

LIGHTING ANALYSTS' PRIVACY POLICY

Effective August 30, 2018

1. Introduction

Lighting Analysts respects your right to privacy.

Lighting Analysts only collects and uses customer and prospect personal information to the extent necessary to carry out its business purposes, such as:

- Provide you with the Lighting Analysts products and services you purchased
- Provide you with any product support services you may request, or
- Otherwise facilitate your interactions with Lighting Analysts

This privacy policy applies to any Lighting Analysts website, application, service, or tool where this privacy policy is referenced, regardless of how you access or use them, including through mobile devices, mobile websites, mobile applications, social media sites and any other digital services and platforms officially operated or used by Lighting Analysts from time to time, as well as by phone or by paper.

This privacy policy is meant to help you understand what information we collect, why we collect it, and how you can access, update, manage or otherwise take control of your information, as well as Lighting Analysts' data retention practices.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, or any of your rights described below, please contact us at privacy@lightinganalysts.com. This inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

Lighting Analysts is committed to your privacy.

2. Types of Information We Collect

Personal information is any information relating to an identified or identifiable, directly or indirectly, natural person, in particular by reference to an identifier such as a name, email address, billing information, identification number, internet protocol addresses, cookie identifiers, location data, an online identifier, or to one or more factors specific to the physical, or other data, that can be reasonably linked to a natural person. This is information that you provide to us which personally identifies you, such as information we associate with your Lighting Analysts' account. We do not consider personal information to include information that has been made anonymous or aggregated so that it can no longer be used to identify a specific person, whether in combination with other information or otherwise.

Non-personal information is information that does not indicate an individually-identifiable natural person, but information relating to site usage, pages visited, IP address(es), server logs, browser type, browsing history, the date and time of your access, search terms, number of clicks, referring/exit pages, time on site, products and services viewed, computer type, operating system and platform type, Internet service provider, and one or more cookies that may uniquely identify your browser.

The information we collect is only that which is necessary to perform our contract with you to provide you with items you've chosen to purchase from us, or use a temporary, demonstration version of our product(s), includes both personal and non-personal information. We do not collect sensitive data. We also collect information about your activity on our site, in relation to our products and services offered, which helps us improve our offerings, from time to time, and necessary to comply with our legal obligations.

Personal information we collect to register your purchased software, and create your customer account on our server, includes:

- Selected product information
- Your name
- Company name
- Company address
- Billing address
- Phone number(s)
- E-mail address
- Credit or debit card number and corresponding CCV number
- Name on credit or debit card
- Billing address as shown on credit or debit card billing statement
- Phone number for credit or debit card holder

Lighting Analysts utilizes the services of online payment service providers. You may choose to register with our current online payment service provider, in which case only you can decide if you choose to accept any such provider's policies, terms and conditions prior to registration. For security reasons we do not retain any credit card information on our systems.

Information about your account that we store to further service your account needs includes:

- Your past software purchases
- Past purchase dates
- Your renewal dates
- Your license activity
- Any additional information requests you may have made
- Your customer service requests
- Our responses to you, such as answers to your questions, your software issues, and any follow-up needs you may require.

3. How We Use Your Data

We strongly believe in both minimizing the data we collect and limiting its use and purpose to its life cycle, which is necessary to pursue our legitimate business interests:

- For which we have been given permission
- As necessary to deliver the products and services you purchase from us, and/or

- As we might be required or permitted for legal compliance or other lawful purposes

Our focus on delivering, improving, updating and enhancing the products and services we provide to you include the following uses:

- Identify you when you visit, use products purchased or request services for our software
- Respond to your emails or online requests for products, services, technical support, or information
- Fulfill and/or deliver our products and services to registered subscribers
- Provide service communications such as order confirmations, software licensing registrations and customer service messages
- Review information associated with stalled or crashed pages experienced by customers allowing us to identify and fix problems and otherwise ensure our products and services are working as intended, such as tracking outages or troubleshooting issues reported to us
- Improve and optimize the operation and performance of our products and services, including our websites and mobile applications
- Diagnose problems with and identify any security risks, errors, or needed enhancements to the products and services we provide
- Understand and analyze how you use our products and services and what products and services are most relevant to you
- Ensure compliance with contracts, policies, and legal concerns that govern our provision of products and services
- Detect and prevent fraud and abuse of our products, services and systems
- Monitor and improve the information security of our site and mobile applications

All personal and non-personal information we receive is processed in the United States, where privacy laws may differ from the laws in your country and where the government, courts, or law enforcement may be able to access your information. By submitting your personal information to us, you agree to the transfer, storage and processing of your personal data in the United States.

