

PRIVACY POLICY

Lumovex Media Group LLC

Effective Date: June 2026

Lumovex Media Group LLC ("Lumovex," "we," "us," or "our") operates the website located at lumovex.com (the "Site") and provides AI-accelerated film, video, and media production services, including brand films, explainer videos, AI spokesperson/avatar production, music videos, sizzle reels, brand commercials, micro-drama development, and our Protection™ likeness-licensing program. This Privacy Policy explains what personal information we collect, how we use and share it, and the choices available to you.

This policy is written to comply with the Nevada Revised Statutes Chapter 603A ("Nevada Privacy Law"), the Telephone Consumer Protection Act (TCPA), CTIA Messaging Principles and A2P 10DLC requirements, the CAN-SPAM Act, and applicable biometric privacy laws. If you are a resident of a state with additional privacy rights, see Section 12 below.

1. SCOPE

This policy applies to visitors to lumovex.com, prospective and current clients, talent participating in our Protection™ program, and anyone who contacts us by web form, email, phone, or SMS. It does not apply to information we collect from employees or job applicants, which is governed separately.

2. INFORMATION WE COLLECT

Contact and business information: name, email address, phone number, company name, job title, and mailing address, when you submit a form, request a consultation, or otherwise contact us.

Website and device data: IP address, browser type, device identifiers, pages viewed, and referral source, collected automatically through cookies, pixels, and analytics tools.

Communication and consent records: the content of inquiries you send us, your marketing communication preferences, and records of opt-in/opt-out status for email and SMS.

Production and project data: information you provide in the course of a production engagement, such as brand assets, scripts, creative direction, and project files.

Biometric data (Protection™ program only): if you participate in our Protection™ full-body 3D scanning and AI voice-cloning program, we collect biometric identifiers, specifically your body scan data (facial geometry and body/spatial measurements) and voiceprint recordings used to generate an AI voice model. This data is collected only in-studio, only with your prior written consent, and only for participants in that specific program, it is not collected from ordinary Site visitors or general production clients. See Section 6 for the dedicated terms governing this category.

We do not knowingly collect Social Security numbers, financial account numbers, or government ID numbers through the Site.

3. HOW WE COLLECT INFORMATION

- When you fill out a form on the Site (e.g., consultation request, newsletter signup, contact form)
- When you communicate with us by email, phone, or SMS
- When you browse the Site (via cookies, analytics, or pixel technologies)
- When you engage us for production services or enroll in Protection™
- When you voluntarily opt in to receive SMS or email communications

We may use tools such as Google Analytics, Meta Pixel, or comparable analytics platforms to understand Site traffic and improve our services.

4. HOW WE USE INFORMATION

We use personal information to:

- Respond to inquiries and provide consultations
- Deliver, manage, and improve our production services
- Send requested marketing, project updates, or promotional communications
- Analyze Site usage and improve user experience
- Administer the Protection™ program, including generating and storing licensed AI likeness assets on behalf of enrolled talent
- Comply with legal obligations and enforce our agreements

AI and content production disclosure. Lumovex uses artificial intelligence tools in the production process, including for editing, visual effects, and for Protection™ participants only likeness and voice generation. We do not use client-submitted brand assets, project files, or personal information to train third-party AI models, and we do not use a Protection™ participant's biometric data for any purpose beyond the licensed engagement described in their signed release, without separate written authorization.

5. HOW WE SHARE INFORMATION

We may share personal information with:

- Service providers who support our operations (e.g., hosting, email/SMS platforms, analytics, payment processing, production vendors), under confidentiality obligations
- Law enforcement or legal authorities when required by law or legal process
- A successor entity in connection with a merger, acquisition, or sale of assets, with notice to affected individuals

We do not sell personal information to third parties for their own independent marketing purposes, and we do not share Protection™ biometric data with any third party except as expressly authorized in a participant's signed release.

6. BIOMETRIC DATA NOTICE (PROTECTION™ PROGRAM)

Because Protection™ involves collecting biometric identifiers, the following terms apply in addition to the rest of this policy:

- Written consent required. We collect body scan and voice biometric data only after you sign a written release that specifically describes what is being captured, how the resulting AI likeness/voice asset may be used, and who may license it.
- Talent control. Consistent with Protection™'s consent-based licensing model, you retain ownership rights in your biometric likeness as defined in your release. Any commercial use or

licensing of your AI likeness requires your ongoing authorization and is subject to the profit-sharing terms in your agreement.

