

Privacy Policy

Effective Date: July 24, 2026 **Last Updated:** July 24, 2026

1. Who We Are

Lytherya Corp. ("Lytherya," "we," "us," or "our") is a Delaware corporation. This Privacy Policy explains how we collect, use, disclose, and protect information about visitors to www.lytherya.com (the "Site").

This policy covers the Site only. It does not cover any product, platform, or service we provide to a customer under a separate agreement; that relationship is governed by the terms of that agreement and any accompanying data processing terms.

We built this Site to collect as little information as possible. If you do not fill out our form, we do not ask you for any personal information.

2. Information We Collect

Information you provide. Our Site includes an optional form. If you choose to submit it, we collect the information you enter, which may include your name, your email address, and any content you voluntarily include in a message or comments field.

Information collected automatically. Our hosting provider maintains standard server logs, which may include your IP address, browser and device type, referring page, and the date and time of your request. These logs exist to keep the Site available, secure, and functioning.

What we do not collect. We do not use third-party analytics, advertising, retargeting, or social media tracking technologies on this Site, and we do not build advertising or behavioral profiles about you. We do not intentionally collect sensitive personal information (such as government identification numbers, financial account numbers, precise geolocation, biometric data, or health information), and we ask that you not submit it through the Site.

Please do not send confidential or privileged information. Our form is not a secure channel and submitting it does not create a client or other confidential relationship. Do not include client-confidential, privileged, or other sensitive information in a form submission.

3. How We Use Information

We use the information described above to:

- respond to your inquiry and communicate with you about it;
- send you newsletters or product updates, if you signed up to receive them (you can unsubscribe at any time);

- operate, maintain, secure, and improve the Site, including detecting and preventing fraud, abuse, and technical problems;
- comply with legal obligations and enforce our terms; and
- protect the rights, property, and safety of Lytherya, our users, and others.

We do not use your information for automated decision-making that produces legal or similarly significant effects about you.

4. How We Disclose Information

We do not sell your personal information, and we do not share it for cross-context behavioral advertising or targeted advertising. We disclose information only as follows:

- **Service providers.** We use vendors to host the Site, process form submissions, deliver email, and send newsletters (e.g., GoDaddy and MailerLite). They are permitted to use the information only to provide services to us and are contractually restricted from using it for their own purposes.
- **Legal and safety.** We may disclose information if required by law, subpoena, or other legal process, or where we believe disclosure is necessary to protect our rights or the safety of others.
- **Business transactions.** If Lytherya is involved in a financing, merger, acquisition, or sale of assets, information may be transferred as part of that transaction, subject to this policy or a successor policy.
- **With your direction.** We will share information at your request or with your consent.

5. Cookies and Similar Technologies

We do not use advertising, analytics, or tracking cookies on the Site. Our hosting and security providers may set strictly necessary cookies required for the Site to load, function, and remain secure. You can configure your browser to block or delete cookies, though parts of the Site may not work correctly if you do.

Because we do not sell personal information or share it for targeted advertising, opt-out preference signals such as Global Privacy Control have no effect on our practices, but we honor them where required by law.

6. How Long We Keep Information

- **Inquiry submissions:** For as long as needed to respond and maintain reasonable business records, and no longer than 24 months after our last communication with you, unless a longer period is required by law.
- **Newsletter subscribers:** Until you unsubscribe. After you unsubscribe, we retain your email address on a suppression list solely to honor your request.
- **Server logs:** Approximately 90 days, except where retained longer for security investigation.

7. Your Choices

- **Email.** Every marketing email includes an unsubscribe link. You may also email tatiana@lytherya.com to be removed.
- **Access, correction, and deletion.** You may contact tatiana@lytherya.com to access, correct, or delete information we hold about you. We extend these choices to all Site visitors, regardless of where you live.
- **The form is optional.** You can browse the Site without submitting any personal information.

8. Notice for California Residents (CCPA/CPRA)

This section provides additional detail required by California law.

Categories of personal information collected in the past 12 months:

Category	Examples	Source	Purpose
Identifiers	Name, email address, IP address	Directly from you; automatically from your device	Respond to inquiries; send requested communications; Site security
Internet or network activity	Server log data	Automatically from your device	Site operation and security
Other information you volunteer	Free-text content in a message field	Directly from you	Respond to your inquiry

Disclosure. In the past 12 months, we disclosed the categories above to service providers for the business purposes described in Section 4. **We have not sold or shared personal information, and we do not sell or share the personal information of consumers under 16 years of age.** We do not collect or process sensitive personal information for purposes requiring a "limit use" right.

Your rights. California residents have the right to know what personal information we collect and how we use and disclose it; to request access to or a portable copy of that information; to request correction of inaccurate information; to request deletion; to opt out of sale or sharing (not applicable, as we do neither); to limit the use of sensitive personal information (not applicable); and to not be discriminated against for exercising these rights.

How to exercise. Email tatiana@lytherya with your request. We will ask you to verify your identity, typically by confirming control of the email address associated with your submission. An authorized agent may submit a request on your behalf with written proof of authorization.

Shine the Light. We do not disclose personal information to third parties for those third parties' own direct marketing purposes.

9. Notice for Residents of Other U.S. States

Residents of states with comprehensive privacy laws — including Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Minnesota, and Maryland — may have rights to confirm whether we process their personal data, access it, correct it, delete it, obtain a portable copy, and opt out of targeted advertising, sale, or profiling in furtherance of decisions producing legal or similarly significant effects. We do not engage in targeted advertising, sale of personal data, or such profiling.

To exercise any of these rights, email tatiana@lytherya.com. If we decline your request, you may appeal by replying to our response with the word "Appeal"; we will respond to appeals within the timeframe required by your state's law and, where applicable, tell you how to contact your state attorney general.

10. Children's Privacy

The Site is a business-to-business website directed to professionals. It is not directed to children, and we do not knowingly collect personal information from anyone under 16. If you believe a child has provided us information, contact us and we will delete it.

11. Security

We maintain administrative, technical, and organizational safeguards designed to protect information submitted through the Site. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

12. Third-Party Links

The Site may link to third-party websites. We are not responsible for their privacy practices, and this policy does not apply to them.

13. Changes to This Policy

We may update this policy from time to time. We will revise the "Last Updated" date above and, for material changes, provide additional notice on the Site or by email where required.

14. Contact Us

Questions, requests, or complaints about this policy or our handling of your information:

Lytherya Corp.

347 5th Ave, Ste 1402-319, New York, NY 10016
tatiana@lytherya.com