



## ISH Privacy Policy

Updated on October 10, 2018

Protecting your privacy is important to ISH Power LLC ("ISH").

ISH has drafted this Privacy Policy in order to help you (whether a customer, consumer, supplier, business partner, etc. is defined as collectively "you"), understand who we are, what personal data we collect, why we collect it, and what we will do with it. Please keep in mind that personal data in this Privacy Policy means any information or set of information from which we are able to, directly or indirectly, personally identify you. Name, email address, phone number, etc. are examples of how we will reference you to an identifier.

Please keep in mind that since ISH is an international company, this Privacy Policy can and will be replaced or supplemented in order to fulfill local requirements, as well as, provide you with additional information on how we process your data through specific Lighting products, services, software applications, or systems.

ISH strongly encourages you to take the time to read this privacy policy in full and if you do not agree with this privacy policy, please do not provide us with your data.

### Who is ISH?

ISH is a St. Louis, MO based provider of energy efficient technology solutions. ISH's mission is to deliver high-quality, energy efficient lighting solutions that help protect the environment while also offering the industry's best return on investment.

When this Privacy Policy mentions "we," "us," or the "Company," it refers to the controller of your data under this Privacy Policy, namely ISH with which you had, have or will have a business relationship or that otherwise decides which of your data are collected and how they are used.

### When does this Privacy Policy apply?

This Policy covers how we collect and use your data.

- When you visit or use our websites, applications, and/or social media channels;
- Purchase and use our services, applications, products, or systems;
- Subscribe to our newsletters;
- Contacting our consumer/business support channels;
- Join or visit our business events;
- or interact with us in your capacity as consumer, business customer, partner, supplier, contractor or as a person with a business relationship with us.

### The types of data we collect from you

Depending on who you are and how you interact with us (online, offline, over the phone, etc.) we may process different data about you. We may collect your data, for example, when you visit or use our consumer and customer-directed websites, applications or social media channels, purchase and use our



products, services, systems or applications, subscribe to our newsletters, download a software update, provide to us your goods or services, contact our customer support, join our business events, participate to our promotions and surveys or otherwise interact with us.

### **Information you provide to us directly**

- Personal Identification Data
  - Name, surname, title, date of birth
- Contact Information Data
  - Email, phone number, address, country, etc.
- Account Login Information
  - Login ID, password, or other security codes
- Financial Data
  - Credit or Debit card data, bank account data
- Information you voluntarily share with ISH or its affiliates
  - Opinions, feedback, reviews, comments, uploaded files, interests, information provided for our due diligence process

If you visit our premises, for security reasons we might also record your data through video or other electronic, digital or wireless surveillance system or device.

### **Information we collect automatically**

In addition to the information you provide to us directly, we may collect information sent to us by your computer, mobile phone, tablet, or other access device, when you visit or use our websites or applications, subscribe to our newsletters or otherwise interact with us through our digital channels.

#### **Examples of data we collect**

- Log Information
  - Time and duration of your use of our product or digital channel
- Device Information
  - Hardware model, MAC address, IP address, operating system version, settings of the device you use to access our services, IMEI number, and other unique device identifiers
- Location Information
  - Your location information may be collected when you enable your location-based products or features. We derive this data from your IP address or other location-based technologies.
- Information about your use of our digital channels or products
  - Websites or apps you visit, links you click within our marketing and advertising emails, motion sensor data.

### **Information we may collect from other sources**

In addition to our websites, applications, and other digital channels, we may also obtain data about you from other third party sources, such as:

- Public databases, analytics tools, advertising networks, third party SDKs, joint marketing partners, social media platforms, as well as any parent, subsidiary or other related entities that will have access to user data. We will provide the same or equal protection of user data as stated and required to the extent permitted by applicable law.

## How we use your data

Below you will find an overview of the purposes for which we may use your data for different business and legitimate reasons.

