

PRIVACY POLICY

YOUR PRIVACY IS AS IMPORTANT TO YOU AS IT IS TO US. HUMAN CAPABLE, INC. (HEREIN REFERRED TO AS "COMPANY") HAS CREATED THE FOLLOWING PRIVACY POLICY, WHICH WILL SERVE TO INFORM YOU OF WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT AND HOW IT IS USED. BY WAY OF OUR PRIVACY POLICY, WE ALSO INFORM YOU ABOUT WHAT RIGHTS YOU HAVE TO YOUR PERSONAL INFORMATION AND HOW TO CONTACT US IF YOU HAVE ANY QUESTIONS.

YOUR USE OF ANY OF OUR PRODUCT(S) IS ALSO GOVERNED BY THE TERMS AND CONDITIONS OF SALE AND THE SOFTWARE LICENSE AGREEMENT, OF ANY SOFTWARE ASSOCIATED WITH ANY OF OUR PRODUCT(S). BY VISITING OUR WEBSITE, OR USING ANY OF OUR PRODUCT(S), YOU AGREE TO THIS PRIVACY POLICY. THIS IS OUR ENTIRE AND EXCLUSIVE PRIVACY POLICY AND IT SUPERSEDES ANY PREVIOUS VERSIONS. THIS PRIVACY POLICY IS SUBJECT TO CHANGE WITHOUT PREVIOUS NOTICE; ANY CHANGES WILL BE POSTED ON OUR WEBSITE AND REMAINS YOUR RESPONSIBILITY TO REVIEW AND UNDERSTAND.

TERMS

TO ENSURE THAT OUR PRIVACY POLICY IS CLEAR IN UNDERSTANDING, WE DEFINE THE FOLLOWING TERMS AS FOLLOWS:

"PERSONAL INFORMATION", AT TIMES ALSO REFERRED TO AS "PERSONALLY IDENTIFIABLE INFORMATION" OR "PII" REFERS TO ANY INFORMATION THAT IS ABOUT AN IDENTIFIABLE INDIVIDUAL. THIS INCLUDES INFORMATION THAT CAN DIRECTLY IDENTIFY AN INDIVIDUAL OR ANY COMBINATION OF INFORMATION THAT COULD REASONABLY BE CONNECTED TO AN INDIVIDUAL. THIS INCLUDES: A PERSONS FIRST AND LAST NAME, HOME OR OTHER PHYSICAL ADDRESS, AN EMAIL ADDRESS, PHONE NUMBER OR OTHER CONTACT INFORMATION - WHETHER THIS INFORMATION IS OF OR RELATED TO HOME OR WORK.

WHEN WE REFER TO A "PRODUCT" OR "PRODUCT(S)" WE ARE REFERRING TO ANY HARDWARE PRODUCTS MANUFACTURED OR SOLD BY THE COMPANY, AND ANY AND ALL RELATED SOFTWARE RUNNING ON THE DEVICE, OR ANY OF THE SOFTWARE RUNNING ON YOUR MOBILE DEVICE AND ANY ACCESSORIES THAT USE WITH YOUR PRODUCT.

PURPOSES

WE WILL MAKE REASONABLE EFFORTS TO CLEARLY COMMUNICATE WHAT PERSONAL INFORMATION WE COLLECT AND FOR WHAT PURPOSES.

DISCLOSURE, AND LIMITED USE

THE COLLECTION OF ANY PERSONAL INFORMATION IS LIMITED TO OUR ROLE AS A COMPANY THAT MANUFACTURES HARDWARE AND SOFTWARE. THIS IS LIMITED TO USING IT:

- FOR THE PURPOSE(S) FOR WHICH IT WAS COLLECTED,
- WHEN IT IS NECESSARY TO CONTACT YOU,
- WHEN REQUIRED OR PERMITTED BY LAW.

WE ALSO MAY USE YOUR CONTACT INFORMATION TO INFORM YOU OF ANY SOFTWARE UPDATES RELATED TO YOUR PRODUCT OR INFORM YOU ABOUT OTHER PRODUCT(S) AND SERVICES BY WAY OF A DIRECT MAILING, E-MAIL, TELEPHONE CALL OR TEXT MESSAGE, OR ANY OTHER POSSIBLE MEANS.

IF YOU WISH TO OPT OUT OF OUR DIRECT MARKETING, PLEASE CONTACT US AND REQUEST WE REMOVE YOU.

