

LUTRON ONLINE SALES POLICY

Applicable territory: United States and Canada

WHY LUTRON HAS AN ONLINE SALES POLICY

Lutron believes a disciplined approach to selling its products online is necessary to ensure that Lutron stays true to its [Five Principles](#) in an ethical, professional, and fair manner. To help its customers be successful and expand their Lutron business opportunities online, Lutron intends to guide customers in best practices for marketing and selling Lutron products online through different eCommerce methods and channels. Lutron also believes it is necessary to: (i) maintain the highest standard of customer experience; (ii) strengthen, protect, and better control the integrity of the Lutron brand, intellectual property, digital image and assets; and (iii) protect the online marketplace from the sale of unauthorized products.

To this effect, Lutron does not condone or support the unauthorized sale of any Lutron-branded products (“Lutron products”). Lutron has adopted this Online Sales Policy (“Policy”) with respect to all Lutron products, which permits – upon Lutron’s prior written authorization – online sales of such products in the US and Canada. In particular, Lutron has determined that adoption of this Policy is an important component of its strategy to properly support online sales and ensure that the Lutron line of products is supported with marketing, effective product presentation and placement, and both pre- and post-sale customer service and education.

POLICY APPLICATION

This Policy applies to all purchasers of Lutron products who buy directly from Lutron (“Lutron Channel Partners”) and those who now or hereafter sell Lutron products online in the United States and Canada, whether or not they buy from or sell to third parties, and whether or not they buy from or sell to or through websites, online marketplaces, or other internet platforms. An online marketplace is a single website that provides multiple companies with the ability to engage in web-based product advertisement, order fulfillment, and/or payment processing services, such as Amazon Marketplace, eBay.com, Walmart.com, etc.

Lutron Channel Partners are required to abide by this Policy. In addition, Lutron Channel Partners must notify their own customers of this Policy and ensure that those customers who resell Lutron products online also adhere to this Policy. Lutron Channel Partners are responsible to ensure that they and their direct and indirect customers reselling or listing Lutron products online comply with this Policy. This includes Lutron Channel Partners **AND** their own customers, both direct and indirect, who resell Lutron products online including all third-party online resellers of Lutron products that buy directly from or through other entities from Lutron Channel Partners (collectively referred to as “Online Resellers” in this Policy).

This Policy applies to online marketing and sales activities **ONLY**. A Lutron Channel Partner currently operating under other Lutron channel policies must continue to abide by such policies in addition to this Policy.

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POLICY SCOPE

Only Lutron Channel Partners and other Online Resellers who are authorized by Lutron (collectively, Authorized Online Resellers) may sell Lutron-branded products online. All online sales and online listings of Lutron products through the internet, directly or indirectly, are governed by this Policy. Lutron, in its sole discretion, may itself engage in online sales of any products or services.

Authorized Online Reseller Requirements

- Obtain *prior written authorization from Lutron* to become a Lutron Authorized Online Reseller. Such prior written authorization shall specifically list the approved websites on or to which Authorized Online Resellers are permitted to sell. Lutron Channel Partners that are authorized by Lutron to sell Lutron products online will also inform Lutron of all names or aliases under which they, or any Authorized Online Reseller to which they sell, will be selling Lutron products online.
- Obtain *prior written authorization from Lutron* to become a Lutron Authorized Online Marketplace Reseller. Such prior written authorization shall specifically list all your online reseller names/aliases, as well as identify all online marketplace platforms on which you sell or intend to sell. A list of Authorized Online Marketplace Resellers can be found here lutron.com/salespolicies.
- Obtain *prior written authorization from Lutron* before reselling to a different Online Reseller (also known as transshipping). Such prior written authorization shall specifically list the approved reseller names and websites to which Authorized Online Resellers are permitted to sell. This also includes liquidation websites and marketplace resellers.
- Adhere to Lutron Minimum Advertised Price (MAP) policies (applies to select Lutron products, see lutron.com/salespolicies).
- Adhere to Lutron terms and conditions of sale, including but not limited to, Lutron Limited Warranty, refund, and return policies.
- Include up-to-date Lutron model number, product description materials, features, and specifications on websites.
- Provide live, telephone-based support to customers during normal business hours, Monday through Friday, as well as a level of customer service acceptable to Lutron, including but not limited to product returns.
- 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.
- Share your Lutron product-specific sales volume and any online reviews of Lutron products with Lutron.
- 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.
- Promptly comply with requests from Lutron relating to any law, regulation, or recall of any Lutron products and promptly report Lutron product defect complaints to Lutron.

