Website Privacy Policy

Last modified: 2/22/24

Introduction

**Lightway Daylight, LLC**(**"Company"** or**"We"**) respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website **lightwaydaylight.com** (our "**Website**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

* On this Website.
* In email, text, and other electronic messages between you and this Website.
* When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

* Us offline or through any other means, including on any other website operated by Company or any third party (including our affiliates and subsidiaries); or
* Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#a286592)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 16

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any information to or on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website or through any of its features, [register on the Website, make any purchases through the Website,] [use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at david.ladnier@lightwaydaylight.com.

California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see [[Your California Privacy Rights]](#a820658) for more information.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

* By which you may be personally identified, such as name, postal address, billing address, e-mail address, telephone number, credit and debit card number ("**personal information**");
* That is about you but individually does not identify you, such as browser information, server log files, information collected through cookies, pixel tags and other technologies, aggregated information; and/or
* About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

* Directly from you when you provide it to us.
* Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
* From third parties, for example, our business partners, financial institutions, marketing partners, and marketing and advertising agencies and networks.

*Information You Provide to Us*

The information we collect on or through our Website may include:

* Information that you provide by filling in forms on our Website. This includes information provided at the time of [registering to use our Website,] [subscribing to our service,] or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
* Records and copies of your correspondence (including email addresses), if you contact us.
* Your responses to surveys that we might ask you to complete for research purposes.
* Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
* Your search queries on the Website.

*Information We Collect Through Automatic Data Collection Technologies*

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

* Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
* Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

* Estimate our audience size and usage patterns.
* Store information about your preferences, allowing us to customize our Website according to your individual interests.
* Speed up your searches.
* Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

* **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
* **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see [Choices About How We Use and Disclose Your Information](#a741158).
* **Web Beacons.** Pages of our the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
* **Analytics.** We may use third-party services, such as Google Analytics in connection with our Website. These services use cookies and similar technologies to analyze how visitors use our Website, to compile statistical reports, and may collect information about visitors’ use of other websites or other online resources. For more information about Google Analytics, including how to opt out, please visit [https://tools.google.com/dlpage/gaoptout](about:blank).
* **Server Log Files.** An Internet Protocol (“IP”) address is a number that is automatically assigned to a device by an Internet Service Provider, and is identified and logged automatically in our server log files whenever a user visits our Website, along with the time of the visit and the page(s) that were visited. We use this data to calculate usage levels, popularity of certain portions of the Website, and to help diagnose server problems.

[We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us.]

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#a741158).

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

* To present our Website and its contents to you.
* To provide you with information, products, or services that you request from us, including the processing and fulfilment of your order from us.
* To fulfill any other purpose for which you provide it.
* To send you information by email, postal mail, telephone and other means about our products, services, and other promotions.
* [To provide you with notices about your [account/subscription], including expiration and renewal notices.]
* To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
* To notify you about changes to our Website or any products or services we offer or provide though it.
* To allow you to participate in interactive features on our Website.
* To help us improve the customer experience, including by learning more about your preferences to help personalize your experience with us.
* To analyze trends and statistics in connection with our business, including to measure the success of marketing campaigns and to compile statistics about usage and response rates.
* To protect the security or integrity of our businesses and internet properties.
* As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, or that of you, our affiliates or others; and (g) to allow us to pursue available remedies or to limit the damages that we may sustain
* In any other way we may describe when you provide the information.
* For any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

* To our subsidiaries and affiliates.
* To contractors, service providers, and other third parties we use to support our business such as website hosting, data storage, payment processing, order fulfillment, it services and infrastructure, customer service, email delivery and administration, credit card processing, auditing, and other similar services to enable them to provide services.
* To a buyer or other successor or third party in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Lightway Daylight's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Lightway Daylight about our Website users is among the assets transferred.
* To third parties to market their products or services to you if you have not opted out of these disclosures.
* To third-party sponsors of promotions.
* To fulfill the purpose for which you provide it.
* For any other purpose disclosed by us when you provide the information.
* With your consent.
* As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, or that of you, our affiliates or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We may also disclose your personal information:

* To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
* To enforce or apply our terms of use which can be found on the “SHOP” page of our website and other agreements, including for billing and collection purposes.
* If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Lightway Daylight, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

* **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
* **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request to david.ladnier@lightwaydaylight.com.
* **Promotional Offers from the Company.** If you do not wish to have your [email address/contact information] used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to david.ladnier@lightwaydaylight.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

California residents may have additional personal information rights and choices. Please see [[Your California Privacy Rights]](#a820658) for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: david.ladnier@lightwaydaylight.com. However, please know we do not currently sell data triggering that statute's opt-out requirements.

Accessing and Correcting Your Information

[[You can review and change your personal information by logging into the Website and visiting your account profile page.]

[You may also send us an email at david.ladnier@lightwaydaylight.com to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.]

[If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other Website users.] [Proper access and use of information provided on the Website, including User Contributions, is governed by our terms of use which can be found on the “SHOP” page of our website.

[California residents may have additional personal information rights and choices. Please see [[Your California Privacy Rights]](#a820658) for more information.]]

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit [**HYPERLINK TO CCPA PRIVACY NOTICE FOR CALIFORNIA RESIDENTS.**](https://f5a290ba-11a6-4f3d-a5e5-eb98224f102c.usrfiles.com/ugd/f5a290_7688f6a68de2471bafdd06b08188b3cc.doc)

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Any payment transactions will be encrypted using SSL technology. Please also be aware that we may use third-party cloud service providers that provide hosting, data storage and other services pursuant to standard terms and conditions that may be non-negotiable; these service providers have informed us or the general public that they apply security measures they consider adequate for the protection of information within their system, or they have a general reputation for applying such measures.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

david.ladnier@lightwaydaylight.com.