

**LAST UPDATED 03/24/26**

## **Products Privacy Policy**

This Products Privacy Policy explains how LightBox Parent, L.P. and its subsidiaries and affiliates (collectively, “LightBox,” “we,” “us,” and “our”) obtains, utilizes, processes, and discloses personal information in connection with our real estate data analysis and intelligence, commercial, geographical, spatial, and environmental building data through LightBox’s associated products, online tools, or offerings (collectively, “Services”).

Our Services are made available to our customers, who use our Services in a business-to-business capacity (“Customers”). Our Services generally do not involve direct interaction with individual consumers. Instead, we rely on information related to professional or business roles, obtained from publicly available sources and licensed third-party vendors. These vendors are responsible for providing notice and obtaining any required consent from individuals at the point of collection. Accordingly, references to “you” in this Products Privacy Policy refer to employees of our Customers and to individuals whose professional or business-related personal information may be processed or otherwise used in connection with our Services.

If you are a resident of California, please see the additional disclosures at the end of this Products Privacy Policy.

For LightBox’s privacy practices surrounding LightBox’s website and corporate operations, please visit LightBox’s additional privacy policy here: <https://www.lightboxre.com/privacy-policy/>.

### **1. How We Collect Personal Information**

**From you or your employer.** We may collect personal information and other information that you or your employer voluntarily provide when you take certain actions, such as when you register for LightBox’s Services, use one of LightBox’s Services, contact LightBox, provide feedback, or otherwise use LightBox’s Services.

**From devices you use when you interact with LightBox online.** This includes information collected through LightBox’s Services and automatically from devices you use to connect to LightBox’s Services. For more information about this, please see LightBox’s “Cookies and Similar Technologies” section below.

**From third parties and publicly available sources.** This includes personal information we collect from referrals, joint marketing, co-branding, and co-promotional partners, and sources of demographic and other information, including commercial real estate data providers, and third-party data resellers.

### **2. The Categories of Personal Information LightBox May Collect**

Depending on how you interact with LightBox, LightBox may collect the following information:

- **Professional Contact Information**, such as your name, company, title, zip code, country, work address, email address, telephone number, or other similar identifiers.

- **Firmographic Information**, such as organization name, organization type, industry, organization size, zoning and regulatory information, and locations of interest for commercial real estate.
- **Payment Information** used to purchase our Services.
- **Activity Information**, such as information LightBox collects when you access and interact with LightBox's Services, including browser or device model and settings, operating system, and unique identifiers, clickstream data, cookies and localStorage, browsing history, search history, web-based location, IP address, geolocation, and any other Internet usage information LightBox's Services may automatically record when you visit. For more information about cookies and similar technologies, please refer to the section "Cookies and Similar Technologies" below.
- **Inferences**, such as inferences drawn from any of the personal information identified and discussed in this Products Privacy Policy.
- **Commercial Property Information**, such as location of a commercial property, commercial and business code specifications, property ownership information and related documentation, as well as other similar information available through public records.
- **Other Information** you provide, such as the content provided in your communications with LightBox, including interactions with LightBox online, in-person, or on the phone.

### **3. How LightBox Uses Your Personal Information**

LightBox may use your information for the following reasons, depending on your relationship with LightBox:

- To provide you the products and services requested.
- To administer LightBox's Services and remember your preferences.
- To facilitate the creation and maintenance of, as well as to secure, your account and Services.
- To help recognize you as a previous visitor and save and remember your preferences and settings and deliver to you appropriate interest-based content.
- To communicate with you, such as when LightBox responds to your inquiries and send you communications regarding LightBox's products and services. This may also include when LightBox sends you administrative e-mail notifications, such as security, support, or maintenance advisories, as well as to solicit feedback about LightBox's Services.
- To send you surveys, news and/or marketing communications (by email, phone, or text) subject to your marketing preferences and choices, including information about LightBox or third-party offerings LightBox thinks may be of interest to you.
- To conduct market research and develop quality assurance, including to study, develop, and improve LightBox's products and services. This may include measuring and analyzing audience traffic, including tracking user interests, trends, and patterns. LightBox may also aggregate, anonymize, and/or de-identify personal information LightBox collects and uses it for any purpose, including product development and improvement activities.
- To match your information with other data or supplement your information with other data that LightBox may obtain directly, or through third parties or publicly available sources.