- No sale of biometric data. We do not sell, lease, or trade biometric identifiers or biometric information.
- Retention and destruction. We retain raw biometric scan and voice capture data only as long as necessary to produce and maintain your licensed likeness asset, or as set out in your release, whichever is shorter. You may request destruction of your raw capture data at any time, subject to any active licensing commitments you've entered into.
- Security. Biometric data is stored using access controls and encryption consistent with industry standards, separate from general Site visitor data.
- State-specific rights. If you are a resident of Illinois, Texas, or Washington, you have additional statutory rights regarding biometric data, including the right to a copy of our retention schedule. Contact us using the information in Section 15 to exercise these rights.

7. COOKIES AND TRACKING TECHNOLOGIES

We use cookies, pixels, and similar technologies to operate the Site, remember preferences, and measure engagement. You can control cookies through your browser settings; disabling them may affect Site functionality.

If we use tools such as Meta Pixel for retargeting or interest-based advertising, this may be considered a "sale" or "share" of personal information under certain state privacy laws (such as California's). We do not currently engage in this practice for lumovex.com; if that changes, we will update this policy and provide an opt-out mechanism before doing so.

Our Site does not currently respond to browser "Do Not Track" signals or Global Privacy Control because no applicable law requires us to. Where applicable law requires us to honor such signals, we will do so.

8. DATA RETENTION

We retain personal information only as long as reasonably necessary for the purposes described in this policy: to respond to your inquiry, deliver a production engagement, maintain business records, and comply with legal, accounting, and tax obligations. Biometric data collected through Protection™ is subject to the separate retention terms in Section 6. When information is no longer needed, we take reasonable steps to delete or de-identify it.

9. AI-GENERATED LIKENESS AND CONTENT INTEGRITY

Lumovex builds AI-generated content, including likeness and voice assets, only with the informed, written consent of the individual depicted. We do not create or knowingly distribute non-consensual likeness, image, or voice content of any person, and we will cooperate with valid legal requests to remove content that violates this principle. This commitment reflects both our own standards and the direction of current law, including state right-of-publicity and anti-deepfake statutes (such as Tennessee's ELVIS Act) and the federal TAKE IT DOWN Act's protections against non-consensual AI-generated imagery.

10. NEVADA PRIVACY RIGHTS ("DO NOT SELL")

Under NRS Chapter 603A, Nevada residents have the right to submit a verified request directing us not to sell covered information we have collected through the Site. We do not currently sell personal information for monetary consideration. If this changes, or if you wish to submit a request as a precaution, you may do so at:

Email: Steven @ DiamondAiMediaGroup .Com

We will respond to verified requests within 60 days, with a possible 30-day extension as permitted by law.

11. DATA SECURITY AND BREACH NOTIFICATION

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, or misuse. In the event of a breach affecting Nevada residents' unencrypted personal information, we will notify affected individuals in the most expedient time possible, consistent with NRS 603A.220 and any law enforcement needs.

No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

12. OTHER STATE PRIVACY RIGHTS

Lumovex is based in Nevada and this policy is written primarily to Nevada's legal framework. If you are a resident of California, Colorado, Connecticut, Virginia, or another state with a comprehensive consumer privacy law, you may have additional rights to access, correct, delete, or port your personal information, or to opt out of certain processing. To exercise any such rights, contact us using the information in Section 15, and we will respond consistent with applicable law.

13. SMS COMMUNICATIONS POLICY

If you provide your mobile number and opt in through a Site form, consultation request, or other opt-in method, you agree to receive SMS messages from Lumovex related to your inquiry, project, or (if separately opted in) marketing.