Some of the information collected is aggregated or statistical data about how individuals use our products and services, and is not linked to any personal data, but to the extent it is itself personal data, or is linked or linkable to personal data, we treat it accordingly. We minimize the amount of personal information we disclose to what is directly relevant and necessary to accomplish the specified purpose.

Lighting Analysts may retain personal and/or non-personal information to comply with national laws, prevent fraud, collect any fees owed, enforce our EULA, enforce agreements and policies, resolve disputes, troubleshoot problems, assist with any investigation, respond to subpoenas or court order, and take other actions permitted or required by applicable national laws. For these purposes we may contact you via email, telephone, and postal mail. Once our business and/or legal needs have expired, Lighting Analysts deletes all obsolete data.

4. Communicating with you.

We may contact you directly to fulfill your purchase of our products, provide you with our services, to troubleshoot problems with your products or services, such as necessary to deliver transactional or service related communications.

We may contact you in response to our legal obligations or to enforce our legal rights, such as to prevent, detect, mitigate, and investigate fraud, security breaches or other potentially prohibited or illegal activities, to enforce our EULA, to enforce this Privacy Policy, or to enforce other agreements or policies, violations of applicable laws, if we detect suspicious or prohibited activity (for example, an attempt to sign into your account from an alternate location), and to monitor restrictions on products you have purchased from us.

These contacts may include the use of email and/or telephone calls. You may also update your subscription preferences with respect to receiving non-essential communications from us and/or our partners by signing into your account.

5. How We Share Your Data

We share personal information outside of Lighting Analysts in the following ways, as required:

- We use an external, third-party online payment service provider(s)
- We use an external, third-party billing service provider(s)
- We use an external, third-party provider to establish support ticket(s), as you may require
- Cooperate with government and law enforcement officials and private parties to enforce and comply with the law
- Meet any applicable law, regulation, legal process, or enforceable governmental request
- Enforce applicable contractual provisions, including investigation of potential violations
- To detect, prevent, or otherwise address fraud, security, technical issues, our property and rights, and/or to prevent or stop activity we consider to be illegal

If you utilize our products or services from a country other than the country where our servers are located, your communications with us may result in transferring your personal data across international borders. In these cases, your personal data is handled according to this Privacy Policy.

6. How You Can Access, Update, Manage, or otherwise take control of your information

Lighting Analysts relies on you to update and correct your data. If you have a current, open subscription for Lighting Analysts products and services, you can log into your account at any time to:

- Review, update or ask us to correct your contact information such as your name, email, company name, physical address and phone number
- Renew your subscription

Please, update your personal information immediately if it changes or is inaccurate. If you are unable for any reason to access your account page(s) or settings, you may also contact us by one of the methods described in the “Contact Us” section below.

We respect your right to access, correct, request deletion or request restriction of our usage of your personal information as required by applicable law. When you’re signed in, you can always review and update information by visiting your account page(s).

If you make a request to delete your personal data and that data is necessary for the products or services you have purchased, the request will be honored only to the extent it is no longer necessary for any products or services purchased or required for our legitimate business purposes or legal or contractual record keeping requirements.

We reserve the right to delete your personal data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations, individuals, or third parties. When we delete your personal data, it will be removed from our active databases or anonymized so that the data is no longer identified with you, but the data may remain in our archives if we determine that it is not practical or possible to anonymize or delete it.

Under certain circumstances, if you attempt to update any other account information or attempt other account activity beyond those listed above, you may be required to enter your software Activation Code, user account password or validate your email address. All Activation Codes are the property of Lighting Analysts and are used for their internal business purposes, as such Activation Codes may not be altered by anyone other than Lighting Analysts.

