

PRIVACY POLICY

LAKE-VIEW ELECTRONICS

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GENERAL

Lake-View Electronics Corporation (“Company” or “we” or “us” or “our”) respects the privacy of its users (“user” or “you”) that use our website located at lvelectronics.com, including other media forms, media channels, mobile website or mobile application related or connected thereto (collectively, the “Website”). The following Lake-View Electronics Corporation’s privacy policy (“Privacy Policy”) is designed to inform you, as a user of the Website, about the types of information that Lake-View Electronics Corporation may gather about or collect from you in connection with your use of the Website. It also is intended to explain the conditions under which Lake-View Electronics Corporation uses and discloses that information, and your rights in relation to that information. Changes to this Privacy Policy are discussed at the end of this document. Each time you use the Website, however, the current version of this Privacy Policy will apply. Accordingly, each time you use the Website you should check the date of this Privacy Policy (which appears at the beginning of this document) and review any changes since the last time you used the Website.

The Website is hosted in the United States of America and is subject to U.S. state and federal law. If you are accessing Lake-View Electronics Corporation’s Website from other jurisdictions, please be advised that you are transferring your personal information to Lake-View Electronics Corporation in the United States, and by using Lake-View Electronics Corporation’s Website, you consent to that transfer and use of your personal information in accordance with this Privacy Policy. You also agree to abide by the applicable laws of applicable states and U.S. federal law concerning your use of the Website and your agreements with Lake-View Electronics Corporation. Any persons accessing Lake-View Electronics Corporation’s Website from any jurisdiction with laws or regulations governing the use of the Internet, including personal data collection, use and disclosure, different from those of the jurisdictions mentioned above may only use the Website in a manner lawful in their jurisdiction. If your use of the Website would be unlawful in your jurisdiction, please do not use the Website.

BY USING OR ACCESSING THE WEBSITE, YOU ARE ACCEPTING THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

GATHERING, USE AND DISCLOSURE OF NON-PERSONALLY-IDENTIFYING INFORMATION

Users of the Website Generally

“Non-Personally-Identifying Information” is information that, without the aid of additional information, cannot be directly associated with a specific person. “Personally-Identifying Information,” by contrast, is information such as a name or email address that, without more, can be directly associated with a specific person. Like most website operators, Lake-View Electronics Corporation gathers from users of the Website Non-Personally Identifying Information of the sort that Web browsers, depending on their settings, may make

available. That information includes the user's Internet Protocol (IP) address, operating system, browser type and the locations of the websites the user views right before arriving at, while navigating and immediately after leaving the Website. Although such information is not Personally-Identifying Information, it may be possible for Lake-View Electronics Corporation to determine from an IP address a user's Internet service provider and the geographic location of the visitor's point of connectivity as well as other statistical usage data. Lake-View Electronics Corporation analyzes Non-Personally-Identifying Information gathered from users of the Website to help Lake-View Electronics Corporation better understand how the Website is being used. By identifying patterns and trends in usage, Lake-View Electronics Corporation is able to better design the Website to improve users' experiences, both in terms of content and ease of use. From time to time, Lake-View Electronics Corporation may also release the Non-Personally-Identifying Information gathered from Website users in the aggregate, such as by publishing a report on trends in the usage of the Website.

Web Cookies

A "Web Cookie" is a string of information which assigns you a unique identification that a website stores on a user's computer, and that the user's browser provides to the website each time the user submits a query to the website. Lake-View Electronics Corporation uses cookies on the Website to keep track of services you have used, to record registration information regarding your login name and password, to record your user preferences, to keep you logged into the Website and to facilitate purchase procedures. Lake-View Electronics Corporation also uses Web Cookies to track the pages that users visit during each Website session, both to help Lake-View Electronics Corporation improve users' experiences and to help Lake-View Electronics Corporation understand how the Website is being used. As with other Non-Personally Identifying Information gathered from users of the Website, Lake-View Electronics Corporation analyzes and discloses in aggregated form information gathered using Web Cookies, so as to help Lake-View Electronics Corporation, its partners and others better understand how the Website is being used. LAKE-VIEW ELECTRONIC CORPORATION USERS WHO DO NOT WISH TO HAVE WEB COOKIES PLACED ON THEIR COMPUTERS SHOULD SET THEIR BROWSERS TO REFUSE WEB COOKIES BEFORE ACCESSING THE WEBSITE, WITH THE UNDERSTANDING THAT CERTAIN FEATURES OF THE WEBSITE MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF WEB COOKIES. WEBSITE USERS WHO REFUSE WEB COOKIES ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.