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- Utilize and maintain Lutron brand and visual standards, trademarks, and intellectual property according to the [Brand Standards Guidelines](#) and [Trademark Style Guide](#) available at: lutron.com/salespolicies.
- Must not use any Lutron brand name in a root URL.
- Authorized Online Resellers hosting or selling through a third-party marketplace may not commingle Lutron product inventories with any other seller.
- Authorized Online Reseller's website(s), marketplace storefront(s) or platform(s) must clearly designate the correct website owner/operator and their contact information, including full names, addresses, telephone numbers, and email addresses; Authorized Online Reseller websites may not be referenced as Lutron owned or operated.
- Authorized Online Resellers using online advertising (i.e. banner ads, pay-per-click, etc.) who include any Lutron brand name(s) in the advertising must use a destination URL that brings the consumer to a page containing the relevant Lutron products.

For any questions on becoming an Authorized Online Reseller, please contact ecommerce@lutron.com.

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Online Requirements by Product Family

The Lutron online sales product restrictions, subject to change at any time and at the sole discretion of Lutron, are reflected in the tables below and do not affect in any way any rights and obligations that Lutron and any Lutron Channel Partner may have in any agreement between them. Note that these restrictions only affect Lutron Channel Partners and Online Resellers' ability to list, purchase, and resell Lutron products online, and do not dictate which Lutron products are authorized (or not authorized) to be purchased altogether; nor are these restrictions intended in any way to impact Lutron Channel Partners' and Online Resellers' ability to resell, promote, or market Lutron products through non-online platforms.

Please note: the following tables are not an indication of which products are available through a specific Lutron distribution channel or reseller. Please contact your local Lutron salesperson if you have any questions about products or systems that are available for you to sell in your region.

Product families approved for Ungated websites:

Ungated online platforms and third party marketplaces are websites that allow online sales to any consumer or any business. They may or may not require a username and password to view pricing and/or to place orders.

Note: there are some product families that, though they are permitted on direct selling websites are prohibited to be sold on third party marketplaces (such as Amazon, ebay, or Walmart) and are noted in the third column below.

Product family	MAP* policy	Can be sold on third party marketplaces?
Aurora smart bulb dimmer	Yes	Yes
Caséta Wireless	Yes	Yes
Caséta Wireless Pro	Yes	No
Basic Pico controls	Yes (select)	Yes
Maestro, Diva, Skylark Contour, Skylark, Ariadni, Toggler, Luméa	No	Yes
Promotional Packs: DVCL-153P-WH-2, MS-OPS2-WH-2	No	No
Sunnata touch dimmer, Maestro Pro, Dalia dimmer	Yes	No
Fan controls	No	Yes
Switches, wallplates, jacks, receptacles (excluding architectural)	No	Yes
Nova, Nova T, Centurion, Grafik T (including architectural accessories)	No	No
0-10V dimmers and sensors	Yes	No
PIR In-wall sensors 2A, 5A, 6A (excluding 0-10V)	No	Yes
Dual tech sensors	No	No
Fluorescent ballasts	No	Yes

* MAP = Minimum Advertised Price, please see Lutron.com/salespolicies for our latest MAP policies

For a complete list of approved Lutron SKUs for Ungated and Gated websites, as well as those SKUs prohibited for online sales, please contact ecommerce@lutron.com.

