

## **PRIVACY POLICY**

(Last Updated February 22, 2024)

### **INTRODUCTION**

Thank you for visiting LUX10 at [www.LUX10.com](http://www.LUX10.com) (the “Website”), which is owned and operated by Bill Bell, LLC (“LUX10” or “we” or “us”). This Privacy Policy (the “Policy”) describes the collection and use of your personal information by LUX10. In addition to this Policy, your use of the Website is governed by our Terms of Service and Conditions of Use. This Policy is incorporated into the Terms of Service and Conditions of Use and does not amend, replace or modify the Terms of Service and Conditions of Use.

By using the Website and disclosing your personal information to us, you consent to the collection of certain personal and non-personal information and you agree that your personal and non-personal information can be collected, stored, transmitted and used as provided by this Policy. If you do not agree to the collection, storage, transmission or use of your personal information as explained in this Policy, then you must immediately stop using the Website and you should not disclose any personal information to us.

Changes to this Policy may be made at any time and will be posted on the Website. To the extent you are a registered account holder, LUX10 will use commercially reasonable efforts to notify you by email of material changes to the Policy. LUX10’s failure to notify you of any changes to the Policy will not affect any rights, liabilities or obligations of LUX10. You should periodically review the Policy on the Website to determine whether there are changes to the Policy that you deem to be material. You must immediately stop using the Website if you do not agree to the collection, storage, transmission or use of your personal information as described in any future amendments or modifications to this Policy. You consent to any future amendments or modifications by continuing to use the Website and provide personal information to us after those amendments or modifications are posted.

The Website includes certain features, including e-commerce features, hosted by Stripe. Your personal and non-personal information may be stored by Stripe. [Stripe’s privacy policy](#) may apply to the collection, use and disclosure of your personal and non-personal information. We also use Google Analytics to help us understand how our customers use the Website. [Google’s privacy policy](#) may apply to the collection, use and disclosure of your personal and non-personal information. This Policy describes only LUX10’ policies with respect to your personal and non-personal information and does not cover the collection, use or disclosure of your information by Stripe, Google or any other third-party.

### **INFORMATION COLLECTED**

LUX10 collects personal and non-personal information that you provide while interacting with the Website. The personal information that LUX10 may collect includes your name, mailing address, phone number, email address, credit card number and other financial or payment information, order details and order history.

If you choose to interact with us using social media (including Facebook, Twitter and Instagram), then we may collect personal information about you that is publicly available (for example, your publicly available posts, photos, likes, favorites, friends or followers) or available to us as a result of your interaction with us (for example, your direct or private messages to us).

The non-personal information that LUX10 may collect includes your computer or device type, operating system, browser, the URL of websites previously visited by you (or by others using your computer or device), your internet service provider, statistics about your network or mobile connection and your internet protocol address (which may reveal your location). Your non-personal information is generally not directly associated with your name or other personal information and is collected by automatic means (such as by cookies, tokens, web beacons and other similar technologies).

## **USE OF INFORMATION BY LUX10**

LUX10 uses your personal information primarily for its own internal purposes, such as providing, maintaining, evaluating and improving the Website and the products and services we offer and sell. We also use your personal information to collect and process credit card payments or other fees and to provide customer support regarding your order.

Additionally, LUX10 may use your personal information to contact you regarding the Website and our products and services, and we may share your name, contact information and order history with our affiliates for marketing purposes. For example, we may send you emails about the Website, our products and services and other updates and special offers, and we may target or personalize those communications based on your personal and non-personal information. If you do not want to receive promotional, marketing or other emails from LUX10 or our affiliates, you may opt-out by following any opt-out or unsubscribe instructions included in those emails or by emailing us at [info@LUX10.com](mailto:info@LUX10.com).

LUX10 uses non-personal information collected to track the use of the Website and to assist LUX10 in providing, maintaining, evaluating and improving the Website and the products and services LUX10 offers and sells. Your non-personal information is aggregated with the non-personal information collected from other users of the Website to help up monitor, analyze and optimize the Website and our products and services. We may engage a third-party vendor to collect, transmit and store your non-personal information and to use non-personal information to manage, monitor and optimize the Website and to measure the effectiveness of our advertising, communications and users' interaction with the Website.

We may use your personal and non-personal information to investigate, detect, prevent and/or mitigate actual or potential fraud, prohibited or illegal activity and/or violations of the Terms of Service and Conditions of Use or other applicable policies and agreements.

## **DISCLOSURE OF INFORMATION TO THIRD PARTIES**

LUX10 will not sell your personal information. We will not share or disclose your personal or non-personal information with any third party except in the following circumstances:

- We may disclose your personal and non-personal information to our third-party vendors in connection with fulfilling orders, processing payments, shipping orders and as otherwise reasonably required to provide you with the products and services that you request from us.
- We may disclose your personal information and non-personal information to our affiliated companies for marketing purposes.
- We may disclose your personal information and non-personal information if we determine that disclosure is reasonably required or beneficial to you, us or a third party to investigate, detect, prevent and/or mitigate actual or potential fraud, prohibited or illegal activity and/or violations of the Terms of Service or other applicable policies and agreements.