Web Beacons

A "Web Beacon" is an object that is embedded in a web page or email that is usually invisible to the user and allows website operators to check whether a user has viewed a particular web page or an email. Lake-View Electronics Corporation may use Web Beacons on the Website and in emails to count users who have visited particular pages, viewed emails and to deliver co-branded services. Web Beacons are not used to access users' Personally-Identifying Information. They are a technique Lake-View Electronics Corporation may use to compile aggregated statistics about Website usage. Web Beacons collect only a limited set of information, including a Web Cookie number, time and date of a page or email view and a description of the page or email on which the Web Beacon resides. You may not decline Web Beacons. However, they can be rendered ineffective by declining all Web Cookies or modifying your browser setting to notify you each time a Web Cookie is tendered, permitting you to accept or decline Web Cookies on an individual basis.

Analytics

Lake-View Electronics Corporation may use third-party vendors, including Google, who use first-party cookies (such as the Google Analytics cookie) to inform, optimize and serve ads based on your past activity on the Website, including Google Analytics for Display Advertising. The information collected may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. If you do not want any information to be collected and used by Google Analytics, you can install an opt-out in your web browser (<https://tools.google.com/dlpage/gaoptout/>) and/or opt out from Google Analytics for Display Advertising or the Google Display Network by using Google's Ads Settings (www.google.com/settings/ads).

Aggregated and Non-Personally-Identifying Information

Lake-View Electronics Corporation may share aggregated and Non-Personally Identifying Information LakeView Electronics Corporation collects under any of the above circumstances. Lake-View Electronics Corporation may also share it with third parties and our affiliate companies to develop and deliver targeted advertising on the Website and on websites of third parties. Lake-View Electronics Corporation may combine Non-Personally Identifying Information Lake-View Electronics Corporation collects with additional Non-Personally Identifying Information collected from other sources. Lake-View Electronics Corporation also may share aggregated information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis. For example, Lake-View Electronics Corporation may tell its advertisers the number of visitors to the Website and the most popular features or services accessed. This information does not contain any Personally-Identifying Information and may be used to develop website content and services that Lake-View Electronics Corporation hopes you and other users will find of interest and to target content and advertising.

Mobile Device Additional Terms

- **Mobile Device.** If you use a mobile device to access the Website or download any of Lake-View Electronics Corporation's applications, Lake-View Electronics Corporation may collect device information (such as your mobile device ID, model and manufacturer), operating system, version information and IP address.
- **Geo-Location Information.** Unless Lake-View Electronics Corporation have received your prior consent, Lake-View Electronics Corporation does not access or track any location-based information from your mobile device at any time while downloading or using our mobile application or our services, except that it may be possible for Lake-View Electronics Corporation to determine from an IP address the geographic location of your point of connectivity, in which case Lake-View Electronics Corporation may gather and use such general location data.
- **Push Notifications.** Lake-View Electronics Corporation may send you push notifications if you choose to receive them, letting you know when someone has sent you a message or for other service-related matters. If you wish to opt-out from receiving these types of communications, you may turn them off in your device's settings.
- **Mobile Analytics.** Lake-View Electronics Corporation uses mobile analytics software to allow Lake-View Electronics Corporation to better understand the functionality of Lake-View Electronics Corporation's mobile software on your phone. This software may record information, such as how often you use the application, the events that occur within the application, aggregated usage, and

performance data and where the application was downloaded from. Lake-View Electronics Corporation does not link the information Lake-View Electronics Corporation stores within the analytics software to any Personally-Identifying Information you submit within the mobile application.

COLLECTION, USE AND DISCLOSURE OF PERSONALLY-IDENTIFYING INFORMATION

Website Registration

As defined above, Personally-Identifying Information is information that can be directly associated with a specific person. Lake-View Electronics Corporation may collect a range of Personally-Identifying Information from and about Website users. Much of the Personally-Identifying Information collected by Lake-View Electronics Corporation about users is information provided by users themselves when (1) registering for our service, (2) logging in with social network credentials, (3) participating in polls, contests, surveys or other features of Lake-View Electronics Corporation's service, or responding to offers or advertisements, (4) communicating with Lake-View Electronics Corporation, (5) creating a public profile or (6) signing up to receive newsletters. That information may include each user's name, address, email address and telephone number, and, if you transact business with Lake-View Electronics Corporation, financial information such as your payment method (valid credit card number, type, expiration date or other financial information). Lake-View Electronics Corporation may also request information about your interests and activities, your gender, age, date of birth, username, hometown and other demographic or relevant information as determined by Lake-View Electronics Corporation from time to time. Users of the Website are under no obligation to Lake-View Electronics Corporation Company with Personally-Identifying Information of any kind, with the caveat that a user's refusal to do so may prevent the user from using certain Website features.

