



## PROMOTING THE ENJOYMENT OF FLOWERS & FLORISTRY AS LIVELIHOOD

*So more people, can enjoy more flowers, for more reasons, far more often*



### FLOWERHANDLERS PRIVACY & USAGE POLICY

Last Update 7/1/15

#### **Usage Policy**

*Flowerhandlers has established this Usage Policy to explain our requirements for using and sharing our body of work.*

All rights reserved. No parts of the Flowerhandlers body of work found on any of the pages of its websites may be reproduced by any mechanical, photographic, or electronic process, or in the form of a phonographic recording; nor may it be stored in a retrieval system, transmitted, or otherwise be copied **For Sale or Profit** without prior written permission of the publisher.

When any of the above stated work is being shared for personal use and for “fair use” as brief quotations embodied in articles and reviews we require that you use the content in its entirety and let your audience know how to access the entire body of work for themselves via [www.flowerhandlers.com](http://www.flowerhandlers.com).

#### **Consent**

By reproducing and using any of the information found within any of the Flowerhandlers’ sites or our ongoing communications via email you consent to the terms of this Usage Policy. If you do not agree to the terms of this Usage Policy, please do not reproduce our content.

#### **Privacy Policy**

*Flowerhandlers has established this Privacy Policy to explain how it protects and manages the personal information that it collects from you online.*

#### **Consent**

When you use the Flowerhandlers’ sites and/or register for Flowerhandlers products and services you consent to the terms of this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use Flowerhandlers’ sites.

#### **Accountability**

Flowerhandlers collects, at the time of your registration and your sign-on to its web site, certain “personal information” (information that personally identifies you) including but not limited to your name, email address, home or work address, telephone number, and information about your computer hardware and software (e.g., IP address, operating system, browser type, domain name, URL, access times, and referring web site addresses). Flowerhandlers will use appropriate contractual



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means to establish a comparable level of protection for personal information which is sent for processing by third parties on Flowerhandlers' behalf.

Links to Other Sites - This privacy statement applies only to information collected by Flowerhandlers' websites: Flowerhandlers.com, FlowerhandlersNetwork.com, MyFlowerhandlers.com, FlowerGodmother.com, ProgressiveFloristry.com and FlowerhandlersDesignSchool.com. Our sites contain links to other sites that are not owned or controlled by Flowerhandlers. Please be aware that we, Flowerhandlers, are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our sites and to read the privacy statements of each and every website you access to review their privacy practices.

### **Purposes for Collecting Personal Information**

Flowerhandlers collects and uses personal information for the following Identified Purposes:

- (a) to understand customer needs regarding Flowerhandlers' services;
- (b) to develop and provide our web site and our products and services for our customers;
- (c) to fulfill your requests for products, services or information;
- (d) to communicate with customers and site visitors, when necessary, and to inform customers of upgrades, as well as of other products and services available from Flowerhandlers, its affiliates and third parties;
- (e) to allow customers to access limited-entry areas of Flowerhandlers' site;
- (f) to personalize some of our services and products for you and to deliver targeted messages and offers from Flowerhandlers and third parties;
- (g) to bill accounts and maintain payment records;
- (h) to comply with any applicable law, regulation, legal process or government request;
- (i) to respond to a legitimate claim, or to address our reasonable belief, that you are violating the rights of any third party or any of the agreements or policies that govern your use of the Flowerhandlers site or any Flowerhandlers product or service;
- (j) to protect the services, products or rights of Flowerhandlers, including but not limited to the security or integrity of the Flowerhandlers site; and
- (k) to identify and resolve technical problems concerning Flowerhandlers' site, products and services.

Flowerhandlers also uses personal information in an aggregate form (i.e., not individually attributable to you) for its business analysis, operational, marketing and other promotional purposes.



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### **Limiting the Collection of Personal Information**

Flowerhandlers limits its collection of personal information to only that information which is necessary for the Identified Purposes. Flowerhandlers does not direct its site to, nor does it knowingly collect any personal information from children under the age of thirteen.

When we hire other companies to provide some products or services on our behalf, we only provide those companies the personal information they need for the Identified Purposes, and we limit their rights to use and further disclose your personal information as appropriate in the course of their work for us.