Upon your request, we will close your account and remove your personal information as soon as reasonably possible, based on your account activity, any open product subscriptions, and in accordance with applicable national laws. Lighting Analysts tries to protect its customers from accidental or malicious deletion. Because of this, there may be delays between when you delete something and when copies are deleted from our active systems. In some cases, we retain data for limited periods when it needs to be kept for legitimate business or legal purposes.

7. Children’s Privacy

The Lighting Analysts website is not intended for children. Our products and services are available for purchase only for those over the age of 18. Our products and services are not targeted to, intended to be consumed by or designed to entice individuals under the age of 18. We do not knowingly collect personal information from users deemed to be children under their respective national laws. If you know of or have reason to believe anyone deemed to be a child has provided us with any personal data, please contact us.

8. How we secure, store and retain your data.

Lighting Analysts implements commercially reasonable security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. We protect your personal information using technical and administrative security measures, such as firewalls, encryption, physical access controls, and passwords, to reduce the risks of loss, misuse, unauthorized access, disclosure and alteration.

We retain personal data only for as long as necessary to provide the products and services you have purchased from us and thereafter for a variety of legitimate legal or business purposes. How long we retain personal information can vary significantly based on the subscription length you have purchased for the products and services we provide and on our legal obligations. Typically, we retain your personal data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

Lighting Analysts will retain and use personal data when mandated by law, prevent fraud, collect any fees owed, enforce any contract or similar obligations applicable to our business operations, assist with any investigation, for preserving, resolving, defending or enforcing our legal/contractual rights, or as needed to maintain adequate and accurate business and financial records. After it is no longer necessary for us to retain your personal information, we dispose of it in a secure manner according to our data retention and deletion policies.

If you have any questions about the security or retention of your personal data, you can contact us at privacy@lightinganalysts.com.

9. Third Party Sites

Other sites linked to Lighting Analysts website are owned and operated by third parties unrelated to Lighting Analysts. Lighting Analysts is not responsible for the policies, terms and conditions, the content, or the deletion policies of third party websites. Lighting Analysts provides personal data to third parties, as disclosed above under Section 3, “How We Share Your Data”, for invoicing, billing, and support requests.

10. Cookies and Other Web Devices

When purchasing from our online store and downloading purchased software from lightinganalysts.com or any of our LAI domains, we collect information about you with the help of cookies (e.g., pieces of code or text placed on your computer by us) and other similar technologies to recognize you as a customer and provide you with the products and services you have purchased from us. Cookies are necessary for Lighting Analysts’ software to function properly for end users. Cookies cannot read information from your hard drive or read information from other cookies. When you visit our site again, the cookie allows that site to recognize your browser and your subscription. Cookies utilized by Lighting Analysts are solely for the purposes of customer identification as to number of user(s) allowable under the purchased products at any given time. Lighting Analysts may store user preferences and other information, such as usage log, IP addresses, computer name (as named by you), and may store OS or computer specifics if needed to provide you with technical support. Lighting Analysts may utilize other web analytics tools to collect information about how people interact with our site, pages they visit, time spent reviewing a page or product offering, and other such analytics as may be available to us, to improve our products, services, and ease of site navigation. If you turn off cookies in your web browser, you will not be able to purchase software or download purchased software from lightinganalysts.com. However, you will be able to use all other portions of the website with cookies turned off.

[Click here](#) for more information about cookies and how we use them for your security.

11. Breach Notification

In the event we determine the occurrence of a data security incident, we will notify you by email, US mail, telephone, or other means as permitted by law.

12. Right to Complain to Supervisory Authority

The data subject has the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement, if you believe that the processing of your personal data does not comply with legal requirements.

13. Changes to the Privacy Policy

Lighting Analysts reserves the right to amend or modify this Privacy Policy at any time, for any reason, by posting the revised version on this site including the effective date of the amended version, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

14. How to Contact Us

If you have any questions, concerns or complaints about our Privacy Policy, our practices, our products or services, you may contact our offices by email at privacy@lightinganalysts.com. In the alternative, you may contact us by either of the following means:

- Mail: Lighting Analysts, Inc., 10268 W. Centennial Road, Suite 202, Littleton, CO 80127, Attn: Privacy Officer
- Phone: (303) 972-8852
- Fax: (303) 972-8851

We will respond to all requests, inquiries or concerns within thirty (30) days.