

Lilac Solutions Privacy Policy

Effective Date: 11/12/2024

Lilac Solutions Inc. ("Lilac," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy describes how we collect, use, share, and protect your personal information when you visit our website or engage with our services.

1. Information We Collect

A. Personal Information

When you visit our website or interact with our services, we may collect the following types of personal information:

- **Contact Information:** Name, email address, phone number, mailing address.
- **Professional Information:** Job title, employer, and professional affiliations (particularly for partnerships).
- **Communications:** Content of your communications with us, including emails and inquiries.

B. Automatically Collected Information

When you access our website, we automatically collect data related to your usage:

- **Device Information:** IP address, browser type, device type, and operating system.
- **Usage Information:** Pages visited, time spent on the website, links clicked, and referring/exit pages.
- **Cookies:** We use cookies and similar technologies to improve website functionality and analyze user activity. You can control the use of cookies through your browser settings.

C. Data Collected from Third Parties

We may also receive information about you from third-party sources, such as business partners, affiliates, and publicly available sources.

2. How We Use Your Information

Lilac Solutions uses your information for the following purposes:

- **Service Delivery:** To provide, manage, and improve our lithium extraction technology and services.
- **Business Communications:** To respond to inquiries, provide updates, and communicate regarding partnerships.
- **Legal Compliance:** To meet legal and regulatory requirements, including those related to environmental impact reporting.

- **Marketing:** To send promotional materials related to our business, including new technologies, projects, or partnerships, only if you have opted-in for such communications.

3. Sharing Your Information

We may share your information with third parties in the following circumstances and always in accordance with applicable legislation:

- **Service Providers:** We may share information with third-party vendors to support business functions such as payment processing, IT services, and marketing.
- **Business Transactions:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the business transaction.
- **Legal Obligations:** We may disclose your information to comply with applicable laws, regulations, or legal proceedings.

No Sale of Personal Data

Lilac Solutions does not sell your personal information to third parties for profit.

4. Your Rights Under CCPA (U.S.) and GDPR (EU)

A. California Consumer Privacy Act (CCPA) Rights

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA):

- **Right to Know:** You can request the categories and specific pieces of personal information we have collected about you over the last 12 months.
- **Right to Delete:** You can request the deletion of your personal information, subject to certain exceptions.
- **Right to Opt-Out:** Although Lilac Solutions does not sell personal information, you may opt out of any future sales if the policy changes.
- **Right to Non-Discrimination:** You will not face any discrimination for exercising your CCPA rights.

B. General Data Protection Regulation (GDPR) Rights

If you are an EU resident, you have the following rights under the General Data Protection Regulation (GDPR):

- **Right of Access:** You have the right to request access to the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete personal data.
- **Right to Erasure (“Right to Be Forgotten”):** You can request that we delete your personal data, subject to certain conditions.
- **Right to Restrict Processing:** You have the right to restrict the processing of your data under specific circumstances.

- **Right to Data Portability:** You can request that we transfer your personal data to another organization, or directly to you, where technically feasible.
- **Right to Object:** You have the right to object to our processing of your personal data for direct marketing purposes or other legitimate interests.
- **Right to Withdraw Consent:** If we process your data based on consent, you may withdraw it at any time.

To exercise your rights under CCPA or GDPR, please contact us at GRC@lilacsolutions.com.

5. Your Rights Under Argentine Data Protection Regime

The data subject has the right to exercise, free of charge, the right of access, rectification or deletion of the personal data pursuant to Section 14, subsection 3 and Section 16 of Law No. 25,326 (as amended), by communicating to GRC@lilacsolutions.com.

The AGENCY FOR ACCESS TO PUBLIC INFORMATION, Control Body of Law No. 25,326, has the power to deal with complaints and claims filed by those affected in their right due to breach of the Personal Data legislation in force.

6. How We Protect Your Information

Lilac Solutions employs security measures to protect your personal information against unauthorized access, disclosure, or alteration, including encryption, firewalls, and secure servers. However, no system is 100% secure, and we cannot guarantee the absolute security of your data.

7. Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law. For example, data may be retained for environmental compliance reporting.

8. Environmental Impact Reporting

As part of our commitment to sustainable lithium extraction, we may collect and retain data necessary to assess and report on our environmental footprint. This includes information on water usage, chemical consumption, and waste management.

9. International Data Transfers

As a global company, Lilac Solutions may transfer your information across international borders to comply with legal requirements or for operational reasons. These transfers are conducted in accordance with data protection laws, and we take appropriate safeguards to protect your information.

10. Links to Third-Party Websites

Our website may contain links to external sites that are not operated by us. We are not responsible once you leave our website, as we do not have any control over the privacy practices of third-party websites, and we encourage you to review their privacy policies before interacting with them.

11. Children's Privacy

Our services are not intended for use by individuals under the age of 13. We do not knowingly collect personal information from children. If you believe we have collected such information, please contact us immediately at GRC@lilacsolutions.com.

12. Changes to This Privacy Policy

Lilac Solutions may update this Privacy Policy to reflect changes in our practices, technology, or legal requirements. We will notify you of significant changes by posting the updated policy on our website and updating the "Effective Date" at the top of this page.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or how your data is handled, please contact us at:

Lilac Solutions Inc.
Email: GRC@lilacsolutions.com