INFORMATION COLLECTION, WHY AND HOW

THE USE OF THE NORM GLASSES PRODUCT(S) INVOLVES THE COLLECTION, USE, PROCESSING AND DISCLOSURE OF CERTAIN KINDS OF PERSONAL INFORMATION. IN ORDER TO USE OUR PRODUCT(S) AND WEBSITE YOU HAVE TO CREATE AN ACCOUNT WITH THE COMPANY. THIS INVOLVES PROVIDING YOUR NAME, E-MAIL ADDRESS, PHYSICAL ADDRESS AND A CONFIDENTIAL PASSWORD TO KEEP YOUR ACCOUNT SECURE.

WE MAY ALSO COLLECT NON-PERSONAL IDENTIFIABLE INFORMATION RELATED TO THE PRODUCT AND HOW YOU USE THE PRODUCT. THIS WILL BE LIMITED TO:

SYSTEM INFORMATION, SUCH AS DATA ABOUT THE PROCESSOR (CPU), HARDWARE, AND VERSION OF OPERATING SYSTEM THAT YOU ARE USING, AS WELL AS ANY **APPLICATION INFORMATION**. THIS INFORMATION IS ONLY COLLECTED TO OPTIMIZE THE USER EXPERIENCE, AND OR ASSIST IN ANY ISSUES YOU MAY BE EXPERIENCING.

BECAUSE EVERY PAIR OF NORM GLASSES CAN BE CUSTOMIZED OR SIZED FOR THE USER, IT REQUIRES THE COMPANY TO COLLECT A LIMITED AMOUNT OF INFORMATION FOR PROPER FITTING. THIS INCLUDES DESIRED FRAME SIZE, PRESCRIPTION INFORMATION ("RX") AS WELL AS PUPILLARY DISTANCE ("PD").

ANY INFORMATION YOU SUBMIT WITH YOUR ORDER, BY WAY OF OUR OFFICIAL WEBSITE, WILL BE TRANSMITTED USING SECURE SOCKETS LAYERS (SSL CERTIFICATION) AND TRANSPORT SECURE LAYER (TLS) SOFTWARE BY WAY OF A **HTTPS** SECURE CONNECTION. IT IS YOUR RESPONSIBILITY TO CONFIRM YOU ARE ON OUR OFFICIAL WEBSITE, NORMGLASSES.COM, AND THAT YOUR CONNECTION IS PROTECTED. ANY INFORMATION YOU PROVIDE TO US WILL BE STORED IN AN ENCRYPTED MANNER AND IN THE UNITED STATES, AND IN ACCORDANCE TO US LAWS.

FITTING

A PROPER FITTING OF NORM GLASSES, CONSISTS OF TWO KEY FACTORS: A) FRAME SIZE AND B) LENS CONFIGURATION, WHICH IS COLLECTED SECURELY ON OUR COMPANY WEBSITE.

FRAME SIZE

NORM GLASSES ARE OFFERED IN THREE SIZES, AND WE PROVIDE YOU WITH A SIZING GUIDE, WHICH IS AVAILABLE ONLINE AT: [HTTPS://WWW.NORMGLASSES.COM/DOCS/SIZINGGUIDE.PDF](https://www.normglasses.com/docs/sizingguide.pdf)

LENS CONFIGURATION

WE CURRENTLY SUPPORT PRESCRIPTION (RX) AND NON-RX LENSES.

IF YOU ARE REQUESTING OUR COMPANY TO FULFILL A RX FOR YOUR LENSES, YOU MUST THEN PROVIDE US WITH YOUR RX DETAILS, AS WELL AS A SIGNED RX (COPY/IMAGE) AS PROVIDED TO YOU BY YOUR EYE CARE PROFESSIONAL. ANY MISSING INFORMATION WILL DELAY THE FULFILLMENT OF YOUR ORDER.

IF YOU ARE **NOT** REQUESTING OUR COMPANY TO FULFILL A RX FOR YOUR LENSES BUT ARE INSTEAD OPTING TO HAVE YOUR LENSES REPLACED BY YOUR LOCAL EYE CARE PROFESSIONAL, YOU ARE STILL REQUIRED TO PROVIDE YOUR RX DETAILS. THIS INFORMATION IS NEEDED TO MAKE CERTAIN THE CONFIGURATION SUPPORTS YOUR RX. ANY MISSING INFORMATION WILL DELAY THE FULFILLMENT OF YOUR ORDER.

