

LUTRON ONLINE SALES POLICY

Applicable territory: United States

POLICY BACKGROUND

Lutron has adopted this Online Sales Policy (“Policy”) with respect to certain Lutron products. In particular, Lutron has determined that adoption of this Policy is an important component of its strategy to properly support online sales, preserve and protect the value of its intellectual property and its rights therein, and ensure that the Lutron line of products is supported with aggressive marketing, effective product presentation and placement, and pre-sale and post-sale customer service and education. This Policy is subject to change at any time by Lutron, in its sole discretion, and becomes effective immediately.

POLICY APPLICATION

This Policy applies to all purchasers of Lutron products who buy directly from Lutron (“Lutron Customers”) and who now or hereafter sell Lutron products online in the United States. Lutron Customers are required to abide by this Policy. In addition, Lutron Customers must notify their customers of this Policy and ensure that their customers who resell Lutron products online also adhere to this Policy. Lutron Customers and sub-tier purchasers of Lutron products are collectively referred to as “Resellers” in this Policy. “Marketplace” operators (companies that offer web based product advertisement, order fulfillment and/or payment processing services) are responsible to assure that Resellers of Lutron products utilizing their Marketplace adhere to this Policy.

This Policy applies to online marketing and sales activities ONLY. A Lutron Customer currently operating under other Lutron channel policies should continue to abide by such preexisting policies in addition to this Policy.

A. Prohibited online sales

Online sales to consumers are prohibited for the following Lutron products:

Product NOT Authorized for Consumer Sale via an Online Transaction (including all sub-brands of product families listed below)	
Product Family	Product Description and SKU
Caséta Wireless	Smart Bridge Pro: L-BDGPRO2-WH
	Smart Bridge Pro Kits: P-BDGPRO-PKG1W; P-BDG-PRO-PKG2W; P-BDGPRO-PKG2P; P-BDG-PKG2W2; P-BDGPRO-PKG3AW
	Caséta Pro In-wall dimmer: PD-10NXD-
	Caséta Pro In-wall switch: PD-5WS-DV-
	Caséta Pro 4-button Pico: PJ2-4B-xx-L01P
	Caséta Pro 4-button Pico: PJ2-4B-xx-L21P
	Caséta Pro 4-button Pico: PJ2-4B-xx-L31P
	Honeywell VisionPRO Wi-Fi Thermostat: L-HWLV-WIFI
	Lutron Wireless Thermostat: L-HWLV2-WIFI

EFFECTIVE DATE: October 2009; UPDATED October 2017

See: Lutron.com/SalesPolicies for current version of this Policy. 368-4817 REV C

Vive	Vive Hubs (HJS-), Vive compatible PowPaks (RMJS- , URMJS-), Maestro Wireless Devices (MRF2S- , UMRF2S-), and Wireless Fixture Controls (FCJS-)
Radio Powr Savr wireless sensors	All products and SKUs (LRF2-)
HomeWorks	All products and SKUs
RadioRA 2, RA2 Select	All products and SKUs
Pico	4-Button Pico Scene Keypad: PJx-4B-yyy-Pzz
	2-Button Pico Scene Keypad: PJx-2B-yyy-Pzz
GRAFIK Eye	All products and SKUs
Sivoia	All products and SKUs
Lutron Fixture Solutions	All products and SKUs

- Business-to-consumer online transactions are PROHIBITED for these products.
- Every consumer sale of these products must be in-person with consultation regarding the design, installation and programming.
- Online marketing content CANNOT include product pricing, shipping info or rates, or the ability to place these products in an online shopping cart. Online marketing of these products MUST include the communication of features, benefits, available components, and an explanation of the design, installation, and programming services provided by Reseller.
- Lutron Customers may, however, sell these products to other Resellers (not consumers) via a private password protected website established solely for the purpose of business-to-business transactions.

B. Online sales

Except as provided above, Lutron products may be marketed and sold to businesses and consumers via an online transaction provided the following requirements are maintained by Lutron Customers and Resellers:

- Adhere to Lutron's unilaterally imposed Minimum Advertised Price (MAP) policies (applies to select Lutron products); See [Lutron.com/SalesPolicies](https://www.lutron.com/SalesPolicies);
- Include Lutron model number, product description, features, and specifications;
- Provide live customer telephone-based support during normal business hours, Monday through Friday;
- Provide secure shopping cart and SSL certification for the full online transactional process;
- Clearly disclose return policy and shipping terms;
- Provide order status updates and order tracking;
- Observe the highest standards of fair dealing, positively contribute to maintaining the reputation of Lutron and its channel partners, and refrain from any deceptive practices, including, but not limited to, bait and switch, misrepresentation of product quantities available for immediate sale, or misrepresentation of product features, consumer benefits, or operational characteristics;
- Keep and maintain only up-to-date product information and materials regarding Lutron products on websites;
- Must NOT sell Lutron products on auction websites
- Utilize and maintain Lutron brand and visual standards, trademarks, and intellectual property according to the brand standards guidelines (available at: [Lutron.com/SalesPolicies](https://www.lutron.com/SalesPolicies));
- Must not use any Lutron brand name in a root URL;
- Reseller website must clearly designate the website owner/operator; Reseller website may not be referenced as Lutron owned or operated; and
- Online Resellers using online advertising (i.e. banner ads, pay-per-click, etc.) who include any Lutron brand name(s) in the advertisement must use a destination URL that brings the consumer to a page containing the relevant Lutron products.

POLICY VIOLATIONS

We expect our Lutron Customers to adhere to this Policy based on the benefits stated above. Lutron will monitor the practices of the Resellers with respect to this Policy. If we discover that a Lutron Customer is not acting in accordance with this Policy (including the Lutron Customer's obligation to notify its customers of this policy and to monitor its customers' adherence to this Policy), we will make a unilateral decision whether or not to take action. Such action may include removal of the Lutron Customers' listing from the Lutron website, withholding cooperative advertising or marketing funds, terminating the Lutron Customer as a seller of the item or items being sold or marketed in violation of this Policy, or ceasing to do business with the Lutron Customer altogether. Such a decision will be made solely by our management.

LUTRON SALES POLICY ADMINISTRATOR

The Lutron Online Sales Policy administrator is the only Lutron representative authorized to answer questions regarding this Policy. Any comments or questions you may have regarding this Policy or its implementation or enforcement should be directed to the Lutron Online Sales Policy administrator at salespolicyenforcement@lutron.com.

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