

Privacy Policy

Last updated: August 23, 2024

This Privacy Policy describes our policies and procedures on the collection, use, and disclosure of your information when you use the illumsoftworks.com website, Lexicon, related sites, applications, data, and other services; and all content contained therein (collectively the “Services”). The Services are provided by ILLUM SOFTWARES LLC. By using the Services, you agree to the collection and use of information in accordance with this Privacy Policy.

Collection of Information

In connection with your use of the Services, we may collect information about you including:

Information you provide to us: We collect information about you when you contact us for information or otherwise interact with the Services. This information includes:

- Contact information, such as name and email address; and
- Information contained in communications to us, including information needed to contact you.

Information we collect automatically: We may use cookies, pixels, or other digital technologies that collect information from your device, including:

- Internet Protocol address;
- Operating system;
- Browser type;
- Browser version;
- Pages visited;
- Times and dates of visits;
- Time spent on pages;
- Unique device identifiers; and
- Other analytics data.

Children’s information: You must be at least 13 years of age or older to use the Services. The Services is not intended for or directed to children under the age of 13, nor do we knowingly collect personal information from anyone under the age of 13.

Use of Your Personal Data

We may use personal data for the following purposes:

- **To provide and maintain our Services:** We use your personal data provide you services, including to monitor the usage of our Services.
- **To contact you:** To contact you by email or another method of communication, regarding your requests for support, or product or service updates. We may also contact you about offers or information relating to new or similar products and Services, unless you have opted not to receive such information.
- **To provide security and fraud prevention:** We may use your information to monitor and investigate fraud, identity theft, and other illegal activity; to protect your rights and safety or the rights and safety of others; and to protect and secure our Services, assets, and operations.
- **To comply with the law:** We may use your information to comply with legal process, such as subpoenas, court orders, warrants, and other lawful regulatory or law enforcement requests and to comply with legal requirements.
- **To deliver targeted advertising to you:** We may use your information to develop and display content and advertising (and work with third-party vendors who do so) tailored to your interests and/or location and to measure its effectiveness.
- **For business transfers:** We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by us about our users is among the assets transferred.
- **For other purposes:** We may use your information for other purposes, such as internal auditing and data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our products, Services, marketing, and your experience.
- **With your consent:** We may disclose your personal information for any other purpose with your consent.

Disclosure of Your Personal Data

We do not sell any personal data for financial compensation. We may share your personal information with the following parties:

- **Service providers:** We may share your personal information with certain service providers to fulfill a service you request, monitor and analyze the use of our Services, contact you, or to provide other services related to the support, maintenance, and management of the Services.
- **Legal authorities:** We may be required to preserve and disclose personal information, without your consent as provided by law, such as, to respond to lawful requests by authorities such as a subpoena or court order. We may disclose your information to federal, state, or local officials to assist in the investigation or prosecution of a crime.

- **Other users:** When you share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **Other parties to fulfill legal requirements:** We may disclose your information in the good faith belief that such action is necessary to comply with a legal obligation; protect and defend our rights or property; prevent or investigate possible wrongdoing in connection with the Services; protect the personal safety of users of the Services or the public; or protect against legal liability.

Retention of Your Personal Data

We will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Transfer of Your Personal Data

Your information, including your personal data, is processed at our operating offices and in any other places where our service providers and parties mentioned above are located. It means that this information may be transferred outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

Your submission of such information represents your agreement to that transfer.

We will take reasonable measures to ensure that your data is treated securely and in accordance with this Privacy Policy and applicable laws and regulations.

Security of Your Personal Data

The security of your information is important to us. No method of transmission over the Internet, or method of electronic storage is 100% secure, however. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track the activity on our Services and to improve and analyze our Services. The technologies we use may include:

- **Cookies:** A cookie is a small file placed on your device. You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some parts of our Services. Unless you have adjusted your browser setting so that it will refuse Cookies, our Services may use Cookies.
- **Web Beacons:** Certain sections of our Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser. You can learn more about cookies on this [TermsFeed article](#).