IF YOU DO NOT REQUIRE RX LENSES, WHETHER FULFILLED BY OUR COMPANY OR AN EYE CARE PROFESSIONAL, WE WILL STILL REQUIRE THAT YOU SUBMIT YOUR PUPILLARY DISTANCE (PD) VALUE. FOR MORE INFORMATION ON OBTAINING YOUR PD VALUE, PLEASE REFER BACK TO OUR SIZING GUIDE, WHICH IS AVAILABLE AT: [HTTPS://WWW.NORMGLASSES.COM/DOCS/SIZINGGUIDE.PDF](https://www.normglasses.com/docs/sizingguide.pdf).

ALL INFORMATION THAT IS SUBMITTED IN SUPPORT OF THE SIZING AND CONFIGURATION OF YOUR NORM GLASSES IS SECURELY RETAINED IN ASSOCIATION WITH THE USER'S ACCOUNT AND GOVERNED IN ACCORDANCE WITH THIS PRIVACY POLICY.

OUR WEBSITE

WHEN YOU VISIT OUR COMPANY WEBSITE, ON THE NORMGLASSES.COM DOMAIN, OR ARE REDIRECTED TO ANY OTHER COMPANY OWNED AND MAINTAINED WEBSITE, OUR SERVERS WILL AUTOMATICALLY RECEIVE, AND LOG INFORMATION RELATED TO YOUR BROWSER, IP ADDRESS, AND INFORMATION RELATED TO ANY COMPANY OWNED COOKIES. WE WILL ONLY USE THIS INFORMATION TO SERVICE YOUR NEEDS AND SERVE YOU WITH AN ENHANCED EXPERIENCE. WE MAY ALSO USE THIS INFORMATION TO BETTER UNDERSTAND THE NEEDS AND WANTS OF OUR CUSTOMERS AND FURTHER EXPAND THE AVAILABLE FEATURES AND FUNCTIONALITIES OF OUR WEBSITE, INCLUDING YOUR ABILITY TO VOLUNTARILY COMMUNICATE WITH US.

THIRD-PARTY SERVICE PROVIDERS

WE MAY AT TIMES FIND IT NECESSARY TO EMPLOY OTHER COMPANIES OR RESOURCES TO PERFORM CERTAIN FUNCTIONS ON OUR BEHALF. OUR DECISION TO PARTNER WITH SOMEONE WILL ALWAYS ENTAIL A MUTUAL AGREEMENT OF THE PROTECTION OF YOUR PERSONAL INFORMATION, BASED ON OUR COMPANY STANDARDS.

SIMPLY STATED, WE WILL ONLY ENGAGE WITH COMPANIES OR INDIVIDUALS WHO ARE EQUALLY COMMITTED TO PROTECTING YOUR PERSONAL INFORMATION, AND WHO ARE QUALIFIED TO DO SO. THIS INCLUDES LIMITING THE AMOUNT OF INFORMATION NEEDED TO COMPLETE THEIR FUNCTION, WHILE RESTRICTING THEIR ACCESS AND LIMITING THEIR USE THEREOF; AS SUCH, YOU ACKNOWLEDGE AND AGREE TO THE ACCESS OF YOUR PERSONAL INFORMATION TO SUCH THIRD PARTIES MAY BE NECESSARY TO PROVIDE YOU WITH SUCH PRODUCTS AND SERVICES, AND YOU HEREBY CONSENT TO SUCH DISCLOSURE AND USE.

YOU ALSO ACKNOWLEDGE THAT USING ANY SOFTWARE OR THIRD-PARTY APPLICATION THAT IS NOT PROVIDED FOR OR BUILT BY THE COMPANY, MAY HAVE ACCESS TO YOUR PERSONAL INFORMATION OR OTHER INFORMATION WITH A POLICY THAT IS DIFFERENT THAN OURS. WE HIGHLY RECOMMEND YOU ALWAYS UNDERSTAND THE TERMS AND CONDITIONS ASSOCIATED WITH ANY SOFTWARE YOU MAY INSTALL, AND HOLD THE COMPANY HARMLESS OF ANY WRONG DOING, RELATED TO ANY ACTIVITIES THAT FALL OUTSIDE OUR COMPANY AND OR APPROVED COMPANIES OR INDIVIDUALS.