When you visit the Flowerhandlers web site, a cookie may be placed on your computer or the cookie may be read if you have visited the Flowerhandlers site previously. Flowerhandlers uses cookies to determine which products and services you have already purchased so that we do not provide redundant information to you, and, if you are a Flowerhandlers affiliate, to track customers referred by you so that you can receive compensation under our affiliate program. If you choose to not have your browser accept cookies from the Flowerhandlers web site, you may not be able to view all the text on the screens, or to experience a personalized visit, or to subscribe to certain service and product offerings on the Flowerhandlers sites.

**Log Files** - As is true of most websites, we gather certain information automatically and store it in log files. This information includes Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole. We do not link this automatically collected data to personally identifiable information.

### **Disclosure, Processing and Retention**

Flowerhandlers is the sole owner of the information collected on its sites. Flowerhandlers collects personally identifiable information from our users at several different points on our website.

Flowerhandlers does not sell, rent or disclose your personal information to anyone else, except:

(a) to someone you have designated to act as your agent, for one or more of the Identified Purposes (listed in Section 2, above);

(b) to Flowerhandlers affiliates acting on Flowerhandlers' behalf for any of the Identified Purposes;

(c) as necessary if Flowerhandlers has reason to believe that disclosure is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with Flowerhandlers' rights or property, other users of



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Flowerhandlers' web site, products or services, or anyone else that could be harmed by such activities; and

(d) to respond to judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law.

### Business Transitions

In the event Flowerhandlers goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via prominent notice via email and on our website for 30 days of any such change in ownership or control of your personal information.

### Opting-out

We provide you the opportunity to 'opt-out' of our list by clicking the "Unsubscribe" link on the bottom of every email message we send. Please note that, if you do, Flowerhandlers may suspend its provision of products and services to you. When you unsubscribe, if you fall within the guarantee period for any Flowerhandlers product and you request a refund, the guarantee will be honored.

After your account becomes inactive (that is, if you request to be removed from our database), Flowerhandlers will keep your personal information in its archives. Your information will then be used only as necessary for tax reasons or to prove Flowerhandlers' compliance with any applicable law.

### Accuracy of Personal Information

Flowerhandlers will use reasonable efforts to keep customer personal information accurate for the Identified Purposes and for minimizing the possibility of making inappropriate customer decisions based on such information. Customers are responsible for informing Flowerhandlers about changes to their personal information. You can do this by calling 301-249-1669 or contacting us via email. Flowerhandlers will use new or updated personal information it receives from customers to update its own records.

### Security Safeguards

Flowerhandlers will use reasonable efforts to protect customers' personal information.



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### **Access to Personal Information**

Flowerhandlers will afford you a reasonable opportunity to review the personal information in your file, if you so request by calling 301-249-1669, writing to:

Flowerhandlers 17601 Queen Anne Rd. Upper Marlboro, MD 20774 USA

If Flowerhandlers is not able to provide access to some aspect of a customer's personal information, it will provide reasons for denying access such as; that by doing so would likely reveal personal information about a third party, or that it is confidential commercial information or attorney-client privileged communications, or that the information relates to a breach of an agreement or a contravention of law, or that its disclosure could reasonably be expected to threaten the life or security of another individual.

Customers have the right to request that inaccurate or incomplete information be amended as appropriate, by contacting Flowerhandlers as described above. Flowerhandlers will promptly correct such personal information.

### **Security**

The security of your personal information is important to us. For your safety and protection we use trusted and secure companies: "McAfee" and "VeriSign" for servicing our business transactions.

### **Changes in this Privacy Statement**

Flowerhandlers may occasionally update this Privacy Policy. When it does, Flowerhandlers will also revise the "last update" date at the top of this Privacy Policy.

### **Contact Us**

If you have any questions or suggestions regarding our usage & privacy policies, please contact us at: (301) 249-1669 (phone), Email ([dottie@flowerhandlers.com](mailto:dottie@flowerhandlers.com)), or by writing 17601 Queen Anne Road ~ Upper Marlboro, MD 20774.