

# PRIVACY POLICY

August 2020

## 1. Privacy Statement.

Planted by J&M LLC (“Planted”) is committed to protecting your online privacy when visiting our website. The purpose of this policy is to inform you about the types of information we gather about you when you visit our website, how we use that information, whether we disclose it to anyone, and the choices you have regarding our use of the information.

## 2. Categories of Personal Information Which We Collect and How We Use It

Planted may require personal information from visitors to fulfill requests for Planted products. When you make a purchase on our website, we may ask you for personal information such as name, email, billing and shipping address, phone number, and credit card information. When you purchase a product or service via our website, we use your information to process your order. In addition, we may contact you via e-mail, phone, or regular mail, if we have questions or comments regarding your order. We do not store your credit card information and we use it only to process your order.

If you contact us via our link on our website, you may be asked to provide personal information including your first name and e-mail address so that Planted or an representative working on Planted’s behalf, may contact you to respond to your comments, questions or requests for information by you.

We use the information we collect for Planted business purposes such as creating a better user experience on our website, and/or emailing you regarding our products and services. You will have the option to opt-out of receiving future e-mails from Planted by using the unsubscribe feature in each e-mail.

We may use Google Analytics or other third party analytic tools to analyze user behavior which allows us to measure consumer interest in the various areas of our website or applications for product and website/application development purposes. These third party analytic tools tell us aggregate and collected information such as, how the site/application was accessed and how long visitors stayed. This information is used for our own internal purposes to improve the content of the website/application, to enhance users’ experience when visiting, and to customize the content and/or layout. All information of user behavior described herein will be recorded on a group basis, and such analysis may be shared with our development consultants. This information is aggregated and not personally identifiable. To learn more about Google Analytics and how it uses your data, please visit <http://www.google.com/analytics/learn/privacy.html>.

## 3. Disclosure to Third Parties.

We limit access to the personal information collected on our website and applications to only those employees and representatives of Planted or an agency working on Planted’s behalf who need to use it in the course of their assigned responsibilities and to companies that perform services for us (for

example, our third party online payment gateway and review platform). These companies are obligated to keep the information confidential and use it to provide only the services we have asked them to provide. Third party providers maintain the information they need to perform their designated functions and we do not authorize such parties to use or disclose personal information for their own marketing purposes. Please note that your personal information may be maintained and processed by service providers located in foreign jurisdictions, whose data protection laws may differ from the jurisdiction in which you live. Except as specified herein, we do not share personal information about you with any third party without your permission and we do not allow third parties to collect personally identifiable information from users on our website or applications.

#### **4. Links to or From Other Web Sites**

The Planted website may contain links to other websites and social media platforms such as Facebook, Instagram and Twitter. Planted has no control over and assumes no responsibility or liability for the privacy practices of these websites and social media platforms. You should review the privacy policies of each website and application you visit.

#### **5. Use of Cookies**

Like many other commercial sites, our website may utilize a standard technology called a "cookie" to collect information about how our website is used. Cookies were designed to help a website recognize a user's browser as a previous visitor and thus save and remember any preferences that may have been set while the user was previously browsing the site. Our cookie cannot retrieve any other data from your hard drive or pass on a computer virus. Our website may use cookies to enhance your visit. Cookies can securely store a user's password, personalize home pages, identify which parts of a site have been visited or keep track of your preferences. Our cookies may collect a domain name and track a path through our web pages.

We only use cookies to gather the information indicated in this policy and do not use cookies to gather personal identifying information about you without your consent. Most browsers include an option to clear existing cookies or reject new ones. If you elect to do this, portions of this website may not function as intended.

#### **Technical Information Gathering.**

We may collect information about the services that you use and how you use them, like when you visit different parts of our site or applications and what selections you make on the services. We may also automatically collect certain technical information such as:

- **Device information**

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile information if you use a mobile device to access the site).

- **Log information**

When you use our services or view content provided by us, we may automatically collect and store certain information in server logs. This information may include:

- details of how you used our service, such as your navigation paths and search queries.

- mobile related information if you access our website or application using your mobile device.
- internet protocol address.
- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- cookies that may uniquely identify your browser, mobile device, or your account.
- Browser type, operating system, and other technical information.

#### **6. How We Respond To Do Not Track Signals.**

Some browsers have a “do not track” feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, and our website is not currently set up to respond to those signals for tracking on our website.

#### **7. Social Media Applications.**

You may have the opportunity to utilize third party applications, plugins and buttons on our website, social media pages or on social media platforms. Consequently, your personal information may be shared with that third party social media platform and they may share data with us. We (or an agency working on Planted’s behalf) may use your information only as necessary to operate our application and will only have access to your information during your use of the application unless you contact us with questions regarding the application. In the event that you choose to provide your information to a third party social media platforms, your information will be governed by the policies of those third party social media platforms. We don’t exercise control over third party social media platforms. Those social media platforms may place their own cookies or other files on your computer, solicit personal information from you and follow different rules regarding the use of the information you submit to them. We encourage you to read the privacy policies or statements of the other social media platforms you visit.

#### **8. Collection and Use of Personal Information from Visitors 13 Years of Age or Under.**

Planted website is designed and intended for adults. In accordance with the Children’s Online Privacy Protection Act (COPPA), we do not knowingly collect or store any personal information about children under age 13, and the Planted website is not designed to collect personal information from children under age 13.

#### **9. Legal.**

Planted and its service providers may provide your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required or permitted by applicable law. We may also disclose personal information where necessary for the establishment, exercise or a defense of legal claims, or as otherwise permitted by law.

## **10. Contacting Us Regarding Your Personal Information.**

Questions regarding this Privacy Policy, the accuracy of your personal information, the use of the information or any other questions regarding the Planted website may be directed to:

Planted by J&M, LLC  
5 Lakeside Drive  
Stamford, CT 06903

This Privacy Policy is subject to change at our discretion. All changes will be posted as soon as they go into effect. Your continued access to and/or use of the website or applications after any such changes constitutes your acceptance of, and agreement to, this Privacy Policy, as revised.