- To understand how you interact with LightBox's Services and personalize the product experience and content (including messaging campaigns).
- To maintain the safety, security, and integrity of LightBox's Services, for example, by authenticating users and providing account security and fraud detection. LightBox may also use your information to monitor, detect, and prevent fraud and improper or illegal activity.
- To debug LightBox's systems, to secure online services, including LightBox's network and websites, and to debug online services.
- To comply with legal requirements and/or to investigate or address claims or disputes relating to your use of LightBox's Services, including violations of LightBox's Terms of Use located here: <https://www.lightboxre.com/terms-of-use/>. This would include the use of your information to comply with LightBox's legal and regulatory obligations, to defend LightBox in litigation and investigations, and to prosecute litigations.
- To conduct internal business purposes, including for data analysis, audits, and enhancing LightBox's services. LightBox may also develop its databases of property ownership and related commercial property details. Furthermore, LightBox may use inferences drawn from personal information to create a profile reflecting your preferences, so services can be tailored to you.
- To collect analytics in order to understand how LightBox's Services are used and to improve them over time.
- To process and complete transactions, including collecting payment and contact information to process your transactions and deliver LightBox's Services to you.

#### 4. **How LightBox Discloses Personal Information**

LightBox may disclose some or all of the personal information collected from or about you with any of the following entities and for any of the following purposes:

- ***Service Providers and Vendors.*** LightBox may provide personal information to vendors, payment processors, contractors, data validation and augmentation partners, and business and service partners who provide services to LightBox, including analysis firms, business partners, and other service providers or contractors as necessary to carry out work on LightBox's behalf, otherwise provide the Services, and to process job employment applications, among others.
- ***Government, regulatory, or law enforcement agencies.*** LightBox reserves the right to disclose your information to respond to valid information requests from government authorities and judicial requests, to investigate potential fraud, or where otherwise required by law. LightBox may disclose your personal information where LightBox believes the disclosure is necessary or appropriate to comply with regulatory or legal requirements, or to protect the safety, rights, or property of LightBox's and others and to exercise, establish, or defend LightBox's legal rights.
- ***In connection with a merger, acquisition, or business transfer.*** If LightBox sells all or a part of LightBox company, or is part of a merger, consolidation, restructuring, and/or sale of assets or other corporate change, your information may be transferred as part of that transaction.
- ***At your direction.*** LightBox may disclose your personal information at your direction or with your consent.

- **To LightBox's Customers.** LightBox may disclose personal information or publicly available information to LightBox's Customers through LightBox's Services.
- **Aggregate Data.** LightBox may disclose your personal information in an aggregated or non-identifying form or otherwise in a form that cannot reasonably be used to identify you.

## **5. Children's Privacy**

You must be 18 years or older to use LightBox's Services. LightBox's Services are for a general audience, are not targeted to children, and LightBox does not knowingly collect personal information from children under 18 years of age.

## **6. Links to Third Party Websites**

LightBox may provide links to websites and other third-party content that are not owned or operated by LightBox. The websites and third-party content to which LightBox links may have separate privacy notices or policies. LightBox is not responsible for the privacy practices of these websites.

If you provide any personal information through a third-party site, your interaction and your personal information will be collected by and controlled by the privacy policy of that third party site. LightBox recommends that you familiarize yourself with the privacy policies and practices of any such third parties, which are not governed by this Products Privacy Policy.

## **7. Information Security**

LightBox uses commercially reasonable administrative, technical, personnel, and physical measures designed to safeguard information in its possession against loss, theft, unauthorized use, disclosure, or modification. However, the confidentiality of information transmitted over the Internet cannot be guaranteed. LightBox urges you to exercise caution when transmitting personal information over the internet. LightBox cannot guarantee that unauthorized third parties will not gain access to your information; therefore, when submitting personal information to LightBox, you do so at your own risk.

## **8. Cookies and Similar Technology**

LightBox and its partners use various tools to collect data when you use LightBox's Services, including cookies, web beacons, pixels, localStorage, and other similar technologies. Some of these technologies store data in the browser or on your device. Other technologies may use network-related or other information to recognize your device (e.g., IP address). LightBox's Services use these technologies, for example, when you first request a web page and data is then stored on your computer or other device so the website or mobile application can access that information when you make subsequent requests for pages from that Service. These technologies may also be used to collect and store information about your usage of the Services, such as pages you have visited, other content you viewed, and search history. Additionally, we may use these technologies to collect analytics and measure the use of LightBox's Services.

