

Privacy Policy

Lite Enterprises Privacy Policy

Updated: June 1, 2025

We respect your privacy and treat your information with the utmost care.

This Privacy Policy explains how we collect, use, and disclose your information through our websites, mobile applications, products, customer support and other services (collectively referred to as “Product”, “Products” or “Services”), as well as any other third party services or products that link to this Privacy Policy.

By agreeing to this Privacy Policy in your account setup or by using our Products, or any other third party services or products that link to this Privacy Policy, you consent to the processing of your information as set forth in this Privacy Policy.

This Policy describes:

1. What Information Do We Collect
2. How Do We Collect Your Information
3. How Will We Use Your Information
4. How Do We Store Your Information
5. Marketing
6. Share and Transfer
7. Your Rights
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1. What Information Do We Collect

We **collect only the personal data that we need**. We may collect a variety of information, including:

- **Account Information.** Your Lite Enterprises account and related account details, including contact phone number, email address, passwords, social account and third-party avatar.
- **Contact Information.** We may need your contact information such as your name, email address, shipping address and phone number when you place an order or contact us for customer service.
- **Other Information You Provide to Us.** Details such as the time, topic and content of your communications with Lite Enterprises.

You are not required to provide the personal data that we have requested. However, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to requests you may have.

2. How Do We Collect Your Information

You directly provide Lite Enterprises with the data we collect including your name, contact phone number, email address, and shipping address .

3. How Will We Use Your Information

Lite Enterprises uses personal data to power our Services, to process your transactions, to communicate with you, for security and fraud prevention, and to comply with law.

Lite Enterprises uses your personal data only when we have a **valid legal basis** to do so:

- To honor our contractual commitments to you: Much of our processing of personal data is to meet our contractual obligations to our users, or to take steps at users' requests in anticipation of entering into a contract with them. For example, we handle personal data on this basis to allow you to sign up for our services.
- Consent: Where required by law, and in some other cases, we handle personal data on the basis of your implied or express consent.

- Legitimate interests: In many cases, we handle personal data on the ground that it furthers our legitimate interests in commercial activities in ways that are not overridden by the interests or fundamental rights and freedoms of the affected individuals. This includes: operating our business and services; providing security for our websites, products, software, or applications; marketing; receiving payments; preventing fraud; and knowing the customer to whom we are providing services.
- Legal compliance: We need to use and disclose personal data in certain ways to comply with our legal obligations (such as our obligation to share data with tax authorities).

Lite Enterprises uses your personal data only **for the purposes** described below:

1. **Provide Our Services**

We use your information to fulfil our agreements with you and provide you with our Services, we process your personal information as necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract, including but not limited to:

- Managing your information and accounts, including registration;
- Providing the Services to you, including providing access to certain areas, functionalities, and features of our Services;
- Answering requests for customer or technical support;
- Communicating with you about your account, activities on our Services, and policy changes; and

1. **Administrative Purposes**

We use your information for various administrative purposes, including but not limited to:

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity;
- Measuring interest and engagement in our Services;
- Improving, upgrading or enhancing our Services;
- Developing new products and Services;

- Ensuring internal quality control and safety;
- Authenticating and verifying individual identities, including requests to exercise your rights under this policy;
- Debugging to identify and repair errors with our Services;
- Auditing relating to interactions, transactions and other compliance activities;
- Sharing information with third parties as needed to provide the Services;
- Enforcing our agreements and policies;
- Complying with our legal obligations.

4. How Do We Store Your Information

The information that we collect from you will be processed in the United States.

We retain personal data only for so long as necessary to fulfill the purposes for which it was collected, including as described in this Privacy Policy or in our service-specific privacy notices, or as required by law.

We will retain your personal data for the period necessary to fulfill the purposes outlined in this Privacy Policy and our service-specific privacy summaries. When assessing retention periods, we first carefully examine whether it is necessary to retain the personal data collected and, if retention is required, work to retain the personal data for the shortest possible period permissible under law.

5. Marketing

You can **opt out** of having your information being used by Lite Enterprises for performance-based advertising by accessing your mobile device settings and following the most recent published instructions. If you limit ad tracking, you will still see advertisements (even ones sourced from Lite Enterprises's network), but we will no longer be able to use the personal information described above in Section 1 to serve you with more relevant ads.

In addition, the advertising identifier (along with any information collected about that identifier) that was previously assigned to you will also be disassociated. This means that if at a later stage,

you decide to opt back in, we will not be able to use any of your past information for advertising purposes, and you will (for all practical purposes) be a new user to our system.

6. Share and Transfer

1. Share

We will not share your personal information with any company, organization or individual other than Lite Enterprises.

1. Transfer

We will not transfer your personal information to any company, organization or individual unless we obtain your express consent, or when a merger, acquisition or bankruptcy liquidation is involved, if the transfer of personal information is involved, we will require a new holder of your Companies and organizations with personal information continue to be bound by this Privacy Policy, otherwise we will require the company and organization to seek your authorization and consent again.

7. Your Rights

You have several rights under the data privacy legislation. This includes, under certain circumstances, the right to:

Request access to your personal data

You have the right to obtain a copy of the personal data we hold about you and certain information relating to our processing of your personal data.

Request correction of your personal data

You are entitled to have your personal data corrected if it is inaccurate or incomplete. You can update your personal data at any time by logging into your account and updating your details directly, or by emailing us at fsupport@LiteEnterprises.com.

