

# Creative Outdoor Lighting's Privacy Policy

## How We Collect and Use Information

We collect the following types of information about you:

### *Analytics information:*

We may directly collect analytics data, or use third-party analytics tools and services, to help us measure traffic and usage trends. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving our website, products, and services. We collect and use this analytics information in aggregate form such that it cannot reasonably be manipulated to identify any particular individual user.

### *Targeting information:*

Creative Outdoor Lighting may target Internet users based on their geographic location, demographics, and cookies (see more information below).

### *Cookies information:*

Our advertising partners or other third party partners (such as Google) may use cookies to deliver advertising that is relevant to your interests. These cookies can remember that your device has visited a site or service, and may also be able to track your device's browsing activity on other sites or services other than Creative Outdoor Lighting. This will allow third-party vendors, including Google, to show Creative Outdoor Lighting ads that are relevant to you on sites across the Internet. Google may also use your cookies to track your activity on Creative Outdoor Lighting's website and show you ads across the Internet that are related to the pages you visited on Creative Outdoor Lighting's website.

To opt out of interest-based Google Ads across the web, visit:  
<http://goo.gl/tP5IS0>

### *Location data:*

When you access our website by or through a mobile device, we may access, collect, monitor and/or remotely store "location data," which may include GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your mobile device. Location data may convey to us information about

how you browse and use our website. Also, when you access our website through a non-mobile device we may access your IP address.