LightBox and its partners may also use these technologies to gather personal information about how you view and use LightBox's Services and content and to connect your activity with other data LightBox stores about you. LightBox also allows specific, approved partners to collect data from your browser or device for measurement purposes using their own similar tools.

Your web browser can be set to allow you to control these technologies, such as whether you will accept cookies, reject cookies, or to notify you each time a cookie is sent to your browser. If your browser is set to reject cookies, websites that are cookie-enabled will not recognize you when you return to the website, and some website functionality may be lost. The Help section of your browser may tell you how to prevent your browser from accepting these technologies, such as cookies. For more information about Google Analytics, please review the site “How Google uses data when you use LightBox’s partners’ sites or apps,” located at <https://www.google.com/policies/privacy/partners/>. To opt out of Google Analytics specifically, please go to <https://tools.google.com/dlpage/gaoptout>.

Some browsers permit the user to send a “Do Not Track” (“DNT”) preference to websites that the user visits indicating that the user does not wish to be tracked over time and across websites. Because there is not yet a common understanding of how to interpret DNT, LightBox does not currently respond to the DNT signal on LightBox’s websites. LightBox does, however, respond to global privacy preferences when required by law.

## **9. Your Marketing Preferences**

LightBox may periodically send promotional materials or notifications related to LightBox’s Services. If you no longer wish to receive promotional marketing materials from LightBox, you may opt out of receiving such materials. You may unsubscribe from receiving marketing or other commercial emails from LightBox by following the instructions included in the email or by emailing LightBox with the subject line “Email Unsubscribe” at [info@lightboxre.com](mailto:info@lightboxre.com).

There are certain service notifications and other non-promotional emails that you may not opt out of, such as notifications of changes to LightBox’s Services or policies.

## **10. Additional Information for Residents of California**

California residents have certain rights with respect to their Personal Information, as described below. LightBox has provided detailed descriptions above in the “How LightBox Collects Personal Information,” “The Categories of Personal Information LightBox May Collect,” “How LightBox Uses Your Personal Information,” and “How LightBox Discloses Personal Information” sections of this Products Privacy Policy. This section provides information for California residents in connection with the California Consumer Privacy Act (“CCPA”). Under the CCPA, and for purposes of this Section, “Personal Information” generally means information that identifies, relates to, or describes a particular California resident.

LightBox Services are provided to its Customers in a business-to-business capacity, and involve the processing of personal information that relates to individuals in their professional or business capacity. As a result, the Personal Information LightBox collects – except when it relates to California residents – is generally not subject to certain U.S. state privacy laws. The following section applies specifically to California residents and their Personal Information.

### **What LightBox Collected, Disclosed, and/or Shared/Sold**

In the past 12 months, LightBox has disclosed (or has enabled you to disclose) and has collected the following categories of Personal Information. Additionally, LightBox does not knowingly “share” or “sell” Personal Information of minors under 18 years of age.

Category of Personal Information Collected	Categories of Parties to Whom Personal Information Is Disclosed	Categories of Third Parties to Whom Personal Information is “Sold” or “Shared”
<b>Identifiers</b> , such as contact information, name, email address, phone number, address, IP address, and online and device identifiers	Service providers and other providers or partners that support LightBox’s operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.
<b>Personal information</b> , as defined in the California Customer Records law, such as contact and financial information	Service providers and other providers or partners that support LightBox’s operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.
<b>Commercial information</b> , such as product transaction information and purchase history	Service providers and other providers or partners that support LightBox’s operational business purposes.	N/A
<b>Internet or network activity information</b> , such as hardware model, device software platform, mobile carrier, preferred languages, and in some cases, ISP and clickstream data.	Service providers and other providers or partners that support LightBox’s operational business purposes.	N/A
<b>Geolocation data</b> , such as device location	Service providers and other providers or partners that support LightBox’s operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.
<b>Audio, electronic, visual and other similar information</b> , such as your picture	Service providers and other providers or partners that support LightBox operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.
<b>Professional or employment-related information</b> , such as information indicating work history	Service providers and other providers or partners that support LightBox’s operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.
<b>Inferences drawn from any of the Personal Information listed above</b> to create a profile or summary about, for example, an individual’s	Service providers and other providers or partners that support LightBox’s operational business purposes.	Customers of LightBox’s products acting in a business-to-business capacity and for the purpose of providing LightBox’s Services to LightBox’s customers.

interests, preferences, and characteristics		
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Please note that we may process Personal Information in each of the above categories in order to protect LightBox's and others' rights, and/or to complete a merger or sale of assets or other corporate transaction.

