

# PRIVACY POLICY

## ENGLISH

This Privacy Policy describes how your personal information is collected, used, and shared when you visit [www.lya-electronic.com](http://www.lya-electronic.com) (the "Site").

### 1. OVERVIEW

LYA ELECTRONIC CORP ("we," "us," or "our") takes the privacy of your information seriously and will only use the personally identifiable information ("personal information") that you provide in accordance with the terms outlined below.

This Privacy Policy covers any Personal Information we obtain when you visit our website, use our services, or access the features on any websites that we own or control (today or in the future), including [www.lya-electronic.com](http://www.lya-electronic.com) (collectively, the "Site"). We will not use or share your information with any person or entity, except as described in this Privacy Policy. You can access the Site in many ways, including from a computer or mobile phone, and this Privacy Policy will apply regardless of the means of access. This Privacy Policy also governs the use of Personal Information we obtain from you from any third-party site or application where we post content or invite your feedback or participation, including, but not limited to, Twitter, Facebook, and Instagram. We cannot control the privacy policies or practices of websites or of companies that we do not own or control and cannot control the actions of people we do not employ or manage.

Please read the following privacy policy to better understand what information our website collects and uses about you and how it handles this information.

### 2. PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or

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search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally we will collect the information required to perform any transaction requested by you, including registering for a Site account, subscribing to a mailing list or our newsletter, participating in promotions, purchasing products offered on the Site, responding to questions or comments you may have and for any other purposes with your consent. This information may include information such as, among other items, your name, shipping address, billing information, email address, telephone number, credit card information or other payment information. When you make a purchase or otherwise utilize the Site, we may need to provide your information, including the information indicated above, to certain third-party service providers. Such third-party service providers include Shopify.com ("Shopify"), product manufacturers, shipping companies, parties used in the sending of postal mail or emails, accounting and record keeping functions, advertisements and other web-based services. Your information is disclosed to such third-party service providers only as necessary and solely to complete the transaction for which they have been engaged by us. Such third-party service providers will have access to your information for the limited purpose of completing their intended function, but they may not use it in connection with or for any other purpose. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

### **3. HOW DO WE USE YOUR PERSONAL INFORMATION?**

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We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information to:

- to communicate with you;
- to personalize user experience;
- in the aggregate to understand how users as a group use the services and resources provided on our Site;
- to improve our Site;
- screen for potential risk and fraud;
- to improve customer service;
- to more effectively respond to your customer service requests and support needs;
- to administer a contest, promotion, survey or other Site feature;
- for direct marketing and e-marketing purposes including the sharing of Personal Information with our affiliates or third parties unless you specifically request that it not be used for that purpose.

And When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## 4. SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store-- you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>.

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We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>.

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We also may disclose your Personal Information:

- to our subsidiaries and affiliates with assurances they will treat your Personal Information consistent with this Privacy Policy;

- if, in our reasonable judgment, it is necessary to enforce compliance with our internal policies or to protect our Site, customers, or others;

- to any other entity that acquires all or a portion of our organization by merger, reorganization, operation of law, or a sale of some or all of our assets;

- in response to lawful requests by public authorities, and to meet national security or law enforcement requirements; and

- to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## 5. BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook:

- <https://www.facebook.com/settings/?tab=ads>

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- Google:

<https://www.google.com/settings/ads/anonymous>

- Bing: <https://advertise.bingads.microsoft.com/enus/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## 6. DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## 7. YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## 8. INFORMATION SECURITY

We use methods to protect your Personal information from unauthorized access or disclosure. While we consider these policies and procedures to be adequate, there is still a risk that your Personal Information could be misappropriated. No method of transmission over the Internet, or method of electronic storage, is completely secure. Therefore, we cannot guarantee the absolute security of your Personal Information. If you have any questions about security on the Site, contact us at [info@ya-electronic.com](mailto:info@ya-electronic.com)

## 9. DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

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You may, of course, decline to submit personally identifiable information through the Site, in which case we may not be able to provide certain products or services to you. You may update, correct, or delete your account information at any time by logging into your account or by contacting us as provided in the "Contact Us" section below.

## **10. IMPACT OF SALE OR MERGER**

It is possible that we and/or any of our assets may be acquired by a third-party. In such a transaction, as the owner of your information, we may disclose or sell the information as an asset of LYA ELECTRONIC CORP in conjunction with the sale of LYA ELECTRONIC CORP or the sale of a portion of our assets to a third-party. While we will endeavor to require the successor company to maintain this Privacy Policy, we cannot guarantee that this Privacy Policy will remain in effect.

## **11. CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. As we may make changes from time to time without notifying you, we suggest that you periodically consult this Privacy Policy. Your continued use of the Site after the effective date of any modification to this Privacy Policy will be deemed to be your agreement to the changed terms.

## **12. MINORS**

The Site is not directed to children under the age of 13. Children under the age of 13 are expressly prohibited from submitting any Personal Information to us through the Site. If you believe a child has provided us with information, contact us at [info@lya-electronic.com](mailto:info@lya-electronic.com)

## **13. YOUR CONSENT**

Use of the Site signifies your consent to this Privacy Policy, including the collection and use of information by LYA ELECTRONIC CORP, as described herein, and also signifies your agreement to the Terms of Service. Continued access and use of the Site without acceptance of the terms of this Privacy Policy relieves LYA ELECTRONIC CORP from responsibility to you.

## **14. OPT-OUT POLICY**

We may use your email address to send you notices regarding matters, including the Site (including any notices required by law, in lieu of communication by postal mail). If you do not want to receive these messages, you can opt out by following the instructions included in the email message or by emailing us at [info@lya-electronic.com](mailto:info@lya-electronic.com). If you correspond with

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us by email, we may retain the content of your email messages, your email address and our responses.

## **15. CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint,

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please contact us by e-mail at [info@lya-electronic.com](mailto:info@lya-electronic.com)

