

Privacy Policy

Protecting your private information is our priority. This Statement of Privacy describes how Light House Cards Inc. (“[Company]”, “we”, “us”, or “our”, “Light House Cards”) collects, uses, and shares your personal information if you visit <https://lighthousecards.io> or our other websites and services that link to this Privacy Policy. This Statement of Privacy applies to anyone who uses or engages with our platform, and Light House Cards Inc. governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Light House Cards Inc. include our websites and all services. The Light House Cards website is a platform which sells generative art-based NFT greeting cards. By using the Light House Cards website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered, Light House Cards Inc. may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address (of card sender and recipient)
- Payment Information
- Blockchain Wallet Address (of card sender and recipient)
- Blockchain Wallet Public Key
- Message Data
- Zip Code
- Other information that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.
- Feedback or correspondence with Light House Cards Inc.
- Usage information, such as information about how you use our Services and interact with our platform
- Marketing information, such as your preferences for receiving communications about our products and activities

Information we obtain from social media platforms. We may maintain pages for Art Blocks on social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn. When you visit or interact with our pages on those platforms, the platform provider’s privacy policy will apply to your interactions and their collection, use, and processing of your personal information. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.

If you purchase Light House Cards Inc.’s products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services. These may include: (a) registering for an account; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Data on the Blockchain

Please note, we have no ability to edit, delete, or modify any information that is stored on a blockchain, as we do not have custody or control over any blockchains. The information stored on the blockchain may include purchases, sales, and transfers related to your blockchain address and NFTs held at that address.

International Data Transfers

We are headquartered in the United States and may have service providers in other countries, and your personal information may be transferred outside of your state, province, or country to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Use of your Personal Information

Light House Cards Inc. collects and uses your personal information to operate and deliver the services you have requested. This includes publishing artwork, wallet addresses and encrypted message data on the blockchain, and storing artwork, wallet addresses, encrypted messages and message data in its unencrypted format on our servers. While we take care to keep such data stored on our servers confidential, we may access any of such data for purposes such as delivering cards to their intended recipient, addressing technical problems, and ensuring that data on our platform adheres to the content restrictions described in our terms and conditions.

When purchasing a card to gift, we share the information provided to us in the card entry fields (including the recipient email address or blockchain wallet address, front greeting, your message, your full name and your email address) to the recipient via the chosen delivery method. As described in our Terms and Conditions, we are not responsible for the exposure of data through the misuse of delivery methods.

Light House Cards Inc. may also use your personally identifiable information to inform you of other products or services available from Light House Cards and its affiliates.

Sharing Information with Third Parties

Light House Cards Inc. does not sell, rent or lease its customer lists to third parties.

Light House Cards Inc. may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address,) is transferred to the third party. Light House Cards Inc. may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. For example, the hidden messages our users write in the NFT greeting cards will go to third parties, such as Crossmint, if third parties are used. All such third parties are prohibited from using your personal information except to provide these services to Light House Cards Inc, and they are required to maintain the confidentiality of your information.

Light House Cards Inc. may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Light House Cards or the site; (b) protect and defend the rights or property of Light House Cards; and/or (c) act under exigent circumstances to protect the personal safety of users of Light House Cards, or the public.

When purchasing a card to gift, we share the information provided to us in the card entry fields (including the recipient email address or blockchain wallet address, front greeting, your message, your full name and your email address) to the recipient via the chosen delivery method. As described in our Terms and Conditions, we are not responsible for the exposure of data through the misuse of delivery methods.

Opt-Out of Disclosure of Personal Information to Third Parties

In connection with any personal information we may disclose to a third party for a business purpose, you have the right to know:

- The categories of personal information that we disclosed about you for a business purpose.

You have the right under the California Consumer Privacy Act of 2018 (CCPA) and certain other privacy and data protection laws, as applicable, to opt-out of the disclosure of your personal information. If you exercise your right to opt-out of the disclosure of your personal information, we will refrain from disclosing your personal information, unless you subsequently provide express authorization for the disclosure of your personal information. To opt-out of the disclosure of your personal information, please contact us at contact@lighthousecards.io.

Shine Your Light Law: Under California law, California residents are entitled, once per calendar year, to ask us for a notice identifying the categories of personal customer information that we share with certain third parties for the third parties' direct marketing purposes, and providing contact information (i.e., names and addresses) for these third parties. If you are a California resident and would like a copy of this notice, please submit a written request to us via email at contact@lighthousecards.io. You must put the statement "Your California Privacy Rights" in your request and include your name, street address, city, state, and zip code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.

Tracking User Behavior

Light House Cards Inc. may keep track of the websites and pages our users visit within Light House Cards, in order to determine what Light House Cards services are the most popular. This data is used to deliver customized content and advertising within Light House Cards to customers whose behavior indicates that they are interested in a particular subject area.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by Light House Cards. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Light House Cards website.

Use of Cookies

The Light House Cards website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run

programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Light House Cards pages, or register with a Light House Cards site or services, a cookie helps Light House Cards to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Light House Cards website, the information you previously provided can be retrieved, so you can easily use the Light House Cards features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Light House Cards services or websites you visit.

Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Security of your Personal Information

Light House Cards secures your personal information from unauthorized access, use, or disclosure. Light House Cards uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction from which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- 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 our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

Children Under Thirteen

Light House Cards Inc. does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you may not use this website. If we learn that we have collected personal information of a child without the consent of the child's parent or guardian, we will delete it. You must be eighteen years or older to make purchases on our website.

Opt-Out & Unsubscribe from Third Party Communications

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from third-party partners of Light House Cards by contacting us here:

- Email: contact@lighthousecards.io

E-mail Communications

From time to time, Light House Cards may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from Light House Cards or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from Light House Cards, you may opt out of such communications by clicking on the UNSUBSCRIBE link.

External Data Storage Sites

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

Changes to this Statement

Light House Cards reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by placing a prominent notice on our website, and/or by updating any privacy information. Your continued use of the website and/or Services available after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

Light House Cards welcomes your questions or comments regarding this Statement of Privacy. If you believe that Light House Cards has not adhered to this Statement, please contact Light House Cards at:

Light House Cards

18 Spring St. Apt 2

Princeton, New Jersey 08542

Email Address:

contact@lighthousecards.io

Effective as of December 14, 2023