Under California, "sale" and "share" do not include, for example, the transfer of Personal Information as an asset that is part of a merger, bankruptcy, or other similar transaction involving all or any portion of LightBox's business.

#### Sensitive Personal Information

LightBox does not process "sensitive" Personal Information for purposes other than those permitted by applicable law (such as, in California, to provide the services and for security purposes).

#### Data Retention

LightBox will retain your Personal Information for the period necessary and proportionate to fulfill the purpose(s) for which the Personal Information was collected or processed as outlined in this Section unless a longer retention period is required or allowed by law.

#### Purposes

LightBox may use this Personal Information for the following purposes, including commercial purposes:

- to operate, manage, and maintain LightBox's business;
- to provide LightBox's Services;
- to respond to requests and questions;
- to accomplish LightBox's business purposes and objectives, including:
  - developing, improving, repairing, and maintaining LightBox's Services;
  - personalizing and marketing Services;
  - conducting research, analytics, and data analysis;
  - maintaining LightBox's facilities and infrastructure;
  - quality and safety assurance measures;
  - conducting risk and security controls and monitoring;
  - detecting and preventing fraud;
  - performing identity verification;
  - performing accounting, audit, and other internal functions;
  - complying with the law, legal process, and internal policies;

- maintaining records; and
- exercising and defending legal claims.

Depending on your interactions with LightBox, we may not have used Personal Information collected about that California resident for each (or any) of these purposes. All purposes are noted in the “How LightBox Uses Your Personal Information” section above.

#### Sources of Personal Information

LightBox collects this Personal Information directly from California residents themselves, as well as from referrals, joint marketing, co-branding, and co-promotional partners, and sources of demographic and other information, including through devices used to interact with LightBox through LightBox’s Services, commercial real estate data providers, and third-party data resellers. LightBox also collects non-Personal Information from publicly available sources. All sources of personal information collected are noted in the “How LightBox Collects Personal Information” and “The Categories of Personal Information LightBox May Collect” sections above.

#### Your California Privacy Rights

California residents have certain rights with respect to their Personal Information, as described below. LightBox is required by law to verify your identity in connection with any request in order to prevent unauthorized access of your data. Failure to verify your identity may result in your request not being processed. Where required by applicable law, LightBox will notify you if LightBox denies your request and notify you of the reasons LightBox is unable to honor your request.

**Right to Know and Access Personal Information:** You may request to access the following information LightBox has collected and maintains about you:

- The specific pieces of Personal Information LightBox collected about you;
- The categories of Personal Information LightBox collected about you and the categories of sources;
- The business or commercial purpose for collecting, disclosing, or selling Personal Information about you; and,
- The categories of Personal Information about you that LightBox sold, shared, or otherwise disclosed and the categories of third parties to whom LightBox sold, shared, or otherwise disclosed that Personal Information.

Please note that, in some instances, LightBox may decline to honor your request or only honor your request in part, where, for example, LightBox is unable to verify your identity or an exception to this right applies.

**Deletion of Personal Information:** You may request that LightBox delete your Personal Information. Depending on the scope of your request, LightBox may refrain from granting your request, as permitted by applicable law. For example, LightBox may be legally required to retain your Personal Information in LightBox’s business records. Please note that, in some instances, LightBox may decline to honor your

request or only honor your request in part, where, for example, LightBox is unable to verify your identity or an exception to this right applies.

**“Do Not Sell or Share” Personal Information:** If you are a resident of California, you have the right to opt out of the “sale” or “sharing” of your personal information. LightBox also honors alternative opt-out signals, such as the GPC. LightBox processes opt-out preference signals in a frictionless manner.

**Correction of Inaccurate Personal Information:** You have a right to request the correction of inaccurate Personal Information that LightBox may have on file about you. Please note that, in some instances, LightBox may decline to honor your request or only honor your request in part, where, for example, LightBox is unable to verify your identity or an exception to this right applies.

**Non-Discrimination:** You have the right to be free from unlawful discrimination for exercising your above-listed rights under the CCPA.