BY REGISTERING WITH OR USING THE WEBSITE, YOU CONSENT TO THE USE AND DISCLOSURE OF YOUR PERSONALLY-IDENTIFYING INFORMATION AS DESCRIBED IN THIS "COLLECTION, USE AND DISCLOSURE OF PERSONALLY-IDENTIFYING INFORMATION" SECTION.

Lake-View Electronic Corporation Communications

Lake-View Electronics Corporation may occasionally use your name and email address to send you notifications regarding new services offered by the Website that Lake-View Electronics Corporation thinks you may find valuable. Lake-View Electronics Corporation may also send you service-related announcements from time to time through the general operation of the service. Generally, you may opt out of such emails at the time of registration or through your account settings, though Lake-View Electronics Corporation reserves the right to send you notices about your account, such as service announcements and administrative messages, even if you opt out of all voluntary email notifications.

Lake-View Electronic Corporation Disclosures

Lake-View Electronics Corporation will disclose Personally-Identifying Information under the following circumstances:

- **By Law or to Protect Rights.** When we believe disclosure is appropriate, we may disclose Personally-Identifying Information in connection with efforts to investigate, prevent or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of Lake-View Electronics Corporation, our users, our employees or others; to comply with applicable law or cooperate with law enforcement; to enforce our Terms of Use or

other agreements or policies, in response to a subpoena or similar investigative demand, a court order or a request for cooperation from a law enforcement or other government agency; to establish or exercise Lake-View Electronics Corporation's legal rights; to defend against legal claims; or as otherwise required by law. In such cases, Lake-View Electronics Corporation may raise or waive any legal objection or right available.

- **Third-Party Service Providers.** Lake-View Electronics Corporation may share your Personally Identifying Information, which may include your name and contact information (including email address) with our authorized service providers that perform certain services on our behalf. These services may include fulfilling orders, providing customer service and marketing assistance, performing business and sales analysis, supporting the Website's functionality and supporting contests, sweepstakes, surveys and other features offered through the Website. Lake-View Electronics Corporation may also share your name, contact information and credit card information with Lake-View Electronics Corporation's authorized service providers who process credit card payments. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purpose.
- **Business Transfers; Bankruptcy.** Lake-View Electronics Corporation reserves the right to transfer all Personally Identifying Information in its possession to a successor organization in the event of a merger, acquisition, bankruptcy or other sale of all or a portion of Lake-View Electronics Corporation's assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personally-Identifying Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of that new privacy policy and are given an opportunity to affirmatively opt out of it. Personally-Identifying Information submitted or collected after a transfer, however, may be subject to a new privacy policy adopted by the successor organization.

Changing Personally-Identifying Information; Account Termination

You may at any time review or change your Personally-Identifying Information by going to your account settings (if applicable) or contacting Lake-View Electronics Corporation using the contact information below. Upon your request, Lake-View Electronics Corporation will deactivate or delete your account and contact information from Lake-View Electronics Corporation's active databases. Such information will be deactivated or deleted as soon as practicable based on your account activity and accordance with Lake-View Electronics Corporation's deactivation policy and applicable law. To make this request, either go to your account settings (if applicable) or contact Lake-View Electronics Corporation as provided below. Lake-View Electronics Corporation will retain in Lake-View Electronics Corporation's files some Personally Identifying Information to prevent fraud, to troubleshoot problems, to assist with any investigations, to enforce Lake-View Electronics Corporation's Terms of Use and to comply with legal requirements as is permitted by law. Therefore, you should not expect that all your Personally-Identifying Information will be completely removed from Lake-View Electronics Corporation's databases in response to your requests. Additionally, Lake-View Electronics Corporation keeps a history of changed information to investigate suspected fraud with your account.

General Use

Lake-View Electronics Corporation uses the Personally-Identifying Information in the file Lake-View Electronics Corporation maintains about you, and other information Lake-View Electronics Corporation obtains from your current and past activities on the Website (1) to deliver the products and services that

you have requested; (2) to manage your account and provide you with customer support; (3) to communicate with you by email, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from Lake-View Electronics Corporation, affiliate companies or other third parties; (4) to develop and display content and advertising tailored to your interests on the Website and other sites; (5) to resolve disputes and troubleshoot problems; (6) to measure consumer interest in Lake-View Electronics Corporation's services; (7) to inform you of updates; (8) to customize your experience; (9) to detect and protect Lake-View Electronics Corporation against error, fraud and other criminal activity; (10) to enforce Lake-View Electronics Corporation's Terms of Use; and (11) to do as otherwise described to you at the time of collection. At times, Lake-View Electronics Corporation may look across multiple users to identify problems. In particular, Lake-View Electronics Corporation may examine your Personally-Identifying Information to identify users using multiple user IDs or aliases. Lake-View Electronics Corporation may compare and review your Personally-Identifying Information for accuracy and to detect errors and omissions. Lake-View Electronics Corporation may use financial information or payment method to process payment for any purchases made on the Website, enroll you in the discount, rebate, and other programs in which you elect to participate, to protect against or identify possible fraudulent transactions and otherwise as needed to manage Lake-View Electronics Corporation's business.