- Providing support
  - Upon your request
    - We will providing support via communication channels, such as, customer or contact center support.
  - Security
    - We may provide your data to a 24/7 monitoring company (only when you agree with the terms and conditions) who will provide support via communicating directly with you or with an emergency service.
- Conclusion and execution of agreements
  - Sales, billing, shipment of products or services, registration to mobile applications or websites, warranty, service and security communications, and account management.
- Direct marketing
  - Promoting contact with consumers or business customers via email marketing, surveys, personalized presentation of products and offers tailored to you, on our sites, applications or in other forms of communications.
- Compliance with legal obligations
  - We may disclose data to government institutions or supervisory authorities as applicable in all countries in which we operate. Examples: tax and national insurance deductions, record-keeping and reporting obligations, conducting compliance audits, compliance with government inspectors, other requests from government or other public authorities, responding to legal rights and remedies, and managing any internal complaints or claims.
- Defense of Legal Claims
  - Establishment, exercise or defense of legal claims to which we are or may be subject to.
- Security and protection of our assets and interests
  - Conducting internal audits, investigations, assessments to verify conflict of interests, and deploying and maintaining technical organizational security measures
- Assessments, rescreening of potential customers, suppliers or business partners
  - Taking steps in order to satisfy legal requirements to establish assets and liabilities for commercial potential. (Due Diligence)

Notice: If we ask you to provide us with your data, but you chose not to (opt-out), we will not be able to provide you with the full functionality of our products, services, systems or applications. Furthermore, we might not be able to respond to requests you might have.

## Data collection and storage

When you register for use of our app(s), you are consenting for the secure collection of user or usage data. You may at any time withdraw consent via the app or customer support channels. Our apps collect data for legitimate interests and complies with all relevant terms of law.

- Data Minimization
  - All ISH apps will only request access to data relevant to the core functionality of the app and only collect and use data that is required to accomplish relevant tasks. Whenever possible we will use an out-of process picker or a share sheet rather than requesting full access to protected resources like Photos or Contacts.
- Access Apps



- We will respect the user's permission settings and not attempt to manipulate, trick, or force people to consent to unnecessary data access. Example: some apps that include the ability to share their location, users who don't grant consent, we will offer the ability to manually enter an address.
- Account Sign-in
  - Our app includes significant account-based features directly relevant to the core functionality of the app and require users to enter their personal information to function with our product(s) and service(s). The app(s) are not related to a specific social network and you may not be able to access between the app and a social network from within the app.

## Data use and sharing

Unless permitted by law, we will not use, transmit, or share your personal data without first obtaining permission. Data collected from apps will only be shared with third parties to improve the app or serve advertising.

- Data collected for one purpose will not be repurposed without further consent, unless otherwise explicitly permitted by law.
- We will not attempt to surreptitiously build a user profile based on collected data and will not attempt, facilitate, or encourage others to identify anonymous users or reconstruct user profiles based on data collected in an anonymized, aggregate, or otherwise non-identifiable way.
- We will not use information from Contacts, Photos, or other APIs that access user data to build a contact database for our own use or for sale/distribution to third parties, and won't collect information about which other apps are installed on a user's device for the purposes of analytics or advertising or marketing.
- The following entities will have access to your data only if it is necessary for fulfillment purposes described in this Privacy Policy.
  - ISH affiliates: access to your data within ISH will be granted on a need-to-know basis.
  - Business Partners: we may share your data with trusted business partners so they can provide you with services you request.
  - Service providers: like many businesses, we may outsource certain data processing activities to trusted third party service providers to perform functions and provide services to us, such as ICT (Information and Communication Technology) service providers, consulting providers, shipping providers.
  - Public and governmental authorities: when required by law, or as necessary to protect our rights, we may share your data with entities that regulate or have jurisdiction over ISH.
  - Professional advisors and others: we may share your data with other parties including professional advisors, such as banks, insurance companies, auditors, lawyers, accountants, and other professional advisors.
  - Other parties in connection with corporate transactions: we may also, from time to time, share your data in the course of corporate transactions, such as during a sale of a business or a part of a business to another company, or any reorganization, merger, joint venture, or other disposition of our business, assets, including in connection with any bankruptcy or similar proceeding.

## Data collection from Children

We do not intentionally collect information from children under the age of 16.

- Parents or Guardians of Children under the age of 16: we recommend that you monitor and check your children's use of our products, systems, applications, services, websites and other digital



channels, in order to make sure your child's personal data is not shared with us without asking your permission.

- Children under the age of 16: we advise that you speak with and get your parent or guardian's consent before sharing your data with us.

## **How we use your data for marketing**

ISH and other affiliates may send you regular promotional communications about products, services, events, and promotions.

