

## **Bright Lite Structures**

### **Website Privacy Policy**

Effective Date: April 10, 2020

Welcome to Bright Lite Structures (“Bright Lite Structures,” “we,” “our” and “us”). We respect the privacy of the information you have entrusted to us. This privacy policy (“Privacy Policy”) applies to collection of personal data through our website, <https://www.blstructures.com/> (the “Site”). By using our Site, you acknowledge you have read and understood our privacy practices as described in this Privacy Policy. If you do not agree with the provisions of this Privacy Policy, please do not use the Site.

#### **1. Information Collected**

We collect the following information from and about you, and in the following ways:

- We may collect your email address if you sign up to receive email updates from us.
- We may collect your name and email address if you contact us with a business inquiry.

#### **2. Use of Information Collected**

We use the personal data we collect from you for the following purposes:

- To respond to inquiries.
- To send marketing communications.
- For other legitimate business purposes.

#### **3. Legal Bases for Processing**

We process your personal data per applicable law and with transparency and fairness. We rely on the following legal bases to process your personal data:

- Consent, such as to send you marketing communications, where consent is required.
- As necessary for the purposes of our legitimate interests.
- Compliance with a legal obligation to which we are subject.

#### **4. Cookies**

We, and third parties we allow, use cookies and other similar technologies on the Site. Cookies are small text files placed on your device that uniquely identify your device and which a website can transfer to a consumer's hard drive to keep records of his or her visit to a website. We or third parties may use session cookies or persistent cookies. Session cookies only last for the specific duration of your visit and are deleted when you close your browser. Persistent cookies remain on your device's hard drive until you delete them or they expire.

Our Site uses essential cookies, which are essential in order to enable you to move about our Site and use its features. Without these cookies, we cannot enable appropriate content based on the type of device you are using.

Additionally, we may allow third parties to use cookies and other similar technologies that collect analytics data, such as aggregate data about how our marketing emails are received. This data does not contain and is not tied to any personal data.

There are several ways to manage cookies. You can control the use of cookies at the browser level, by instructing your browser to accept cookies, disable cookies or notify you when receiving a new cookie. Please note that if you reject cookies, you may still use our Site, but your ability to use some features or areas of our Site may be limited.

## **5. Sharing and Disclosure of Information**

We may share or disclose your personal data to the following categories of third parties and for the business purposes listed below. We do not sell your personal data to third parties.

- We share your personal data with third party service providers, agents or independent contractors who help us maintain our Site and provide other administrative services to us.
- We may share your personal information in the course of any reorganization process including, but not limited to, mergers, acquisitions, and sales of all or substantially all of our assets.
- We may disclose your personal information to law enforcement, government agencies, and other related third parties, in order to comply with the law, enforce our policies, or protect our or others' rights, property or safety.

## **6. Opt-Out**

From time to time, and where you have opted-in if you live in a jurisdiction that requires that, we may send marketing communications. You may opt-out of receiving marketing communications by clicking the "unsubscribe" link in the communication. We will process your request as soon as possible in accordance with applicable law, but please be aware that in some circumstances you may receive a few more messages until your unsubscribe is processed.

Additionally, we may send you information regarding our Site, such as information about changes to our policies and other notices and disclosures required by law. Generally, users cannot opt out of these communications, but they will be primarily informational in nature, rather than promotional.

## **7. Third-Party Links**

Our Site contains links to other websites. We are not responsible for the privacy practices or content of such other websites. If you have any questions about how these other websites use your information, you should review their policies and contact them directly.

## **8. Security and Data Retention**

We implement reasonable security measures to ensure the security of your personal data. Please understand, however, that no data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any data you transmit to us and you understand that any data that you transfer to us is done at your own risk. If we learn of a security systems breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Site or providing personal data to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the Site.

In general, we retain the personal data we collect only for as long as necessary to fulfill the purposes for which it was collected, and as required by applicable law.

## **9. International Data Transfers**

We may transfer the personal data we collect about you to recipients in countries other than the country in which the personal data originally was collected. Those countries may not have the same data protection laws as the country in which you initially provided the personal data. When we transfer your personal data to recipients in other countries, we will protect that personal data as described in this Privacy Policy and, where required by applicable law, by using appropriate safeguards. By providing your personal data, you consent to the following: (i) your personal data will be used for the uses identified above in accordance with this Privacy Policy; and (ii) your personal data may be transferred to the United States and other jurisdictions as indicated above, in accordance with applicable law.

## **10. Assignment**

In the event that all or part of our assets are sold or acquired by another party, or in the event of a merger, you grant us the right to assign the personal data collected via the Site.

## **11. How We Respond to Do-Not-Track Signals**

At this time our Site does not recognize automated browser signals regarding tracking mechanisms, which may include “Do Not Track” instructions.

## **12. EU/EEA Residents**

Individuals located in the EU and EEA have the following rights under the EU General Data Protection Regulation (“GDPR”):

- The right to obtain confirmation as to whether or not your personal data exists and to be informed of its content and source, verify its accuracy and request its completion, update or amendment.
- The right to require your personal data be provided to you or another company in a commonly used electronic form.
- The right to object to the processing, in all cases, of your personal data for legitimate reasons.
- In certain situations, you have the right to have your personal data ‘erased’ or to restrict the processing of your personal data.
- The right to lodge a complaint with the EU supervisory authority where your personal data has been processed in a way that does not comply with the laws and regulations.

If you would like to exercise one or more of the above rights, you can contact us using the contact information provided below.

### **13. Your California Privacy Rights**

California Civil Code Section 1798.83 permits visitors to the Site who are California residents to request certain information regarding our disclosure of personal data to third parties for their direct marketing purposes. We do not disclose personal data to third parties for their direct marketing purposes.

### **14. Changes to this Privacy Policy**

We reserve the right to change this Privacy Policy from time to time, in our sole discretion. When we do, we will also revise the “Effective Date” at the top of this Privacy Policy. If we make material changes to the Privacy Policy, we will notify you by placing a prominent notice on our Site. We encourage you to periodically review this Privacy Policy to keep up to date on how we are handling your personal data.

### **15. Contact Us**

If you have any questions, comments or concerns about our privacy practices or this Privacy Policy, please contact us at [privacy@blstructures.com](mailto:privacy@blstructures.com).