WEB ANALYTICS

OUR COMPANY WEBSITE USES GOOGLE ANALYTICS, A WEB ANALYTICS SERVICE PROVIDED BY GOOGLE, INC. GOOGLE ANALYTICS USES "COOKIES", WHICH ARE TEXT FILES PLACED ON YOUR COMPUTER TO HELP ANALYZE HOW INDIVIDUALS USE OUR WEBSITE. THE INFORMATION GENERATED BY THE COOKIE ABOUT YOUR USE OF OUR WEBSITE WILL BE TRANSMITTED TO AND STORED BY GOOGLE ON SERVERS IN THE UNITED STATES. THIS INFORMATION IS USED TO EVALUATE THE USE OF THE SITE, COMPILE REPORTS ON SITE ACTIVITY FOR WEBSITE OPERATORS AND PROVIDE OTHER SERVICES RELATING TO SITE ACTIVITY AND INTERNET USAGE.

GOOGLE MAY TRANSFER THIS INFORMATION TO THIRD PARTIES WHERE REQUIRED TO DO SO BY LAW, OR WHERE SUCH THIRD PARTIES PROCESS THE INFORMATION ON GOOGLE'S BEHALF. GOOGLE WILL NOT ASSOCIATE YOUR IP ADDRESS WITH ANY OTHER DATA HELD BY GOOGLE. YOU MAY REFUSE THE USE OF COOKIES BY SELECTING THE APPROPRIATE SETTINGS ON YOUR BROWSER. BY USING THIS WEBSITE, YOU CONSENT TO THE PROCESSING OF DATA ABOUT YOU BY GOOGLE IN THE MANNER AND FOR THE PURPOSES SET OUT ABOVE.

THE DATA GATHERED FOR GOOGLE ANALYTICS IS HELD AND PROCESSED BY GOOGLE AND IS SUBJECT TO THE POLICIES OF THAT COMPANY. OUR COMPANY HAS NO CONTROL OVER GOOGLE'S POLICIES.

FOR MORE INFORMATION, SEE "HOW GOOGLE USES DATA WHEN YOU USE OUR PARTNERS' SITES OR APPS" AT WWW.GOOGLE.COM/POLICIES/PRIVACY/PARTNERS/.

THIRD PARTY SERVICES AND ADVERTISING

NOT APPLICABLE AT THE TIME AND DATE OF PUBLICATION, AS WE WILL NOT SERVE EXTERNAL ADVERTISING ON OUR COMPANY WEBSITES.

SHARING AND DISCLOSING INFORMATION

HUMAN CAPABLE, THE PARENT COMPANY OF NORM GLASSES, WILL NEVER RENT, SELL OR SHARE ANY OF THE PERSONAL INFORMATION THAT YOU PROVIDE ON OUR WEBSITES, OR OTHERWISE, TO ANY THIRD-PARTY ENTITIES OR INDIVIDUALS. ANY PERSONAL INFORMATION THAT IS COLLECTED FROM YOUR VOLUNTARY SUBMISSION WILL USED TO SUPPORT AND COMPLETE YOUR TRANSACTIONS WITH THE COMPANY AND WILL ALWAYS BE MANAGED ACCORDING TO THE GOVERNING LAWS IN THE UNITED STATES.

ANY EXCEPTIONS TO THIS POLICY WILL BE IF THE COMPANY IS REQUIRED TO DO SO BY LAW, OR IN THE EVENT THAT IT IS NECESSARY TO DO SO. THESE EXCEPTIONS ARE NOT LIMITED, AND MAY INCLUDE:

1. COMPLY WITH LEGAL REQUIREMENTS (LOCAL OR FEDERAL)
2. PROTECT AND DEFEND THE RIGHTS OR PROPERTY OF THE COMPANY; OR
3. ACT IN URGENT CIRCUMSTANCES TO PROTECT THE PERSONAL SAFETY OF OUR USERS, THE COMPANY, OUR WEBSITE OR THE PUBLIC.

IF THE COMPANY'S HOLDINGS EVER CHANGE, AND IT RESULTS IN A CHANGE OF OUR CURRENT PRIVACY POLICY, SUCH CHANGES WILL BE PUBLISHED AS AN UPDATE TO OUR PRIVACY POLICY AND MADE AVAILABLE FOR YOUR REVIEW BEFORE IT GOES INTO EFFECT. IT IS OUR WAY OF REMAINING TRANSPARENT AND EXPRESSING HOW SERIOUS WE TAKE OUR PRIVACY POLICY.

SECURITY OF INFORMATION

BE ADVISED THAT THE COMPANY HAS TAKEN ALL NECESSARY AND REASONABLE, INDUSTRY STANDARD PRECAUTIONS TO MAINTAIN THE CONFIDENTIALITY AND SECURITY OF YOUR PERSONAL INFORMATION.

