

This privacy policy (this "Privacy Policy") is effective as of the date set forth above. Wiedamark, LLC is committed to honoring the privacy of our customers and visitors ("You" or "Your"). This Privacy Policy, which is part of our overall Conditions of Use ("Conditions of Use"), covers personal information shared through our website and our services, including Personally Identifiable Information and Anonymous Information (the "Personal Information"). "Personally Identifiable Information" or "PII" means information that can be used to identify you as an individual, such as, for example:

- Your name, company, email address, phone number, billing address, and shipping address;
- Your Wiedamark user ID and password (if applicable);
- credit card information (if applicable);
- any account-preference information you provide us; and
- Your computer's IP address.

"Anonymous Information" means information and data that is not linked to your Personally Identifiable Information and does not, by itself, permit the identification of an individual.

This Privacy Policy describes how we collect and use the personal information you provide on our website ("Our Site") and as part of our services. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information. Unless otherwise specifically required by applicable law, by submitting personal information through our site or as otherwise described in this Privacy Policy, or, even if You are not a customer, by visiting our site, You expressly consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

We collect basic client information, including Personal Information, in connection with the performance of the services. We respect your privacy, and we assure you that we will maintain and use this information responsibly.

We do not intentionally gather personal information from visitors who are under the age of 13.

Please note that this Privacy Policy only addresses activities on our Site and our servers, and does not govern the collection and use of information by other companies that we do not control, nor by individuals not employed or managed by us. If you visit a website that we host, mention or link to, another entity may collect your personal information and You should review its privacy policy before providing the site with information.

## Data We Collect from You

### Account Registration

The registration of an account requires you to provide certain personal information, including a full legal name, current address, phone number, a valid email address and certain other information indicated as required. If you order products that require the payment, You will also be required to submit a credit card/debit card number, expiration date and billing zip code, which information will be kept on file in our secure servers in order to process your recurring invoices. In connection with your account registration, we may also ask for additional information, including the number of employees

in Your company (if an entity), your annual revenues, your industry and other similar information. We use all such information to provide the services to you, including to contact you, confirm your identity and, if applicable, to invoice you.

## General Browsing

Whether you are a customer of ours or not, we collect anonymous data, including data about our websites that you visit and how you browse, information about the device, operating system and browser you use, Your network connection, your IP address and the date/time stamp for your visit. If you are a customer of ours, we will also collect data about how and when you access your account. We use this information to see which areas are most visited, which helps us improve the quality of visitors' online shopping experiences by recognizing and delivering more of the features, services and products that our visitors prefer. We may also use this information to provide you advertising or marketing.

## Social Media

Our websites may use social media features, such as the Facebook 'like' button ("Social Media Features"). These features may collect your IP address and which page you are visiting on our website, and may set a cookie to enable the feature to function properly. You may be given the option by such Social Media Features to post information about your activities on our website to a profile page of Yours that is provided by a third party social media network in order to share with others within your network. Social Media Features are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media Features.

## Use of Personal Information

### Our Use

As described above, we will use personal Information to perform the services, including to facilitate the creation of and secure your account on our network and identify you as a user in our system. We will also use personal information to contact you regarding your interest in, or experience with, the services, to provide you with support and to improve the quality of our site and services. We may also use personal information for marketing purposes. For example, we may use information that you provide to contact you or send to you information regarding us or our partners. We will not use or disclose any such PII, except:

- as necessary to provide the services to you;
- in the aggregate with other information in such a way so that your identity cannot reasonably be determined (for example, statistical compilations);
- as required by law, or based on our good faith belief that it is necessary to conform or comply with the law;
- to outside auditors who have agreed to keep the information confidential;
- to a successor organization in the event of a merger, acquisition, bankruptcy, or other sale or disposition of all or a portion of our assets;
- as necessary to enforce our Terms of Service;
- as necessary to protect our rights, safety, or property, our users, or others; this may include (for example) exchanging information with other organizations for fraud protection and/or risk reduction; and

- as otherwise described in this Privacy Policy or to which you have consented.

We do not sell, rent or trade your personal information to third parties.

### Third Parties

If you purchase, use or specifically express interest in a product or service of one of our partners, we may share personal information about you with such partner.

We use third party payment processors to assist us in processing and share with them your payment information securely. Such third party processors' use of your personal information is governed by their respective privacy policies which may or may not contain privacy protections as protective as this privacy policy.

We may use other third parties to help Us provide services and marketing to You, such as shipping or fulfilling orders, processing payments, monitoring site activity, identifying and preventing fraud, conducting quality assurance and testing, providing support, conducting surveys, and administering e-mails, and share with them Your Personal Information solely for those purposes.

If We share any Personal Information with any of these third parties, We will require that such information be used only to provide the services requested by Us and be maintained by them in strictest confidence.

We do not control the use by third parties of your personal information that We collect, and its use by them will be in accordance with their own privacy policies. However, We will ensure that they are bound by agreements with us that include non-disclosure and certain data protection provisions. If you do not wish for your personal information to be shared in this manner, You may opt not to purchase or use these third party services or to specifically express interest in our partners products or services.

We will always ask for Your consent before sharing your personal Information with Third Parties for purposes other than those described herein.

### **Cookies**

A cookie is a small amount of data or pieces of text, which may include a unique identifier, and is typically sent to and stored on Your browser or device. Cookies are generally by websites to improve the browsing experience of a user. They typically enable websites to remember preferences and understand how people navigate or use a website, and can be used to provide a user with more relevant marketing and advertising.

### Our Services

We use cookies to provide a better experience for our users by allowing us to analyze how the services are being accessed and used. For example, cookies enable us to recognize your device and make our sites more responsive to your needs by delivering a better and more personalized experience to you. In addition, cookies are used by us to help track your clicks as you go through the pages within any of our websites, which allows us to track performance and improve our site and services.