COLLECTION AND USE OF INFORMATION BY THIRD PARTIES GENERALLY

Lake-View Electronics Corporation contractually prohibits its contractors, affiliates, vendors and suppliers from disclosing Personally-Identifying Information received from Lake-View Electronics Corporation, other than in accordance with this Privacy Policy. However, third parties are under no obligation to comply with this Privacy Policy with respect to Personally-Identifying Information that users provide directly to those third parties, or that those third parties collect for themselves. These third parties include advertisers, providers of games, utilities, widgets and a variety of other third-party applications accessible through the Website. Lake-View Electronics Corporation neither owns nor controls the third-party websites and applications accessible through the Website. Thus, this Privacy Policy does not apply to information provided to or gathered by the third parties that operate them. Before visiting a third party, or using a third-party application, whether by means of a link on the Website, directly through the Website or otherwise, and before providing any Personally-Identifying Information to any such third party, users should inform themselves of the privacy policies and practices (if any) of the third party responsible for that website or application, and should take those steps necessary to, in those users' discretion, protect their privacy.

SECURITY

Lake-View Electronics Corporation takes the security of your Personally-Identifying Information seriously and use reasonable electronic, personnel and physical measures to protect it from loss, theft, alteration or misuse. However, please be advised that even the best security measures cannot fully eliminate all risks. Lake-View Electronics Corporation cannot guarantee that only authorized persons will view your information. Lake-View Electronics Corporation is not responsible for third-party circumvention of any privacy settings or security measures.

Lake-View Electronics Corporation is dedicated to protect all information on the Website as is necessary. However, you are responsible for maintaining the confidentiality of your Personally-Identifying Information by keeping your password confidential. You should change your password immediately if you believe someone has gained unauthorized access to it or your account. If you lose control of your account, you should notify Lake-View Electronics Corporation immediately.

PRIVACY POLICY CHANGES

Lake-View Electronics Corporation may, in its sole discretion, change this Privacy Policy from time to time. Any and all changes to Lake-View Electronics Corporation's Privacy Policy will be reflected on this page and the date new versions are posted will be stated at the top of this Privacy Policy. Unless stated otherwise, our current Privacy Policy applies to all information that Lake-View Electronics Corporation has about you and your account. Users should regularly check this page for any changes to this Privacy Policy. Lake-View Electronics Corporation will always post new versions of the Privacy Policy on the Website. However, Lake-View Electronics Corporation may, as determined in its discretion, decide to notify users of changes made to this Privacy Policy via email or otherwise. Accordingly, it is important that users always maintain and update their contact information.

CHILDREN

The Children's Online Privacy Protection Act ("COPPA") protects the online privacy of children under 13 years of age. Lake-View Electronics Corporation does not knowingly collect or maintain Personally Identifying Information from anyone under the age of 13, unless or except as permitted by law. Any person who provides Personally Identifying Information through the Website represents to us that he or she is 13 years of age or older. If Lake-View Electronics Corporation learns that Personally-Identifying Information has been collected from a user under 13 years of age on or through the Website, then Lake-View Electronics Corporation will take the appropriate steps to cause this information to be deleted. If you are the parent or legal guardian of a child under 13 who has become a member of the Website or has otherwise transferred Personally-Identifying Information to the Website, please contact Lake-View Electronics Corporation using the contact information given below to have that child's account terminated and information deleted.

CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from Lake-View Electronics Corporation, once a year and free of charge, information about the Personally-Identifying Information (if any) Lake-View Electronics Corporation disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of the Personally-Identifying Information that was shared and the names and addresses of all third parties with which Lake-View Electronics Corporation shared Personally-Identifying Information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to Lake-View Electronics Corporation's privacy officer as listed below.

DO-NOT-TRACK POLICY

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. Because there is not yet a common understanding of how to interpret the DNT signal, the Website currently does not respond to DNT browser signals or mechanisms.

CONTACT

If you have any questions regarding our Privacy Policy, please contact Lake-View Electronics Corporation's Privacy Officer at:

Lake-View Electronics Corporation
Attn: Privacy Officer

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Grafton, WI 53024
Email: sales@lvelectronics.com
Phone: 2623778250
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