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Product families approved for Gated websites:

Gated online platforms are password-protected websites established solely for the purpose of business-to-business transactions. The primary goal of these is to support legitimate business (trade) customers with a secure online ordering/resource platform. Pricing is only visible after secure customer login. Gated online sales platforms do not permit business-to-consumer online transactions. Items approved for Ungated websites may also be sold on Gated websites.

None of the products below may be sold on a third party online marketplace.

Product family	SKU details	Pricing rules
RadioRA	RadioRA 2 – All SKUs	Pricing only visible after login to gated site
	RA2 Select – All SKUs	
	RadioRA 3 – All SKUs	
Pico remote	2-button scene	
	4-button scene	
Thermostats	Lutron Wireless Thermostat Lutron TouchPRO Lutron seeTemp	
Commerical	Vive Starter Hub	
	Vive Hub & devices including RPS, PowPak, MRF2S	
	Grafik Eye – Phase control QS devices (keypads, QSMs, interfaces)	
	Wired Occupancy Sensors and Power Packs	

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Product families prohibited for any online sales:

Prohibited status over certain Lutron products still permits Lutron Channel Partners and Resellers to display such Products on their websites, including providing product-specific information and information on related benefits, but without any pricing/shipping information and without the ability to transact the purchase of such products online.

Product family	SKU details	Pricing rules
HomeWorks	All SKUs	No pricing or ability to purchase online allowed
Commerical	Vive Basic Hub	
	Vive Premium Hub	
	GRAFIK Eye EcoSystem	
	Panels	
	Quantum gear – processors, computers and software licenses	
	Drivers	
	Limelight	
	Energi Savr Node	
myRoom	All SKUs	
Services	Lutron startup or elective services	
Fixtures	Ivalo	
	Ketra	

For Lutron product families not permitted for sale online, every sale of these products must be in-person with consultation regarding design, installation, and programming.

Online marketing content for unauthorized products is not consistent with this Policy if it includes product pricing, shipping information or rates, or the ability to place these products in an online shopping cart. Online marketing **MUST** include the communication of features, benefits, available components, and an explanation of the design, installation, and programming services provided by an Authorized Online Reseller.

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POLICY VIOLATIONS

We expect our Lutron Channel Partners to adhere to the requirements outlined in this Policy based on the benefits stated above. Lutron Channel Partners are also responsible to ensure their Online Resellers (e.g., their customers who resell Lutron products online) comply with this Policy. Lutron will strictly monitor compliance with this Policy, including surveilling the practices of the Online Resellers. If we discover that a Lutron Channel Partner or Online Reseller is not acting in accordance with this Policy (including the Lutron Channel Partner's obligation to notify its own customers of this policy and to monitor its own customers' adherence to this Policy), we will make a unilateral decision whether or not to take action.

Such action may include, but is not limited to, removal of the Lutron Channel Partners' listing from the Lutron website, withholding cooperative advertising or marketing funds, terminating the Channel Partner as either an Authorized Online Reseller or a reseller of the item or items being sold or marketed in violation of this Policy, or ceasing to do business with the Lutron Channel Partner altogether, as well as potentially taking such other action as Lutron, in its sole judgment, deems warranted. Such a decision will be made solely by our management.

NO AGREEMENT

Nothing in this Policy is to be construed as an agreement between Lutron and any Online Reseller on the advertised or sale price of any Lutron product. The prices at which Online Resellers sell Lutron products shall be independently determined by Online Resellers. This Policy is not a contract or agreement, nor is it an offer to form a contract or agreement. Lutron will never discuss pricing of any Online Reseller. This Policy is a unilateral policy under which Lutron is willing to market products. Lutron does not intend to nor shall it coerce any Lutron Channel Partner, Online Reseller, or other purchaser of Lutron products to sell online and comply with this Policy.

INTERPRETATION

All matters of interpretation and application of the terms of this Policy shall remain within the sole discretion of Lutron. Lutron reserves the right to modify this Policy at any time without notice.

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 ecommerce@lutron.com.