- Message frequency: varies by engagement.
- Message types: transactional, project-related, and — only with separate, specific opt-in — promotional.
- Consent: we collect consent to marketing messages directly from you, specifically on behalf of Lumovex, through clear and conspicuous opt-in language. We do not obtain your consent through a shared or third-party lead form, and we do not share your consent with other companies.
- Consent is not a condition of purchase.
- Carrier disclaimer: carriers are not liable for delayed or undelivered messages.
- Rates: message and data rates may apply.
- Opt-out: reply STOP, UNSUBSCRIBE, or CANCEL at any time. Consistent with FCC rules, we honor opt-out requests made through any reasonable method — not only these keywords — and will not send further marketing messages once a request is received. We may send a single confirmation reply.
- Help: reply HELP, or contact us at the information in Section 15.

Phone number and SMS opt-in data (including consent language and timestamp) are retained to meet regulatory requirements and are not sold or shared with third parties for independent marketing use.

AI-generated voice notice: if Lumovex ever uses an automated or AI-generated voice in a call or message to you, we will obtain your prior express consent before doing so, consistent with FCC rules treating AI-generated voices as "artificial" for TCPA purposes.

14. EMAIL COMMUNICATIONS

Marketing emails from Lumovex will identify us as the sender, include a valid physical mailing address, and provide a working unsubscribe mechanism, consistent with the CAN-SPAM Act. You may unsubscribe at any time using the link in any marketing email or by contacting us directly.

15. CONTACT US

Questions about this Privacy Policy or requests regarding your personal information can be directed to:

Lumovex Media Group LLC
4225 S Eastern Ave
Las Vegas, NV 89119

Email: Steven @ Diamond Ai Media Group . Com
Phone: 702-439-2826
Website: <https://lumovex.com>

16. CHILDREN'S PRIVACY

Our Site and services are directed to businesses and adults and are not intended for individuals under 18. We do not knowingly collect personal information from anyone under 18. If we learn we have inadvertently done so, we will delete it promptly. Parents or guardians who believe we have collected information from a minor should contact us at the address above.

17. INTERNATIONAL VISITORS

Our services are directed to users in the United States. If you access the Site from outside the U.S., your information will be transferred to and processed in the United States, which may have different data protection laws than your home jurisdiction. By using the Site, you consent to this transfer.

18. CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect changes in our practices or applicable law. Material changes will be indicated by a revised "Effective Date" at the top of this page, and where appropriate, we will provide additional notice.

This Privacy Policy addresses data collection and use practices only. Lumovex's separate Terms of Service governs matters such as payment terms, deposits, cancellations, intellectual property, liability, and dispute resolution.

This document was prepared as a working draft based on current publicly available law as of mid-2026 and Lumovex's described business practices. It is not legal advice. Before publishing, it should be reviewed by a Nevada-licensed attorney to confirm it accurately reflects Lumovex's actual data practices — particularly the Protection™ biometric retention and destruction terms in Section 6, which must match what is stated in the signed talent

release, and any advertising/analytics practices in Section 7.

Terms & Conditions

TERMS OF SERVICE

Lumovex Media Group LLC

Last Updated: June 2026

1. ACCEPTANCE OF TERMS

These Terms of Service ("Terms") govern access to and use of the website located at lumovex.com (the "Site") and the film, video, and media production services offered by Lumovex Media Group LLC ("Lumovex," "Company," "we," "us," or "our"), including brand films, explainer videos, AI spokesperson/avatar production, music videos, sizzle reels, brand commercials, micro-drama development, and the Protection™ likeness-licensing program.

By accessing the Site, requesting a consultation, or engaging Lumovex for services, you ("Client," "you," or "your") agree to be bound by these Terms. If you do not agree, do not use the Site or our services. A signed proposal, statement of work, or production agreement between you and Lumovex takes precedence over these Terms to the extent of any conflict.

2. DESCRIPTION OF SERVICES

Lumovex provides AI-accelerated production services. Certain services rely on generative AI tools for editing, visual effects, likeness generation, or voice generation. Specific deliverables, timelines, and pricing for a given engagement are set out in a separate proposal or statement of work, which is incorporated into these Terms by reference.

3. CLIENT RESPONSIBILITIES AND CONTENT WARRANTIES

You represent and warrant that:

- You own or have obtained all necessary rights, licenses, releases, and consents for any footage, images, likenesses, voices, brand assets, music, scripts, or other materials you provide to Lumovex for use in a production;
- You will not request that Lumovex create content that depicts a real, identifiable person without that person's consent, including non-consensual likeness, image, or voice content, or content that infringes any third party's intellectual property, publicity, or privacy rights;
- You will not use Lumovex's services to create content that is unlawful, defamatory, or intended to deceive consumers in violation of the FTC Act or comparable state law; and
- Any information you provide about your business, products, or claims to be reflected in produced content is accurate and substantiated.

