

## **PRIVACY POLICY**

This Privacy Policy outlines how BLOOMS OF KINDNESS (“we,” “us,” or “our”) collects, utilizes, and shares information from individuals who visit our website, utilize our services, or otherwise engage with us (“Consumers”). We are committed to safeguarding your privacy and ensuring the security of your Personally Identifiable Information (PII). Please review this Privacy Policy carefully to comprehend how we manage your information.

By accessing or using our website or services, you consent to the practices outlined in this Privacy Policy.

### **1. Information We Collect**

We collect the following types of information:

**Personal Information:** When you visit our website or use our services, we may collect personal information that you provide to us voluntarily. This may include your name, email address, phone number, and any other information you choose to provide.

We may use your Personal Data to contact you with newsletters, marketing, and/or promotional materials that may be of interest to you. By providing your phone number, you agree to receive text messages from us. Message & data rates may apply. Message frequency may vary. Respond HELP for more information. You can reply STOP or UNSUBSCRIBE to opt-out.

#### **Automatically Collected Information:**

**Cookies:** We may utilize cookies and similar technologies to gather information about your browsing behavior. You can learn more about our use of cookies in our Cookie Policy.

### **2. How We Use Your Information**

We utilize the information we collect for the following purposes:

#### **Providing Services:**

**Communication:** We may use your contact information to send you important updates and promotional materials. You can opt out of receiving promotional communications at any time.

#### **Website Improvement:**

### **3. Sharing Your Information**

We do not share or sell your Personally Identifiable Information to third parties for marketing purposes. No mobile information will be shared with third parties/affiliates for

marketing/promotional purposes. However, we may share your information under the following circumstances:

**Business Operations:** We may share your information with third-party service providers who assist us in performing essential business functions, such as payment processing, customer support, and website maintenance.

**Compliance with Legal Requirements:** We may disclose your information when required by law or to comply with legal processes.

***No mobile information or personal identifiable information will be shared with third parties/affiliates for marketing/promotional purposes.***

#### **4. Your Choices and Rights**

You have the following rights regarding your information:

**Access:** You can request access to the personal information we hold about you.

**Rectification:** You can request corrections to inaccuracies in your personal information.

**Deletion:** You can request the deletion of your personal information, subject to legal obligations.

**Text messaging:** *By providing your phone number, you are agreeing to receive text messages from us. Message & data rates may apply. Message frequency may vary. Reply HELP for more information. You can reply STOP or UNSUBSCRIBE to opt-out*

#### **5. Changes to this Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the updated Privacy Policy on our website, and the “Last Updated” date at the top of this page will be revised accordingly. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

#### **6. Contact Us**

*If you have any questions or concerns about this Privacy Policy or our data practices, please contact our corporate office at:*

Blooms of Kindness  
PO Box 234  
Weaverville, NC 28787  
info@bloomsofkindness.org