

LEARNLUX, INC. — PRIVACY POLICY

Effective Date: May 2026 | Last Updated: May 2026

LearnLux, Inc. (“LearnLux,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, and protect information when you visit learnlux.com (the “Site”) and interact with us.

1. What We Collect

Information you provide:

- Email address (when you subscribe, request a demo, or submit a form)
- Name, company, and job title (if you provide them)
- Any other information you voluntarily include in a message to us

Information collected automatically:

- IP address, browser type, device information, and operating system
- Pages visited, referring URLs, time on site, and clickstream data
- Approximate location inferred from IP address
- Cookie and pixel data (see Section 5)

2. How We Use It

- To send you the communications you requested (newsletters, demo follow-ups, product updates)
- To operate, maintain, and improve the Site
- To analyze traffic and usage patterns
- To deliver and measure targeted advertising on third-party platforms
- To detect fraud, enforce our terms, and comply with legal obligations

3. Who We Share It With

We do not sell your personal information. We share data only with:

- **Service providers:** companies that help us operate the Site and deliver communications, including cloud hosting (AWS), email marketing (Apollo, HubSpot), CRM (HubSpot), analytics (Pendo, HotJar, Google Analytics, Adobe), video hosting (YouTube, Wistia), advertising platforms (LinkedIn, Google Ads, NextRoll), careers (Greenhouse) and cookie management (Cloudflare, Termly). Each is contractually required to protect your data.
- **Advertising partners:** we may share hashed identifiers or cookie data with ad platforms for retargeting and campaign measurement. See Section 5 for opt-out options.

- **Legal and safety:** we may disclose information when required by law, subpoena, or court order, or to protect the rights, safety, or property of LearnLux or others.
- **Business transfers:** in connection with a merger, acquisition, or sale of assets, your information may be transferred to the successor entity.

4. Your Rights

All users:

- Unsubscribe from marketing emails at any time via the link in every email or by emailing support@learnlux.com.
- Manage cookie preferences through our cookie banner or your browser settings.

California residents (CCPA/CPRA):

You have the right to know what personal information we collect and how it is used; to request deletion or correction of your data; to opt out of the “sale” or “sharing” of personal information for targeted advertising (which you can do via our cookie settings or by enabling Global Privacy Control in your browser); and to not be discriminated against for exercising these rights. In the preceding 12 months, we may have collected identifiers, internet activity information, geolocation data, and professional information, and disclosed these categories to service providers for the business purposes described above.

EEA/UK residents (GDPR):

We process your data on the basis of consent (for marketing emails and non-essential cookies), legitimate interest (for analytics and Site security), or legal obligation. You have the right to access, rectify, erase, restrict, or port your data; to object to processing; to withdraw consent at any time; and to lodge a complaint with your local data protection authority. Where your data is transferred outside the EEA/UK, we use Standard Contractual Clauses or other approved safeguards.

Other U.S. states:

Residents of states with comprehensive privacy laws (including Colorado, Connecticut, Virginia, and others) may have similar rights. Contact support@learnlux.com to submit a request.

To exercise any right, email support@learnlux.com. We will verify your identity and respond within the timeframe required by applicable law.

5. Cookies and Tracking Technologies

We use cookies, pixels, and similar technologies for site functionality, analytics, and advertising. When you first visit the Site, a cookie banner will allow you to accept or decline non-essential cookies. You can change your preferences at any time via the “Cookie Settings” link in the Site footer.

We honor Global Privacy Control (GPC) signals as a valid opt-out of sale/sharing for targeted advertising.

Additional opt-out tools:

- NAI: <https://www.networkadvertising.org/choices/>
- DAA: <https://optout.aboutads.info/>
- EDAA: <https://www.youronlinechoices.com/>

6. Data Retention and Security

We retain your information only as long as necessary to fulfill the purposes described here or as required by law. We use encryption, access controls, and other industry-standard measures to protect your data. No system is perfectly secure, and we cannot guarantee absolute security.

7. Children’s Privacy

The Site is not directed at anyone under 16. We do not knowingly collect personal information from children under 16. If you believe a child has provided us with personal information, contact us at support@learnlux.com and we will delete it.

8. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be reflected by updating the “Last Updated” date above and, where required by law, by providing additional notice. We encourage you to review this page periodically.

9. Contact Us

LearnLux, Inc.

Email: support@learnlux.com

For EEA/UK inquiries, you may also contact us at the address above. You have the right to lodge a complaint with your local data protection authority.