

# Lutron's Commercial Wireless Partner (CWP) Program Page Listing Policy

## **POLICY APPLICATION**

Lutron Electronics Co., Inc.'s ("Lutron") Commercial Wireless Partner (CWP) Program Page Listing Policy ("Policy") applies to all electrical contracting firms that install Lutron's products for which Lutron provides a link from "CWP" on [lutron.com](http://lutron.com) at [lutron.com/cwp](http://lutron.com/cwp) (the "CWP Page") to such firms' internet sites (the "Linked Sites") to facilitate contractors' sales of Lutron products ("CWP Firms"). All CWP firms are required to abide by this Policy at all times. Lutron reserves the right to remove any CWP's firm information including logo, company link, address, phone number, and contact us link from the CWP Page, in its sole discretion, at any time. Compliance with this Policy does not guarantee that Lutron will provide a link or maintain a link from the CWP Site for the firm. This Policy is subject to change at any time by Lutron, in its sole discretion, and becomes effective immediately.

## **REQUIREMENTS**

The following requirements must be maintained by all CWP firms to qualify for a link on the CWP Page:

- Agree and adhere to the conditions of your Lutron Commercial Wireless Partner program agreement referenced in the Commercial Wireless Partner Program brochure. (See: [http://www.lutron.com/PasswordProtectedDocumentLibrary/3682830\\_CWP\\_Program\\_Brochure.pdf](http://www.lutron.com/PasswordProtectedDocumentLibrary/3682830_CWP_Program_Brochure.pdf))
- Either (i) employ web pages (the "Lutron Pages") on the Linked Sites dedicated solely for advertisement and sale of Lutron products, in which event the hyperlink from the CWP page will go directly to the Lutron Pages, or (ii) elect to have the hyperlink from the CWP page go directly to a page of CWP firm, provided, however, that such page does not show any products that are competitive to Lutron products
- Include Lutron model number, product description, features, and specifications for Lutron products on the Linked Site
- Adhere to all applicable Lutron policies; See [www.lutron.com/SalesPolicies](http://www.lutron.com/SalesPolicies)
- Keep and maintain only up-to-date product information and materials regarding Lutron products on the Linked Sites
- Clearly communicate on the Linked Sites how customers may contact live customer support for Lutron products
- Clearly communicate on the Linked Sites the services available to building owners, facility managers, and more for advertised Lutron products (sales, design, layout, installation, programming, service, etc.)
- Utilize and maintain Lutron brand and visual standards, trademarks, and intellectual property according to the brand standards guidelines (See: [www.Lutron.com/SalesPolicies](http://www.Lutron.com/SalesPolicies))
- Must not use any Lutron brand name in a root URL and Linked Sites must clearly designate the website owner/operator; Linked Sites may not be referenced as Lutron owned, operated, or sponsored
- Clearly disclose return policy and shipping terms on the Linked Sites; and provide order status updates and order tracking

## **POLICY VIOLATIONS**

All CWP firms must adhere to this Policy at all times. Lutron will monitor CWP firms' practices with respect to this Policy. If we discover that a CWP firm is not acting in accordance with this Policy, Lutron may remove the link from the CWP Page.

## **Lutron Commercial Wireless Partner (CWP) Program Page Listing Manager**

The Commercial Wireless Partner (CWP) Program Page Hyperlink Policy Manager 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 Commercial Wireless Partner (CWP) Program Manager at [cwp@lutron.com](mailto:cwp@lutron.com).