Lumovex reserves the right to decline or discontinue any project that it reasonably believes would violate this section, including mid-production, without liability to you for doing so.

4. AI-GENERATED CONTENT: DISCLOSURE AND COMPLIANCE RESPONSIBILITY

Lumovex uses artificial intelligence tools throughout production. Federal and state law increasingly require disclosure when advertising or promotional content features AI-generated or "synthetic" performers, voices, or endorsements, for example, the FTC's Endorsement Guides (16 C.F.R. Part 255) and New York's synthetic-performer disclosure law (Gen. Bus. Law § 396-B, effective June 9, 2026). Other states have adopted or are considering similar requirements.

Allocation of responsibility. Lumovex will identify to you, at delivery, which elements of a deliverable are AI-generated or AI-modified in a way that may trigger a disclosure obligation. You are solely responsible for ensuring that any advertising, marketing, or promotional content is published with disclosures that comply with applicable law and platform policies (e.g., Meta, TikTok, Google Ads) in the jurisdictions where it runs. Lumovex is not responsible for your failure to include a required disclosure in published content.

5. DELIVERABLES AND INTELLECTUAL PROPERTY

Ownership upon payment. Upon receipt of full payment for a project, and as documented in your signed proposal, statement of work, or final invoice acknowledgment, Lumovex assigns to you the ownership rights in the final deliverables specified there, except as set out below. (A signed writing is required to transfer copyright ownership under U.S. law; the signed proposal or statement of work, together with confirmation of full payment, serves as that writing.)

AI-generated elements and copyright limits. Under current U.S. Copyright Office guidance, copyright protection requires human authorship; material that is purely AI-generated, without sufficient human creative control over its expressive elements, is generally not independently copyrightable. Lumovex will exercise creative judgment, direction, and editing in producing your deliverables, but cannot guarantee that every AI-generated element of a deliverable is independently registrable with the U.S. Copyright Office, and makes no warranty regarding the copyright-ability of any specific portion of a deliverable.

Lumovex's retained rights. Lumovex retains all rights in its underlying tools, techniques, workflows, pre-existing materials, and any generalized know-how developed in the course of a project. Lumovex may, unless your agreement includes a confidentiality or non-portfolio provision, display completed work in its portfolio, reel, case studies, and marketing materials.

Third-party and stock materials. Any third-party stock footage, music, fonts, or AI model outputs incorporated into a deliverable remain subject to the license terms of their respective providers, which Lumovex will disclose to you upon request.

6. PROTECTION™ PROGRAM

Participation in the Protection™ full-body scanning and AI voice-cloning program is governed by a separate written release and license agreement signed by the participant, in addition to Lumovex's Privacy Policy. That release, not these Terms, controls the scope of consent, ownership, and licensing terms for any Protection™-generated likeness or voice asset.

7. PAYMENT TERMS, DEPOSITS, AND CANCELLATION

- Deposits. Certain engagements require a deposit to reserve production resources. Deposits are non-refundable once paid and are applied toward the total project cost.

- Milestone payments. Projects are typically billed according to milestones set out in your proposal or statement of work. Payment is due according to the schedule stated there; late payments may pause production until resolved.
- Cancellation. If you cancel a project after work has begun, you remain responsible for payment for work completed and non-recoverable costs incurred (including third-party bookings, licensing fees, or talent commitments) up to the point of cancellation, in addition to any forfeited deposit.
- Refunds. Except as expressly stated in your proposal or statement of work, payments for completed milestones and deposits are non-refundable.

8. NO WARRANTY

Except as expressly stated in a signed proposal or statement of work, Lumovex's services and deliverables are provided "as is" and "as available," without warranty of any kind, express or implied, including implied warranties of merchantability, fitness for a particular purpose, and non-infringement. Lumovex does not warrant that content it produces will achieve any particular marketing, sales, or business outcome.