We use session and persistent cookies for the purposes set out below:

- **Tracking and Performance Cookies:** These are persistent cookies administered by third parties. They are used to track information about traffic to our websites and how users use the websites. The information gathered via these cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the website. We may also use these cookies to test new pages, features, or new functionality of the websites to see how our users react to them.

Service Providers

Certain service providers we use may have access to your personal data. These third-party vendors collect, store, use, process, and transfer information about your activity on our Services in accordance with their privacy policies and written agreements they may have with us.

Our service providers may help us with a variety of functions including analytics, marketing, advertising, customer engagement, and payments. In some jurisdictions such as California, the term "Service Provider" may have a distinct meaning. The list provided below may include vendors that may qualify as either a "Service Providers" or "Third Party" under certain state laws.

We endeavor to keep this list current, but since business structures and relationships may change, the information below may not always be comprehensive or up to date. For an updated list of our vendors, please contact us at support@illumsoftworks.com.

Analytics

We may use service providers to monitor and analyze the use of our Services:

- **Google Analytics:** Google Analytics is a web analytics service offered by Google, Inc. that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data may be shared with other Google Services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Services available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page at <https://policies.google.com/privacy>.

Email Communications

We may use your personal data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us at support@illumsoftworks.com.

Our email communications providers include:

- Mailchimp
- Gmail

Marketing

We may use marketing services to advertise to you, including on other websites. We (or our vendors) may use cookies and similar technologies to help us recognize your device and understand how you use our Services so that we can improve our Services to reflect your interests and serve advertisements that are likely to be of more interest to you.

These vendors collect, store, use, process and transfer information about your activity on our Services in accordance with their Privacy Policies and to enable us to:

- Measure and analyze traffic and browsing activity on our Services;
- Show advertisements for our products and/or services to you; and/or
- Measure and analyze the performance of our advertising campaigns.

Some of these vendors may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit you to block such technologies. You can use the following third-party tools to decline the collection and use of information for the purpose of serving you interest-based advertising:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youronlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

You may opt-out of all personalized advertising by enabling privacy features on your mobile device such as Limit Ad Tracking (iOS) and Opt Out of Ads Personalization (Android). See your mobile device's settings for more information.

We may share information, such as hashed email addresses (if available) or other online identifiers collected on our Services with these vendors. This allows our vendors to recognize and deliver you ads across devices and browsers. To read more about the technologies used by these vendors and their cross-device capabilities please refer to their privacy policies listed below.

Our marketing vendors are:

- **Google Ads (AdWords):** Google Ads is a marketing service provided by Google Inc. You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>. Google also recommends installing the Google Analytics Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>) for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page at <https://policies.google.com/privacy>.
- **X:** X's marketing Services are provided by X Corp. You can opt-out from X's interest-based ads by following their instructions: <https://business.x.com/en/help/ads-policies/product-policies/interest-based-opt-out-policy.html>. You can learn more about the privacy practices and policies of X by visiting their Privacy Policy page at <https://x.com/en/privacy>.
- **Facebook:** Facebook remarketing service is provided by Meta Platforms, Inc. You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/516147308587266>. To opt-out from Facebook's interest-based ads, follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>. Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance (<http://www.aboutads.info/choices/>), or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>.
- **Instagram:** Instagram remarketing service is provided by Meta Platforms, Inc. You can learn more about interest-based advertising on Instagram by visiting this page: <https://help.instagram.com/615366948510230>. To opt-out from Instagram's interest-based ads, follow these instructions from Instagram: <https://help.instagram.com/196883487377501>. Instagram adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Instagram and other participating companies through the Digital Advertising Alliance (<http://www.aboutads.info/choices/>), or opt-out using your

mobile device settings. For more information on the privacy practices of Instagram, please visit Instagram's Data Policy: <https://privacycenter.instagram.com/policy>.

State Privacy Rights

We comply with state privacy laws as applicable. We may not necessarily meet all applicability requirements under state privacy laws at this time. We will update this section as needed.

