM OR PROMOTIONS (GMAIL)**

- 5 Copy the 6-digit code from the email
- 6 Go back to the window or tab where you clicked "send verification code"  
**PASTE** the verification code  
Click **VERIFY CODE**

**NOTE: YOU MUST CLICK VERIFY CODE BEFORE YOU CREATE YOUR PASSWORD**

- 7 Provide and confirm the password  
Select **CREATE**
- 8 Fill in your **FIRST** and **LAST NAME** (required)  
Check **DECLARATION OF CONSENT** (required)  
Want to receive emails? **CHECK BERNINA Newsletter**
- 9 Click **CREATE ACCOUNT** and **ACCOUNT OVERVIEW** will open



### Finish your Sign up

**8**

Create Your Personal BERNINA Account  
Welcome to your BERNINA Customer Portal.

First Name \*  Last Name \*

Do you represent a company or a school?  
 No, this is for personal use  Yes, I represent a company.  
 Yes, I represent a school.

**Declaration of Consent \***  
I agree to allow BERNINA to use the personal data I provide on the customer portal for the purpose of customer data administration and for its own promotional purposes in accordance with the [privacy policy](#). I can withdraw this consent at any time, free of charge.

**BERNINA Newsletter**  
Thank you for signing up for our BERNINA Monthly newsletter. Stay up-to-date on the latest trends in sewing, quilting, and embroidery, by selecting interests below. To unsubscribe, uncheck the BERNINA Monthly news. By unselecting the BERNINA Monthly news, you will be unsubscribed from all BERNINA interest communications. View additional information in the [Data Privacy Statement](#).

\* required

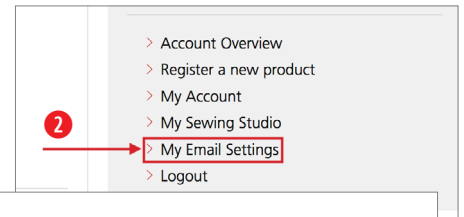
**9**

## BERNINA CUSTOMER PORTAL

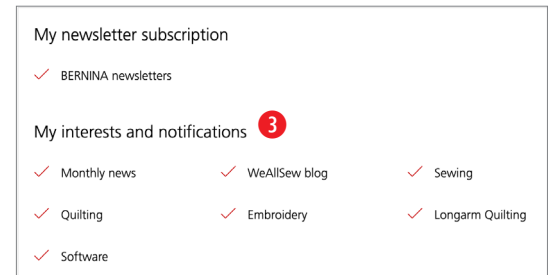
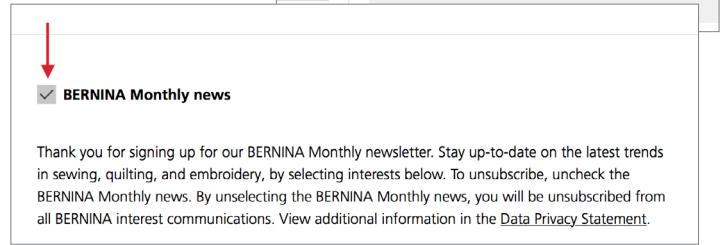
### UPDATE EMAIL PREFERENCE

START: Visit [bernina.com/login](https://bernina.com/login)

- 1 Click **LOG IN OR SIGN UP**
  - 2 Select **MY EMAIL SETTINGS**
  - 3 Select all the interests you would like to receive emails about
  - 4 Select **MY EMAIL SETTINGS**
- NOTE: IF YOU DESELECT THE BERNINA MONTHLY NEWS, YOU ARE REMOVED FROM ALL EMAIL COMMUNICATIONS**



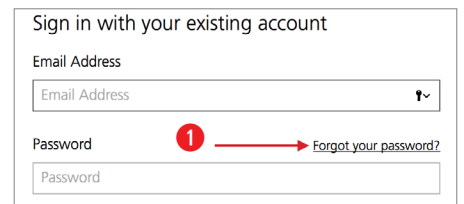
- 5 Click **SAVE MY SELECTION**



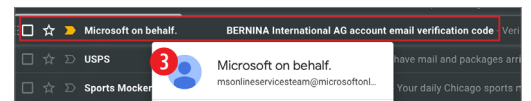
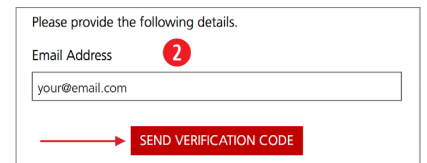
### RETRIEVE FORGOTTEN PASSWORD

START: Visit [bernina.com/login](https://bernina.com/login)

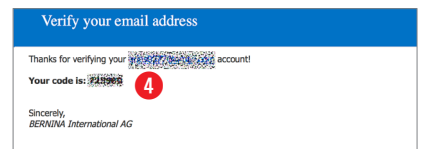
- 1 Click **FORGOT YOUR PASSWORD?**
  - 2 Type in email address and click **SEND VERIFICATION CODE**
- NOTE: DO NOT CLOSE THE WINDOW OR TAB**



- 3 Open a **NEW** browser window or tab and open your email.  
Look for the email:  
**FROM:** Microsoft on behalf.  
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**NOTE: YOU MAY NEED TO CHECK SPAM OR PROMOTIONS (GMAIL)**

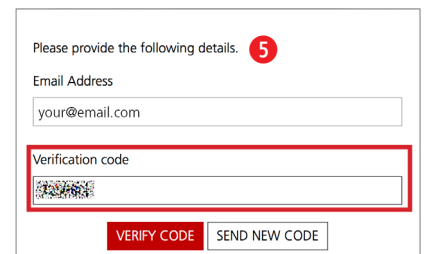


- 4 Copy the 6-digit code from the email
- 5 Go back to the window or tab where you clicked "send verification code"  
**PASTE** the verification code  
Click **VERIFY CODE**



**NOTE: YOU MUST CLICK VERIFY CODE BEFORE YOU CREATE YOUR PASSWORD**

- 6 Provide and confirm the password  
Select **CREATE**



## BERNINA CUSTOMER PORTAL

### ADDING A PRODUCT TO ACCOUNT

**START:** Visit [bernina.com/login](https://bernina.com/login)

- 1 Click **LOG IN OR SIGN UP**
  - 2 Select **REGISTER A NEW PRODUCT**
  - 3 **CHOOSE CATEGORY** (BERNINA or bernette)
  - 4 **CHOOSE SUBCATEGORY**
- NOTE: MODULES ARE ACCESSORIES AND NEED TO BE REGISTERED SEPARATELY THAN THE MACHINE**

- 5 **CHOOSE SERIES**

- 6 **CHOOSE PRODUCT**

**NOTE: SPECIAL EDITIONS SHOULD BE REGISTERED UNDER THE CORRESPONDING PRODUCT NAME.**

*Including but not limited to B 350 QE First Love, B 350 SE COTTON+STEEL and 350 SE Best Friend*

- 7 Fill in the following:

**SERIAL NUMBER** (required)  
**DATE OF PURCHASE** (required)  
**BERNINA STORE PURCHASED** (required)

- 8 These following questions are optional.  
 Feedback is appreciated to serve you better.

- 9 Check **DECLARATION OF CONSENT** (required)

- 10 Click **REGISTER A NEW PRODUCT**

