

Privacy Policy

Introduction

512 Innovation LLC, dba Brightly Lights (“Brightly Lights” or “we” or “us”) has created this Privacy Policy in order to disclose its use of consumer data collected about you. This Privacy Policy is effective as of September 29, 2017. Any questions regarding this policy should be directed by email to info@brightlylights.com. The following discloses Brightly Lights’ information gathering and dissemination practices for its social networking applications and website.

Information Collected and Received

Brightly Lights may collect or receive information about each person who registers with the Brightly Lights website and/or applications including, but not limited to, user name, password, first and last name, email address, and street address. Brightly Lights also collects information on the pages you access and other information you may volunteer, such as survey information.

Uses of Information

WE WILL NEVER SELL YOUR EMAIL ADDRESS, OR ANY OTHER PERSONAL INFORMATION, TO ANY THIRD PARTY WITHOUT YOUR PERMISSION. EVER.

Except as described in this section, we will not disclose your personal information to any third party without notifying you of our intent to share the information and giving you an opportunity to prevent your information from being shared.

From time to time, we may partner with companies based on the interests of our users. These partner companies will never see your email address or any other information that could identify you or be used to contact you directly.

Any exceptions to this policy of sharing your name, address or email address with a partner company will be done only with your permission.

Brightly Lights reserves the right to disclose information when required by law.

We occasionally use other companies to perform services necessary to our operations. In the course of providing these services, those companies may have access to your personal information. By contractual agreement, those companies must treat your information in accordance with this Privacy Policy. However, we will not be liable for any damages that may result from the misuse of your personal information by these companies.

Brightly Lights may use information to help diagnose problems with Brightly Lights’ server and to administer Brightly Lights’ web site and application.

Brightly Lights’ customers and users, including you, may provide contact information (such as your name and email address) and demographic information (such as your physical address, phone number, and zip code) about you to the Brightly Lights service. Brightly Lights uses your contact information to send you information about Brightly Lights and promotional material

from some of Brightly Lights' partners. Your contact information may also be used to contact you when necessary. Brightly Lights may use demographic and/or profile data to tailor your experience on the Brightly Lights website and/or applications, show you content that Brightly Lights thinks you may be interested in, and display content according to your preferences. Except as otherwise provided herein, the demographic and profile data will be shared with third parties ONLY on an aggregate basis. Furthermore, Brightly Lights shall have the right to retain records of all data pertaining to use of the website and applications including, but not limited to, usage, activity logs, and click-throughs. Brightly Lights may disclose such data to third parties provided it is grouped with other Brightly Lights users' data and is presented in an aggregate form.

We may also disclose, on an anonymous basis, statements made by our users.

Children's Privacy

We do not knowingly collect any information from anyone who we know to be under the age of 13. If you are under the age of 18, you should use this website only with the involvement of a parent or guardian and should not submit any personal information to us. If we discover that a person under the age of 13 has provided us with any personal information, we will use commercially reasonable efforts to delete such person's personal information from all Brightly Lights' systems.

Security

Brightly Lights uses industry-standard technologies when transferring and receiving consumer data exchanged between Brightly Lights and other companies to help ensure its security. This site has security measures in place to protect the loss, misuse and alteration of the information under Brightly Lights' control. Brightly Lights' servers are backed up regularly and protected by security systems.

Cookies

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. The Brightly Lights site uses cookies to keep track of your session and shopping cart,. Brightly Lights may also use cookies to deliver content specific to your interests and to save your password.

Do Not Track Requests

Your web browser may have a setting that allows you to automatically send a "Do Not Track" message to the websites you visit. Brightly Lights does not currently have technology to respond to such requests.

Links

Brightly Lights may create links to other web sites. Brightly Lights will make a reasonable effort to link only to sites that meet similar standards for maintaining each individual's right to privacy. However, many other sites that are not associated or authorized by Brightly Lights may have

links leading to our site. Brightly Lights cannot control these links and Brightly Lights is not responsible for any content appearing on these sites.

Amendments

Brightly Lights may amend this policy at any time. If Brightly Lights is going to use personally identifiable information collected through the Brightly Lights site in a manner materially different from that stated at the time of collection, Brightly Lights will notify users via email and/or by posting a notice on the Brightly Lights site for thirty (30) days prior to such use.

Successors and Assigns

This Privacy Policy inures to the benefit of successors and assigns of Brightly Lights.

Contacts

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this web site, you can contact info@brightlylights.com. Upon request, Brightly Lights will provide you with access to information (e.g., name, address, phone number) that Brightly Lights collects and maintains about you.

Opt-Out

The Brightly Lights site provides users the opportunity to opt-out of receiving communications from Brightly Lights, except transactional correspondence. To opt-out of receiving our communications, you can send email to info@brightlylights.com with the Subject: "Opt-Out".