#### Authorized Agent

California consumers may have the right to submit a request through an authorized agent. If you are an authorized agent acting on behalf of a consumer to exercise a privacy right discussed in this section, you must be able to demonstrate that you have the requisite authorization to act on behalf of the consumer. LightBox may also contact the consumer directly to verify his or her own identity and that the consumer granted you authorization to act on their behalf as an authorized agent. An authorized agent may also be permitted to act on behalf of a consumer in order to exercise certain opt-out rights. If you are an authorized agent trying to exercise rights on behalf of a consumer, please submit a request via the linked form here <https://my.datasubject.com/16BXQXSvkBnuN4W2w/51306> and select the option for “Authorized Agent” under requestor type. LightBox may request supporting verification information, which should include proof that you have the consumer’s authorization to act. Under certain circumstances, LightBox may also require you to prove and verify your identity if you are acting as an authorized agent on behalf of a consumer.

#### To Exercise Rights

In order to exercise your Right to Opt Out of “Sales” and/or “Shares” as permitted by applicable law, please visit LightBox’s website and click the "Do Not Sell or Share My Personal Information" link in the website footer to provide opt-out preferences.

In order to exercise your other rights described above, please call (800) 241-6447 or submit a request through the linked form at <https://my.datasubject.com/16BXQXSvkBnuN4W2w/51306>. Authorized agents may submit requests through the linked form. Additionally, LightBox may need to obtain information about you or your specific request in order to verify your identity and respond.

### **11. Additional Information for Nevada Residents**

Nevada residents have certain rights with respect to their covered information. LightBox has provided information on the categories of covered information collected and the categories of third parties with whom this covered information may be disclosed above in the “How LightBox Collects Personal Information,” “The Categories of Personal Information LightBox May Collect,” “How LightBox Uses Your

Personal Information,” and “How LightBox Discloses Personal Information” sections of this Products Privacy Policy.

If you would like to make a request to review and request changes to any of the covered information that LightBox may have collected about you, please email us at [privacyinfo@lightboxre.com](mailto:privacyinfo@lightboxre.com) and specify that you are a Nevada resident in your email.

If you would like to make a request to opt out of the sale, as defined by Nevada law, of covered information, please submit a request at <https://my.datasubject.com/16BXQXsvkBnuN4W2w/59124> LightBox is required by law to verify both the authenticity of the request and your identity prior to honoring your request. Failure to verify your identity may result in your request not being processed.

## **12. Information For Texas Residents and Metrics for California**

### *A. Information for Texas Residents*

The entity maintaining this website is a data broker under Texas law. To conduct business in Texas, a data broker must register with the Texas Secretary of State (Texas SOS). Information about data broker registrants is available on the Texas SOS website.

### *B. Annual Data Request Metrics for California*

As of 2025, LightBox is a registered data broker in California. As part of its registration requirements, LightBox must compile and disclose information regarding their compliance with consumer requests under the CCPA for the previous calendar year. Please see the table below for information about the reporting period of January 1, 2024 – December 31, 2024.

<b>Type of Request</b>	<b>Requests Received</b>	<b>Complied with (in whole or in part)</b>	<b>Denied</b>	<b>Response Time (days)</b>
<b>Request to Delete Personal Information</b>	0	Not applicable	0	Not applicable
<b>Request to Access Personal Information</b>	0	Not applicable	0	Not applicable
<b>Right to Know What Personal Information is Sold or Shared</b>	0	Not applicable	0	Not applicable
<b>Right to Opt Out of Sale or Share of Personal Information</b>	0	Not applicable	0	Not applicable
<b>Right to Limit Use and Disclosure of Sensitive Personal Information</b>	0	Not applicable	0	Not applicable

## **13. International Data Transfers**

LightBox is based in the United States. Any information you provide to LightBox through use of the Services may be stored and processed, transferred between, and accessed from the United States and other countries which may not guarantee the same level of protection of personal information as the one in which you reside. LightBox may need to send your personal information overseas as part of LightBox's normal business operations. Provided the data protection laws of these other countries differ from those in the United States, please be assured that LightBox takes reasonable steps to protect your privacy.

#### **14. Changes to LightBox's Products Privacy Policy**

This Products Privacy Policy may be amended from time to time. Any changes will be posted on this page. LightBox will notify you of any material changes by, as applicable, placing a prominent notice on LightBox's Website or otherwise as legally required.

#### **15. Contact Information**

Questions about LightBox's Products Privacy Policy may be directed to: [privacyinfo@lightboxre.com](mailto:privacyinfo@lightboxre.com).