Request erasure of your personal data

This enables you to request that Lite Enterprises delete your personal data, where there is no good reason for us continuing to process it. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- **Request restriction of processing of your personal data**

You have a right to ask Lite Enterprises to suspend the processing of your personal data in certain scenarios, for example if you want us to establish the accuracy of the data, or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it. Where processing is restricted, we are allowed to retain sufficient information about you to ensure that the restriction is respected in future.

- **Request the transfer of your personal data**

You have the right to obtain a digital copy of your personal data or request the transfer of your personal data to another company. Please note though that this right only applies to automated data which you initially provided consent for us to use or where we used the data to perform a contract with you.

We will try to respond to all legitimate requests within one month. We may need to request specific information from you to help us confirm your identity and ensure your right to exercise any of the above rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

- **Right to lodge a complaint**

If you have any concerns or complaints regarding the way in which we process your data, please email us directly at support@LiteEnterprises.com. If you wish to exercise any of these rights, please email us at support@LiteEnterprises.com.

8. Cookies

Cookies are small text files that are sent to or accessed from your web browser or your computer's hard drive. We do not use cookies.

9. Security of Your Information

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We have taken appropriate safeguards to require that your personal information will remain protected and require our third-party service

providers and partners to have appropriate safeguards as well. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized disclosure.

By using our Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Services. If we learn of a security system's breach, we may attempt to notify you electronically by posting a notice on our Services, by mail or by sending an email to you.

10. Children's Information

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Lite Enterprises does not knowingly collect any Personal Identifiable Information from children under the age of 14. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

If we become aware that a child has provided us with personal information in violation of applicable law, we will delete any personal information we have collected, unless we have a legal obligation to keep it, and terminate the child's account.

11. Supplemental Notice for California Residents

This Supplemental California Privacy Notice only applies to our processing of personal information that is subject to the California Consumer Privacy Act of 2018 ("CCPA"). The CCPA provides California residents with the right to know what categories of personal information Lite Enterprises has collected about them and whether Lite Enterprises disclosed that personal information for a business purpose (e.g., to a service provider) in the preceding 12 months. California residents can find this information below:

Category of Personal Information Collected by Lite Enterprises	Category of Third-Party Information is Disclosed to for a Business Purpose
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Identifiers. A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	<ul style="list-style-type: none"> · Service providers · Advertising networks · Social networks
Internet or other electronic network activity Browsing history, search history, information on a consumer's interaction with an internet website, application, or advertisement.	<ul style="list-style-type: none"> · Service providers · Advertising networks · Government entities
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)) A name, signature, physical characteristics or description, address, telephone number, education, employment, employment history, bank account number or other financial information. Personal Information does not include publicly available information that is lawfully made available to the general public from federal, state, or local government records. Note: Some personal information included in this category may overlap with other categories.	<ul style="list-style-type: none"> · Service providers · Advertising networks · Government entities
Geolocation data Physical location or movements.	<ul style="list-style-type: none"> · Service providers · Advertising networks · Government entities

The categories of sources from which we collect personal information and our business and commercial purposes for using personal information are set forth in Section 1 to 3 above, respectively.

“Sales” of Personal Information under the CCPA

For purposes of the CCPA, Lite Enterprises does not “sell” personal information, nor do we have actual knowledge of any “sale” of personal information of minors under 16 years of age.

Additional Privacy Rights for California Residents

- **Non-Discrimination.** California residents have the right not to receive discriminatory treatment by us for the exercise of their rights conferred by the CCPA.
- **Authorized Agent.** Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. To designate an authorized agent, please contact us as set forth in “Contact Us” below and provide written authorization signed by you and your designated agent.
- **Verification.** To protect your privacy, we will take steps the following steps to verify your identity before fulfilling your request. When you make a request, we will ask you to provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative, which may include asking you for additional proof of identity and asking questions regarding your account and use of our Services.

If you are a California resident and would like to exercise any of your rights under the CCPA, please contact us as set forth in “Contact Us” below. We will process such requests in accordance with applicable laws.

- **California Shine the Light.** The California “Shine the Light” law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those parties.
- **Right for minors to remove posted content.** Where required by law, California residents under the age of 18 may request to have their posted content or information removed from the publicly-viewable portions of the Services by contacting us directly as set forth in “Contact Us” below or logging into their account and removing the content or information using our self-service tools.

12. Supplemental Notice for Nevada Residents

If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Information to third parties who intend to license or sell that Personal Information. Please note that we do not currently sell your Personal Information as sales are defined in Nevada Revised Statutes Chapter 603A. If you have any questions, or to request that we do not sell your information in the future, please “Contact Us” as set forth below with the subject line “Nevada Do Not Sell Request”.

13. Privacy Policies of Third-Party Websites/Applications

The Services may contain links to other websites/applications and other websites/applications may reference or link to our Services. These third-party services are not controlled by us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Providing personal information to third-party websites or applications is at your own risk.

14. Changes to Our Privacy Policy

We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Policy, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue to use our Services after the new Privacy Policy takes effect.

If at any time you find either this Agreement or the Privacy Policy unacceptable, you must immediately cease accessing the App and Websites. Unless Lite Enterprises obtains your express consent, any revised Privacy Policy will apply only to information collected by Lite Enterprises after the revised Privacy Policy takes effect, and not to information collected under any earlier versions of the Privacy Policy.

15. How to Contact Us

We welcome feedback and are happy to answer any questions you may have about your data.

You may contact us electronically at support@liteenterprises.com