THESE MEASURES ARE INTENDED TO PROTECT YOUR PERSONAL INFORMATION FROM FALLING INTO THE POSSESSION OF ANY OTHER COMPANY OR PERSONS, THAT DO NOT HAVE A LEGAL REASON FOR POSSESSING YOUR INFORMATION.

THESE MEASURES INCLUDE THE TECHNOLOGY AND SOFTWARE USED TO RECEIVE OR PROVIDE INFORMATION, AS WELL AS HOW THIS INFORMATION IS STORED, ACCESSED, SHARED OR DESTROYED.

INTERNATIONAL TRANSFERS

HUMAN CAPABLE IS A LEGALLY REGISTERED COMPANY HEADQUARTERED IN THE UNITED STATES. ANY INFORMATION THAT IS COLLECTED WILL STORED AND SERVICED IN THE UNITED STATES. HOWEVER, BECAUSE SOME OF OUR AFFILIATIONS, AGENTS, PARTNERSHIPS, SERVICE PROVIDERS OR SUBSIDIARIES MAY RESIDE OUTSIDE OF THE UNITED STATES, A LIMITED AMOUNT OF YOUR PERSONAL INFORMATION, MAY BE EXCHANGED FROM TIME TO TIME, IN ORDER TO SERVICE YOUR PRODUCT(S). THIS PRIVACY POLICY INCLUDES YOUR CONSENT OF THE EXCHANGE OF THIS INFORMATION IN AN ENCRYPTED AND SECURE MANNER.

MAINTENANCE OF PERSONAL INFORMATION

THE SECURITY AND PRIVACY OF YOUR PERSONAL INFORMATION IS OUR FIRST PRIORITY, IN POLICY AND PRACTICE.

THE COMPANY IS THE SOLE GUARDIAN OF YOUR PERSONAL INFORMATION AND WILL NOT GRANT ANY THIRD-PARTY ACCESS OR USE WITHOUT PROPER DISCLOSURE AND CONSENT.

IN THOSE INSTANCES WHERE OUR COMPANY DETERMINES THAT YOUR STORED INFORMATION HAS EXPIRED, OUR SYSTEMS WILL FLAG YOUR ACCOUNT AND PROMPT YOU TO REFRESH THIS INFORMATION. THESE ALERTS ARE INTENDED TO ENSURE YOUR CONTINUED SATISFACTION WITH OUR SERVICES.

THE COMPANY HAS ESTABLISHED THE FOLLOWING PRACTICES REGARDING THE MAINTENANCE OF YOUR PERSONAL INFORMATION.

IF, FOR ANY REASON YOU WISH TO REVIEW YOUR PERSONAL INFORMATION THAT THE COMPANY HOLDS IN ITS POSSESSION, OR HAVE ANY QUESTIONS CONCERNING OUR POLICIES, SIMPLY CONTACT OUR PRIVACY OFFICER.

HUMAN CAPABLE INC.
8201 PETERS ROAD, STE 1000
PLANTATION, FLORIDA 33324
EMAIL ADDRESS: LEGAL@HUMANCAPABLE.COM

USE OF DE-IDENTIFIED DATA

IN AN EFFORT TO CONTINUOUSLY IMPROVE OUR OFFERINGS AND SERVICES, THE COMPANY, MAY USE INFORMATION THAT HAS BEEN DERIVED FROM YOUR PERSONAL INFORMATION, BUT THAT HAS BEEN DE-IDENTIFIED. SIMPLY STATED, WE WILL REMOVE ANY PERSONALLY IDENTIFIABLE INFORMATION, OR PII.

CONDITIONS OF USE, NOTICES, AND REVISIONS

THIS PRIVACY POLICY, IN ADDITION TO ANY OTHER AGREEMENTS YOU MAY HAVE WITH THE COMPANY, INCLUDING THE TERMS AND CONDITIONS OF SALE, ANY SOFTWARE LICENSE AGREEMENT, BETA TESTING AGREEMENT. THOSE AGREEMENTS INCLUDE TERMS RELATED TO LIMITATIONS ON DAMAGES, RESOLUTION OF DISPUTES, AND APPLICATION OF THE LAW BASED ON THE STATE OF FLORIDA IN THE UNITED STATES OF AMERICA.

CONTACT

IF AT ANY TIME YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING OUR PRIVACY POLICY, PLEASE CONTACT OUR PRIVACY OFFICER AT:

HUMAN CAPABLE INC.
8201 PETERS ROAD, STE 1000
PLANTATION, FLORIDA 33324
EMAIL ADDRESS: LEGAL@HUMANCAPABLE.COM