- Promotional communications
  - Some promotional communications may use the "ISH" brand and may be sent to you via different channels such as: email, phone calls, SMS/MMS text messages, postal mailings, apps, third party social networks.
- Tailored Communications
  - We may tailor communication based on your preferences on website visits or based on the links you click in our emails in order to provide you with the a unique and personalized experience.
- Opting-out
  - We will give you the opportunity to withdraw your consent (opt-out) at any time to the above activities when required by applicable law.
  - You can always opt-out from receiving marketing-related emails by following the unsubscribe instructions provided in each email. Also, you can always contact us to opt-out from receiving marketing-related communications.
- Administrative communication
  - Notice! Even if you choose to opt-out from receiving marketing communications, you might receive communications from us such as: order confirmations, technical updates, security alerts, notifications about your account activities, and other important notices

## **Using your data on a Legal basis**

We may rely on different legal bases in order to process your data to ensure legal compliance to the relevant laws, regulations, business rules, and other legal basis permitted by local laws, including but not limited to:

- The necessity to protect the vital interests of any person or organization
- The necessity to respond to your requests.
- To investigate or prevent suspected and/or actual violations of law, breaches of contract, or non-compliance with ISH policies and other legal contracts verbally or written.
- We reserve the right to comply with legal obligations and to establish, exercise, or defend ourselves from legal claims. If we rely on your consent, only when permitted or legally required to, you may withdraw your consent at any time.
- The necessity to ensure that our networks and information are secure.
- The necessity to administer and generally conduct business within ISH and its subsidiaries.
- The necessity to pursue our legitimate interests; to establish a contractual relationship with you; to perform our obligations under a contract; to respond to your requests; and to protect the vital interests of any person.

## **How long do we keep your data**

We will keep your data for the period necessary to fulfill the purposes for which it has been collected and in certain cases a longer retention period may be required or permitted by law. (For details on these purposes,



see above section “How we use your data”). The following is the criteria used to determine our retention periods:

- How long of a time period is the data needed to provide you with our products, services, or to operate our business?
  - Do you have an account with us? In this case, we will keep your data while your account is active or for as long as needed to provide services to you.
- Are we subject to a legal, contractual, or similar obligation to retain your data?
  - Examples can include: mandatory data retention laws in the applicable jurisdiction; government orders to preserve data relevant to an investigation; or data that must be retained for the purposes of litigation.

### **How we secure your data**

We take appropriate measures that are consistent with applicable data protection and security laws and regulations. We require our service providers to use appropriate measures to protect the confidentiality and security of your data. We put in place technical and organizational measures to prevent risks such as destruction, loss, alteration, unauthorized disclosure of, or access to your data.

### **What are your responsibilities?**

It is your responsibility to ensure, to the best of your knowledge, that the data you provide us with, are accurate, complete, and up-to-date. If you provide us with data of other people, it is your sole responsibility to collect such data in compliance with local legal requirements. Furthermore, you should inform those people, whose data you provide to us, about the content of this Privacy Policy and obtain their consent.

### **How to control your data**

Our goal is to provide you with access to your data. In most cases you can autonomously control your data and update, modify or delete if legally possible. We strongly encourage you to always be in control of your data.

You can always contact our Office if you would like to:

- review, change or delete the data you have supplied us with (to the extent ISH is not otherwise permitted or required to keep such data);
- object to certain data processing operations (example, opt-out from marketing communications);
- receive a copy of your data (in a common machine readable format, to the extent where it is required by applicable law);
- ask us any other questions related to the protection of your data in ISH

Mail:

ISHPower  
Attn: Privacy  
82 Algana Court  
Saint Peters, MO 63376

Online & Email:

[www.ISHusa.com](http://www.ISHusa.com), under “Contact Us” section  
[info@ishusa.com](mailto:info@ishusa.com)



We will do our best to address your request in time and free of charge, except where it would require a disproportionate effort. In certain cases, we may ask you to verify your identity before we can act on your request. If you are unsatisfied with the reply received, you may then refer your complaint to the relevant regulator in your jurisdiction.

### **How we use cookies and other tracking technology**

To make your online experience and interaction with our websites as informative, relevant, and supportive as possible, we use cookies or similar techniques, which store information about your visit to our site on your computer. This will help protect your privacy, while ensuring our website's user-friendliness as much as possible. This is a statement about privacy and our use of cookies is not a contract or agreement.

- Why are these cookies used?
  - Cookies may be used for many different purposes and can improve your online experience by storing your preferences during your visit to our website.
- Cookies from third parties
  - Third parties (external to ISH) may also store cookies on your computer during your visit to ISH websites. These indirect cookies are similar to direct cookies but come from a different domain (non-ISH) to the one you are visiting.

This privacy notice might change from time to time. The most current version of this will govern our use of your data.