

California Consumer Privacy Act Policy

The California Consumer Privacy Act provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

I. Personal Information Collected:

The chart below shows the category of information that we have collected during the past 12 months and the purpose for which we may use such information. We obtain the personal information listed in the chart below from the following categories of sources:

- Directly from you (e.g., during account registration).
- Indirect from you (e.g., observing your actions on the website)
- From third parties (e.g., third party social networking providers, data aggregators, affiliates)
- From publicly available sources (e.g., online database searches)

We may share your personal data with one or more of the third parties described here: between and among companies which are affiliated or under common ownership with Generation Lighting or Visual Comfort & Co., vendors, service providers and consultants that perform services on our behalf, companies which store and process data on our behalf, companies which perform data analytics for us, companies which help deliver and track our products, companies which send you information about products on our behalf, and, companies which you request us to share your personal information with.

Category	Examples	Collected	Purpose
Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol ("IP") address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES	a) Fulfill the order and delivery of products along with tax collection and remittance b) Live chat and servicing an order or inquiry c) Provide relevant information based on location – e.g. nearby showrooms d) Determine eligibility for admittance into trade discount program e) Account activation and maintenance f) Analytics, business trends, and insights g) Interaction on social media

<p>Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).</p>	<p>A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.</p>	<p>YES</p>	<ul style="list-style-type: none"> a) Fulfill the order and delivery of products along with tax collection and remittance b) Live chat and servicing an order or inquiry c) Provide relevant information based on location – e.g. nearby showrooms d) Determine eligibility for admittance into trade discount program e) Account activation and maintenance f) Analytics, business trends, and insights g) Interaction on social media
<p>Protected classification characteristics under California or federal law.</p>	<p>Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).</p>	<p>NO</p>	<p>--</p>
<p>Commercial information.</p>	<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>YES</p>	<ul style="list-style-type: none"> a) Fulfill the order and delivery of products along with tax collection and remittance b) Live chat and servicing an order or inquiry c) Provide relevant information based on location – e.g. nearby showrooms

			<ul style="list-style-type: none"> d) Determine eligibility for admittance into trade discount program e) Account activation and maintenance f) Analytics, business trends, and insights g) Interaction on social
Biometric Information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO	--
Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES	a) Analytics, business trends, and insights
Geolocation data.	Physical location or movements.	NO	--
Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO	--
Professional or employment-related information	Current or past job history or performance evaluations.	YES	a) Determine eligibility for admittance into trade discount program
Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO	--

Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES	a) Determine eligibility for admittance into trade discount program b) Analytics, business trends, and insights c) Interaction on social media
---	---	-----	--

II. Right to Access:

You have the right to request disclosure of the following categories of information that we have collected, used, disclosed, or sold about you in the previous 12 months:

- Personal information we have collected about you;
- Sources from which the personal information is collected;
- The business or commercial purpose for collection or selling personal information;
- Third parties with whom we share your personal information; and
- Specific pieces of personal information we have collected about you.

III. Right to Delete:

You have the right to request that we delete personal information that we collected from you to the extent required under CCPA and subject to certain exceptions. We retain personal information to maintain your account, to comply with applicable laws and regulations, and other permissible purposes. Accordingly, we may not be able to delete all of your personal information.

Please note that, for your safety, we cannot fulfill certain requests if we cannot verify your identity.

IV. Right to Opt-Out / Do Not Sell Information:

You have the right to direct us to not sell your personal information at any time. The law defines “sale” very broadly to include simply making data available to third parties in some cases. Advertising and analytics companies collect information through our sites.

Please note that, for your safety, we cannot fulfill certain requests if we cannot verify your identity.

V. Right to Opt-In:

We do not knowingly collect personal information from individuals under 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time.

VI. Non-Discrimination:

We will not discriminate against you for exercising any of your CCPA rights.

VII. Appointing an Agent:

You may designate an authorized agent to make a request under the CCPA on your behalf.

VIII. Exercise your Rights:

For any questions or to exercise your rights under the CCPA, please contact info@visualcomfort.com or 1-877-762-2323.