- We may disclose your personal information and non-personal information to protect or enforce our legal rights and policies, to protect or enforce the legal rights of a third party and/or if we determine that disclosure is required by law or regulation (such as to comply with a subpoena or court order).
- We may disclose your non-personal information, in aggregate form that is not associated with your personal information, to our affiliates and potential business partners, advertisers, investors and for other business and marketing purposes. You may not opt-out of the sharing of this information.

## **COOKIES, TOKENS AND WEB BEACONS**

A cookie or token is a small file placed on your computer's hard drive or in your device's memory to observe your use of the Website. Most websites use cookies or tokens. LUX10 may use cookies and tokens to track your use of the Website, provide you with a more personalized user experience and to facilitate login or access to certain portions of the Website. A web beacon is a small graphic image (usually no larger than a pixel) that is placed on a web page or in an e-mail to track the behavior of the user. We may use web beacons to track your use of the Website or track your interaction with emails that we may send you.

We may use a third-party vendor to provide, collect, store, transmit and analyze the non-personal information collected by cookies, tokens or beacons. You may be able to prevent or limit the use of cookies, tokens or web beacons by modifying your browser or device settings.

## **STORAGE, TRANSMISSION AND PROTECTION OF INFORMATION**

LUX10 will collect, store, transmit and protect your personal information using encryption and/or security protocols that are standard in the industry and that we believe reasonably protect your information. While we strive to use commercially acceptable means to keep your personal information secure, many factors affecting the security of your personal information are outside our control and we cannot guarantee absolute security. LUX10 is not liable or responsible for any disclosure of your personal information due to errors in transmission or factors beyond our reasonable control.

We rely on third party vendors to collect, store, transmit and protect your personal information. We select third party vendors that use encryption and security protocols that we believe adequately protect your personal information, but we do not have actual control over our third-party vendors and therefore we cannot be liable for the actions, conduct, errors or omissions of those third parties. Our third-party vendors may have terms, conditions and privacy policies that differ from this Policy, and we have no control over or responsibility for how our third-party vendors collect, store, transmit or use your personal information.

Because we use third party vendors to collect, transmit and store your personal information, your personal information and non-personal information may be collected from, transmitted to or from and stored in multiple locations worldwide. We may store, transmit and use (as provided in this Policy) your personal and non-personal information indefinitely or in perpetuity.

Transmitting and storing personal information via the internet puts that information at risk of inadvertent disclosure to or unauthorized access by third parties, such as hackers and other cybercriminals who exploit security flaws or place viruses, worms or Trojans on computers or other devices used to transmit or store your personal information. We will take commercially reasonable measures to reduce the risk that

your personal information is disclosed to or accessed by third parties inadvertently or without authorization, but we cannot entirely eliminate that risk. By providing us with your personal information, you accept the risk that your personal information may be disclosed to or accessed by third parties inadvertently or without authorization. LUX10 is not responsible for the actions, conduct, errors or omissions of third parties who may access or attempt to access your personal information without our consent and authorization or for the outcomes or consequences that result from such unauthorized access.

## **PRIVACY OF MINORS**

Children under the age of 13 are expressly prohibited from using the Website. We do not intentionally or knowingly collect or solicit personally identifiable information from children under 13. If you are a child under 13, please do not attempt to use the Website or send any personal information about yourself to LUX10. If LUX10 learns that it has inadvertently collected personal information from a child under 13, that personal information will be promptly deleted. If you believe that a child under 13 has provided personal information to LUX10, please contact us at [info@LUX10.com](mailto:info@LUX10.com).

## **LEGAL COMPLIANCE**

Nothing in this Policy is intended to conflict with any rights, duties or obligations established by laws or regulations that apply to you or your personal or non-personal information, including laws and regulations regarding the protection of data, privacy and notice of data breaches. If any provision of this Policy conflicts with or is unenforceable pursuant to any law or regulation applicable to you and/or to your personal or non-personal information, then the applicable law or regulation will prevail and we will comply with such law or regulation.

State and/or federal law may require us to notify you (in certain circumstances defined by law or regulation) if your personal information has been compromised, and we will comply with our legal obligations in applicable jurisdictions. The laws and regulations that apply to LUX10 and to you and your personal and/or non-personal information may be different from those in the jurisdiction where you reside.

## **CHANGES AND UPDATES TO PRIVACY POLICY**

We reserve the right, at our sole discretion, to change, modify, add or remove this Privacy Policy, in whole or in part, at any time and without prior notice. Although we will use our best efforts to notify you that this Privacy Policy has been changed or updated, such notice is not required for those changes or updates to be effective and binding. Our current Privacy Policy is posted on the Site. It is your responsibility to review this Privacy Policy periodically for any changes or updates. Your continued use of the Site following any changes or updates means that you accept and agree to the changes or updates.