

## LUTRON ONLINE SALES POLICY

### Applicable Territory: EUROPE

#### 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 Europe. 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 Authorised for Consumer Sale via Online Transaction**  
(including all sub-brands of product families listed below)

HomeWorks	RadioRA	Ecosystem Ballasts and LED drivers	Sivoia
		Serena	

- 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 SKU's, product pricing, shipping info or rates, or the ability to place these products in an online shopping cart. Online marketing of these products MUST be confined to 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 Minimum Advertised Price (MAP) policies;
- 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: [www.Lutron.com/SalesPolicies](http://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 Resellers practices with respect to this Policy. If we discover that a Lutron Customer is not acting in accordance with this Policy (including the obligation to notify and monitor their customers' (a Reseller) 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 authorised to answer questions regarding this Policy. Any comments or questions that 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](mailto:salespolicyenforcement@lutron.com)