9. LIMITATION OF LIABILITY

To the maximum extent permitted by law, Lumovex will not be liable for indirect, incidental, special, punitive, or consequential damages, or for lost profits or lost business opportunities, arising from your use of the Site or our services. Lumovex's total liability arising from any engagement will not exceed the total amount you paid to Lumovex for the specific project giving rise to the claim.

Nothing in these Terms limits liability that cannot be limited under applicable law.

10. INDEMNIFICATION

You agree to defend, indemnify, and hold harmless Lumovex, its officers, employees, and agents from claims, damages, losses, and expenses (including reasonable attorneys' fees) arising from: (a) materials, footage, or direction you provided that infringe a third party's rights; (b) your breach of the warranties in Section 3; or (c) your failure to make a legally required disclosure regarding AI-generated content you publish, as described in Section 4.

11. FORCE MAJEURE

Lumovex is not liable for delay or failure to perform caused by circumstances beyond its reasonable control, including natural disasters, power or internet outages, third-party AI service disruptions, talent illness or unavailability, cyberattacks, pandemics, strikes, or government action.

12. CONFIDENTIALITY

Each party agrees to use the other party's confidential business information, including unreleased creative materials, brand strategy, and pricing, solely for purposes of the engagement, and not to disclose it to third parties except as needed to perform the services or as required by law.

13. INTELLECTUAL PROPERTY AND DMCA

All content on the Site, including text, graphics, logos, and video, is the property of Lumovex or its licensors. Unauthorized reproduction or distribution is prohibited.

If you believe material on the Site infringes your copyright, send a written notice including: (a) a physical or electronic signature of the copyright owner or authorized agent; (b) identification of the copyrighted work claimed to be infringed; (c) identification of the allegedly infringing material and its location on the Site; (d) your contact information; (e) a statement of good-faith belief that the use is unauthorized; and (f) a statement, under penalty of perjury, that the notice is accurate and that you are authorized to act.

DMCA Agent: Steven Diamond
Email: Steven @ Diamond Ai Media Group . Com
Address: 4225 S Eastern Ave #6-342
Las Vegas, NV 89119

14. THIRD-PARTY PLATFORMS

Lumovex is not affiliated with, endorsed by, or sponsored by Meta, Google, TikTok, YouTube, or any other third-party platform referenced on the Site. All third-party trademarks belong to their respective owners.

15. GOVERNING LAW, ARBITRATION, AND CLASS ACTION WAIVER

These Terms are governed by the laws of the State of Nevada, without regard to conflict-of-law principles.

Any dispute arising from these Terms or your use of Lumovex's services will be resolved by individual, binding arbitration in Las Vegas, Nevada, administered by the American Arbitration Association (AAA) under its Commercial Arbitration Rules, except that either party may seek injunctive relief in a court of competent jurisdiction to protect intellectual property or confidential information. You and Lumovex each waive the right to a jury trial and to participate in a class, collective, or representative action. The parties acknowledge that if 25 or more similar arbitration demands are filed against Lumovex by coordinated or commonly represented claimants, the AAA's Mass Arbitration Supplementary Rules apply automatically and govern filing requirements, fee allocation, and case administration.

16. WEBSITE USE AND TERMINATION

Lumovex may restrict or terminate access to the Site or its services at any time, for violation of these Terms or at its discretion, without liability to you.

17. GENERAL PROVISIONS

Assignment. You may not assign these Terms without Lumovex's written consent; Lumovex may assign these Terms in connection with a merger, acquisition, or sale of assets.

Severability. If any provision of these Terms is found unenforceable, the remaining provisions remain in full effect.

Entire agreement. These Terms, together with any signed proposal or statement of work, constitute the entire agreement between you and Lumovex regarding the subject matter here, and supersede prior agreements on that subject matter.

No waiver. Lumovex's failure to enforce a provision of these Terms is not a waiver of its right to do so later.

18. CHANGES TO THESE TERMS

Lumovex may update these Terms from time to time. Material changes will be reflected by a revised "Last Updated" date. Continued use of the Site or services after changes take effect constitutes acceptance of the revised Terms.

19. CONTACT INFORMATION

Lumovex Media Group LLC
Email: Steven @ Diamond Ai Media Group . Com
Address: 4225 S Eastern Ave #6-342
Las Vegas, NV 89119

Website: <https://lumovex.com>

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