Website Privacy Policy

How Starlyte Imaging collects and uses information on our website

Effective date: Oct 3 2025. **Last updated:** Oct 3 2025.

This Privacy Policy explains how Starlyte Imaging, Inc. ("Starlyte," "we," "us," or "our") collects, uses, and protects information when you visit our website at [www.starlyteimaging.com] (the "Site"). It applies to visitors anywhere in the world, with specific rights for residents of California, the European Economic Area (EEA), the United Kingdom, Canada, Australia, and other regions covered by privacy law.

If you do not agree with this Policy, please do not use the Site.

1. Who We Are

Starlyte Imaging, Inc. — 4825 State Highway 193, Newcastle, CA 95658, USA.

For privacy questions, contact us at privacy@starlyteimaging.com. For GDPR purposes, we act as the data controller of the personal information described in this Policy.

2. Information We Collect

2.1 Information You Provide

When you fill out a contact or demo-request form, request a quote, or make a purchase, we collect the information you submit, which typically includes:

- Name and job title.
- Email address and phone number.
- Organization, institution, or company name.
- Mailing or shipping address.
- The contents of your message and any details you share about your microscopy setup or use case.
- Billing information when you make a purchase (processed by our payment processor — see Section 4).

2.2 Information Collected Automatically

When you visit the Site, we and our analytics provider automatically collect:

- IP address and approximate location (city/country).
- Browser type, operating system, device type, and screen size.
- Pages visited, time spent on pages, referring URL, and how you interact with the Site.

- Cookie identifiers and similar technologies (see Section 5).

2.3 What We Do Not Collect

We do not knowingly collect sensitive personal data through the Site (such as health, biometric, or government ID information). Please do not include sensitive personal data in messages you send us.

3. How We Use Information

We use the information we collect to:

- Respond to your inquiries, demo requests, and support questions.
- Process and fulfill orders, including invoicing and shipping where applicable.
- Operate, maintain, secure, and improve the Site.
- Measure traffic and understand how visitors use the Site.
- Send transactional emails (order confirmations, license keys, receipts).
- Send marketing communications about Starlyte products, but only where permitted by law and where you can opt out at any time.
- Comply with legal obligations, enforce our agreements, and protect our rights.

3.1 Lawful Bases (EEA / UK Visitors)

If you are in the EEA or UK, we process your personal data under one or more of the following lawful bases under the GDPR:

4. How We Share Information

We do not sell your personal information. We share it only with the categories of recipients below, and only as needed:

5. Cookies and Similar Technologies

We use cookies and similar technologies to operate the Site and analyze traffic. Cookies are small text files stored on your device.

You can control cookies through your browser settings, and where required by law we will ask for your consent before placing non-essential cookies.

6. International Data Transfers

Starlyte is based in the United States. If you access the Site from outside the United States, your information will be transferred to and processed in the United States and other countries where we or

our service providers operate. These countries may have data protection laws different from those in your country.

Where required (for example, transfers out of the EEA, UK, or Switzerland), we rely on appropriate safeguards such as the European Commission's Standard Contractual Clauses or the UK International Data Transfer Addendum. You can request a copy of these safeguards by contacting us.

7. Data Retention

We keep personal information only as long as needed for the purposes described in this Policy, including:

- Contact and demo-request data: typically up to 24 months after the last interaction, unless you become a customer.
- Customer and transaction records: for as long as we have a business relationship, plus the period required by tax, accounting, and other applicable laws (often 7 years in the US).
- Analytics data: generally up to 14 months, depending on the analytics provider's settings.

When we no longer need information, we delete it or anonymize it.

8. Security

We use reasonable administrative, technical, and physical safeguards to protect personal information against loss, misuse, unauthorized access, disclosure, alteration, and destruction. No method of transmission or storage is 100% secure, however, and we cannot guarantee absolute security.

9. Your Privacy Rights

Depending on where you live, you may have some or all of the following rights:

- Access — request a copy of the personal information we hold about you.
- Correction — ask us to correct inaccurate or incomplete information.
- Deletion — ask us to delete your personal information, subject to legal exceptions.
- Portability — receive your information in a portable format.
- Objection or restriction — object to or restrict certain processing, including direct marketing.
- Withdraw consent — where we rely on consent, you may withdraw it at any time.
- Opt out of "sales" or "sharing" of personal information (we do not sell personal information, but you may still submit a request).
- Non-discrimination for exercising any of these rights.

9.1 California Residents (CCPA / CPRA)

California residents have specific rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act, including the right to know, delete, correct, and limit the use of sensitive personal information, and the right not to be discriminated against for exercising these rights. You may submit a request via privacy@starlyteimaging.com. We will verify your identity before responding. You may also designate an authorized agent to submit a request on your behalf.

9.2 EEA / UK Residents (GDPR)

If you are in the EEA or UK, you may lodge a complaint with your local data protection authority. We encourage you to contact us first so we can try to resolve your concern.

9.3 How to Exercise Your Rights

Email us at privacy@starlyteimaging.com or write to the address in Section 1. We will respond within the timeframes required by applicable law. Some rights are subject to exceptions, and we may need to verify your identity before acting on your request.

10. Children

The Site is intended for business and research users and is not directed to children under 16. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us and we will delete it.

11. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices of those sites. Please read their privacy policies before providing information.

12. Changes to This Policy

We may update this Policy from time to time. When we do, we will post the new version on the Site and update the “Last updated” date. Material changes will be communicated more prominently, such as by email or a notice on the Site.

13. Contact Us

Questions, requests, or complaints about this Policy? Contact us at:

Starlyte Imaging, Inc.

4825 State Highway 193

Newcastle, CA 95658, USA

Email: privacy@starlyteimaging.com