

Lyticus Privacy Policy

Protecting your private information is our priority.

By using Lyticus ("Service"), you consent to the data practices described in this Privacy Policy.

General information

To improve our services, we may ask your name, email address or other personal data.

We may collect information about your computer hardware and software to maintain service quality and to provide general website statistics. This information includes but is not limited to your

- IP address
- Browser type
- Access times
- Language preferences
- Referring website addresses

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other website features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website and services.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other website feature.
- To ask for ratings and reviews of services or products.
- To follow up with them after correspondence (live chat, email or phone inquiries).

Security

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.

An external PCI compliant payment gateway handles all credit card transactions, all transactions are processed through a gateway provider and are not stored or processed on our servers.

Data storage

We use third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run Lyticus.

Although Lyticus owns the code, databases, and all rights to the Lyticus application, you retain all rights to your data.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

Third-party links

We do not include or offer third-party products or services on our website.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade

Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify you via email within 7 business days.
- We will notify the users via in-site notification within 7 business days.

Changes to this policy

We will update this Privacy Policy to reflect company and customer feedback. We encourages you to periodically review this Statement to be informed of how we protect your information.

You can contact us at any time to:

- Request access to information we have about you.
- Correct any information we have about you.
- Delete any information we have about you.