We also use cookies to help us verify your account and device for authentication purposes and to determine when you are logged in. This enables you to avoid re-entering information upon every new visit to our site and to help prevent fraudulent use of credentials.

Similarly, we use cookies to enhance our services for our customers. For example, We use cookies in connection with the operation of the shopping cart for our site to authenticate Your customers, provide Your customers with a personalized experience by remembering their preferences and to help keep track of support requests.

### Third Parties

Third parties that have content embedded on our site such as a social feature may set cookies on a user's browser and/or obtain information about the fact that a web browser visited a specific website from a certain IP address. Third parties cannot collect any other personally identifiable information from our websites unless You provide it to them directly. Any third party cookie usage is governed by the policy of the third party placing the cookie.

### Tracking

We may also use web beacons, tracking technology and other automated tracking methods on our site, in mobile applications and communications with you and in our products and services, to track and measure performance and engagement on our site and services and our ads.

### Opting Out

If you prefer not to accept cookies, You can set your browser to either completely disallow cookies or have a browser alert you when a site is using a cookie. The exact method of disabling cookies varies depending on the browser you are using; please consult the help option in your browser for specific directions. Please note that if you reject or block all cookies in your browser settings, You will not be able to take full advantage of our services as some cookies are necessary for the site to function properly.

There is no industry standard or understanding about how to respond to "Do Not Track" ("DNT") signals. Therefore, unless otherwise required by law, we do not alter our data collection and usage practices when we detect DNT signals from your browser.

### Security

If you provide to us, or we otherwise collect, personal Information, either directly or through a partner, we will take commercially reasonable precautions to protect the information from loss, misuse and unauthorized access, disclosure, alteration and destruction. We follow industry standards on information security management to safeguard sensitive information, and are certified as a PCI-DSS service provider. Our platform is audited annually by a third-party qualified security assessor for compliance with PCI-DSS.

### Retention

We will retain your personal Information for as long as your Account is active or for as long as needed to provide you or our users with the services. We also retain Your personal information for

legitimate business purposes and to comply with the law. The precise periods for which we retain your personal Information vary depending on the nature of the information or why we need it.

We collect and retain indefinitely anonymous or anonymized information, such as website visits, in order to improve our services.

### **Residents of the European Economic Area**

Our operations are located primarily in the United States. If you are located in the European Economic Area (the “EEA”), your Personal Information will be transferred out of the EEA to the United States. Residents of the EEA have certain rights under European law with respect to your personal data, including the right to request access to, correct, amend, delete or limit the use of your personal data. If you are a resident of the EEA and our customer or partner or a user of our site and you wish to exercise these rights, please contact us by emailing us at mark @wdmlighting.com.

If you are a resident of the EEA, we note that we are generally processing your information in order to fulfill our obligations under contracts we have with you , or otherwise to pursue our legitimate business interests as described in this Privacy Policy, unless we are required by law to obtain your consent for a particular processing operation.

### **Privacy Shield**

Our operations are located primarily in the United States. If You provide information to us, the information will be transferred out of the European Union (“EU”) and Switzerland to the United States. We comply with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce (the “Privacy Shield”) regarding the collection, use and retention of personal information transferred from the EU to the United States (“EU Personal Data”). To learn more about the Privacy Shield program please visit <http://www.privacyshield.gov>.

The Privacy Shield Principles set forth our accountability for EU Personal Data that we receive under the Privacy Shield and subsequently transfer to a third party. As described in this Privacy Policy, we may use third parties to process data on our behalf. We remain liable if they do so in a manner inconsistent with the Privacy Shield Principles and we are responsible for the event giving rise to the damage.

We may be required to disclose personal information in response to lawful requests by public authorities, including to meet the national security or law enforcement requirements.

### **Choices Regarding Your Personal Information**

We understand that and value your rights over your personal information. We have taken steps to allow you to access, correct, amend, delete or port your personal information and give you choices regarding the collection, use and sharing of your personal information. You may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of our marketing emails. If you are our customer or a partner, you can update many types of personal information directly within your account settings. If you are unable to change your personal information within your account settings, or if you are concerned about data collected as you visit our site, please contact us 800-893-9787.

## Conditions of Use

By using the web pages hosted by Wiedamark LLC are contents of these web pages are protected by U.S. copyright laws. The materials posted on these pages by Wiedamark LLC may be retrieved solely for your own personal, noncommercial use and may be downloaded to your own hard disk or sent to a printer solely for that purpose. In doing so, you may not remove or alter any trademark, copyright, or other proprietary notice. You may not otherwise copy, modify, or distribute the contents of these pages without the express permission of Wiedamark.

Wiedamark reserves the right to change these Terms and Conditions of Use at any time without notice.

### Digital Millennium Copyright Act Compliance

If you believe that any materials posted on this website by others infringe on the copyrights of another party, please contact us. We comply with the provisions of the Digital Millennium Copyright Act applicable to Internet service providers. Please send a written notice describing the infringement to the following address:

Wiedamark LLC 4016 Harry Hines Blvd.Dallas, TX 75219

Your notice must include the following:

- A physical or electronic signature of the owner, or a person authorized to act on behalf of the owner, of an exclusive right that is allegedly being infringed;
- Identification of the copyrighted work claimed to have been infringed or, if the claim involves multiple works at a single online site, a representative list of such works at the site;
- Identification of the allegedly infringing material on the Wiedamark website, and information reasonably sufficient to permit us to locate such material on our website;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, or, if available, an e-mail address;
- A statement that the complaining party has a good faith belief that use of the materials in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- A statement that the information in the notice is accurate and, under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Thank you for shopping at Wiedamark. We sincerely appreciate your business!