

Privacy Policy

This Privacy Policy describes how Light Emitting Designs (“Light Emitting Designs,” “Company,” “we,” “us,” or “our”) collects, uses, discloses, and protects information obtained through our website <https://lightemittingdesigns.com> (the “Website”).

This Privacy Policy is intended to comply with applicable privacy and data protection laws, including the California Consumer Privacy Act (“CCPA”) and, where applicable, the General Data Protection Regulation (“GDPR”).

1. Information We Collect

1.1 Information You Provide Voluntarily

We collect personal information that you voluntarily submit through the Website, including:

- Full name
- Company or organization name
- Email address
- Telephone number
- Project inquiries, specifications, or messages
- Any other information you choose to provide

We do not knowingly collect sensitive personal information.

1.2 Information Collected Automatically

When you access the Website, limited technical information may be collected automatically, including:

- IP address
- Browser type and version
- Device type
- Pages visited and navigation activity
- Date and time of access

This information is used strictly for security, diagnostics, and basic website functionality.

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2. How We Use Information

Information collected is used solely for legitimate business purposes, including:

- Responding to inquiries and requests
- Providing product information, quotations, and project coordination
- Communicating regarding services or business relationships
- Maintaining website security and integrity
- Complying with legal and regulatory obligations

We do not use personal information for behavioral advertising or profiling.

3. Communications and SMS Compliance

If you provide a phone number, you consent to receive communications directly related to your inquiry or business relationship with Light Emitting Designs.

- Message frequency varies
- Message and data rates may apply
- We do not sell, rent, or share phone numbers for marketing
- Opt out is available at any time by replying STOP or contacting us directly

This section is included to support carrier compliance requirements, including 10DLC registration.

4. Disclosure of Information

We do not sell or monetize personal information.

Information may be disclosed only:

- To employees or internal personnel with a legitimate business need
- When required by law, regulation, court order, or legal process
- In connection with a corporate transaction such as a merger or asset sale, subject to confidentiality protections

No third party analytics, advertising platforms, or tracking services are used.

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5. Cookies and Similar Technologies

The Website may use essential cookies necessary for basic operation and security. You may control cookie behavior through browser settings. Disabling cookies may affect site functionality.

6. Data Retention

Personal information is retained only for as long as reasonably necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal requirements.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information. No system can be guaranteed to be completely secure, and use of the Website is at your own risk.

8. California Privacy Rights (CCPA)

California residents have the right to:

- Know what personal information is collected
- Request access to personal information
- Request deletion of personal information, subject to legal exceptions
- Not be discriminated against for exercising privacy rights

Requests may be submitted using the contact information below.

9. International Users and GDPR Notice

If you access the Website from outside the United States, your information may be processed in the United States.

Where GDPR applies, users may have the right to:

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- Access, correct, or delete personal data
- Restrict or object to processing
- Withdraw consent where applicable
- Lodge a complaint with a supervisory authority

Processing is based on legitimate business interests, consent, or legal obligation, as applicable.

10. Children's Privacy

The Website is not intended for individuals under the age of 13. We do not knowingly collect personal information from children.

11. Third Party Links

The Website may contain links to external websites. We are not responsible for the privacy practices or content of third party sites.

12. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with an updated effective date.

13. Contact Information

For privacy related questions or requests:

Light Emitting Designs
Email: [info@lightemittingdesigns.com]
Website: <https://lightemittingdesigns.com>