Your Rights and User Controls

We provide you certain rights and controls over how your personal data is collected, used, and shared. For example, we offer you the following rights:

- **The right to be informed:** You have the right to be informed about which categories of personal data we collect and the purposes for which the personal data is being used.
- **The right to access:** You have the right to submit a request and attain information about whether your personal information is being processed. Once we verify your request, we will disclose to you information about the purpose of processing; categories of personal data we are processing; categories of third parties with whom we share that personal information; how long we will keep the information; source of the information; and information about your rights to the data.
- **The right to opt out of certain sharing of personal data:** You can opt out of certain disclosures of your information.
- **The right to correct personal data:** You have the right to correct or rectify any inaccurate personal information about you that we collected. Once we verify your request, we will use commercially reasonable efforts to correct your personal information, unless an exception applies.
- **The right to limit restrict processing:** You have the right to request to limit or restrict the processing of personal information under certain circumstances such as the data is inaccurate, the data is sensitive, you want to retain data that we no longer need, or other reasons.
- **The right to delete personal data:** You have the right to request the deletion of your personal data under certain circumstances, subject to certain exceptions. Once we verify your request, we will delete your personal information from our records, unless an exception applies. For example, we may deny your deletion request if retaining the information is necessary for us or our service providers to:
 - Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.

- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
 - Debug products to identify and repair errors that impair existing intended functionality.
 - Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
 - Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
 - Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
 - Comply with a legal obligation.
 - Make other internal and lawful uses of that information that are compatible with the context in which you provided it.
- **The right not to be discriminated against:** You have the right not to be discriminated against for exercising any of Your consumer's rights, including by denying goods or Services to you, or charging different prices or rates for goods or Services.
 - **The right to obtain data:** You have the right to obtain a copy of your personal data in a machine-readable format.
 - **The right to object to processing:** You have the right to object to our processing your personal data.
 - **The right not to be subject to automated decision-making:** You have the right not to be subject to decisions based solely on automated (non-human) means, including profiling, if the decision significantly impacts you.

To exercise any of your rights, contact us at support@illumsoftworks.com.

Your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with the required information if we cannot verify Your identity or authority to make the request, and confirm that the personal information relates to you.

Any disclosures we provide will only cover the 12-month period preceding the verifiable request's receipt.

Do Not Sell or Share My Personal Information

We do not sell your personal information as that term is commonly understood (that is, for monetary compensation). Under certain state laws, certain disclosures to vendors may nonetheless fall within the state's definition of "selling" or "sharing" data. As described in the "Service Providers" section above, we may allow share limited data with our service providers for business purposes and activities such as analytics and marketing.

Some of our service providers may use cookies and similar technologies to collect certain personal information. Please visit each vendor's privacy for information about opting out of the use of your personal information for interest-based advertising and other purposes that might be considered sales or sharing as defined under certain state laws.

Additionally, you may opt out of receiving personalized ads served by certain service providers here:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youronlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

Please note that any opt out is specific to the browser you use. You may need to opt out on every browser that you use.

Mobile Devices

Your mobile device may give you the ability to opt out of targeted advertising:

- "Opt out of Interest-Based Ads" or "Opt out of Ads Personalization" on Android devices
- "Limit Ad Tracking" on iOS devices

You can also stop the collection of location information from your mobile device by changing the preferences on your mobile device.

Change or Delete Your Personal Data

You may contact us to request access to, correct, or delete any personal information that you have provided to us. Please note, however, that we may need to retain certain information when we have a legal obligation or lawful basis to do so.

"Do Not Track" Signals

Our Service does not respond to Do Not Track signals that may be available via your browser.

Links to Other Websites

Our Service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's Services. We strongly advise you to review the Privacy Policy of every Services you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party websites or Services.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes in accordance with applicable law. Changes to this Privacy Policy are effective when they are posted on our website, unless otherwise stated. Your continued use of the Service after any such updates take effect constitute acknowledgment and acceptance of those changes. You are responsible to review this Privacy Policy periodically. We will post the "Last updated" date of each version.

Contact Us

If you have any questions about this Privacy Policy, contact us at support@illumsoftworks.com.