

MOLLER'S GARDEN CENTER, INC

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INTERNET PRIVACY POLICY FOR MOLLER'S GARDEN CENTER, INC.

This site is owned and operated by Moller's Garden Center, Inc. Your privacy on the Internet is of the utmost importance to us. We want to make your on-line experience satisfying and safe at Moller's Garden Center, Inc. Because we gather certain types of information about our users, we feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

DEFINITION OF INFORMATION

Moller's Garden Center, Inc gathers two types of information about users:

- Information that users provide through optional, voluntary submissions to receive our electronic newsletters.
- Information Moller's Garden Center, Inc gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help our advertisers and sponsors better understand the demographics of our audience. Because Moller's Garden Center derives its revenue from sponsorship and advertising, providing such aggregated demographic data is essential to keeping our service free to users. Under no circumstances does Moller's Garden Center, Inc divulge any information about an individual user to a third party.

OPTIONAL VOLUNTARY INFORMATION

We offer the following free services which require some type of voluntary submission of personal information by users:

We will offer a free electronic newsletter to users. Moller's Garden Center, Inc gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided that points users to the subscription management page, found in every newsletter. Users can also subscribe to the newsletters at the time of registration.

CHILDREN Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without parental consent.

USAGE TRACKING

Moller's Garden Center, Inc tracks user traffic patterns throughout all our sites. However, we do not correlate this information with data about individual users. Moller's Garden Center, Inc does break down overall usage statistics according to a user's domain name, browser type and MIME type by reading this information from the browser string (information contained in every user's browser).

COOKIES

We may place a text file, called a "cookie" in the browser files of your computer. The cookie itself does not contain personal information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie cannot read data off your hard disk or read cookie files created by other sites. Moller's Garden Center uses cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

USE OF INFORMATION

Moller's Garden Center, Inc uses any information voluntarily given to us by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters. We send out newsletters to subscribers on a seasonal basis and occasionally send out special editions when appropriate. Moller's Garden Center, Inc never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners. We do not share information.

Moller's Garden Center, Inc operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy standards are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

OPT OUT POLICY

We give users options wherever necessary and practical. Such choices include:

- Opting not to register to receive our electronic newsletter
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users.

YOUR CONSENT

By using our site, you consent to the collection and use of this information by Moller's Garden Center, Inc. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it and under the circumstances we disclose it.