

Privacy Policy

Effective Date: February 1, 2022

Last Updated: February 7, 2022

1. Introduction

Welcome! Your use of the NRB Technologies, Ltd. (“the Company”) website located at <https://plantsgalore.app> (the “Website”) and app (and the services made available through same, the “App”) constitutes your acceptance of this Privacy Policy (the “Privacy Policy”), which incorporates by reference our Terms and Conditions of Use for the Website and App you are using, which Terms and Conditions are set forth therein. If you do not accept this Privacy Policy, you may not use the Website or App. If at any time you do not agree to this Privacy Policy, you must cease your use of the Website and App.

We value our customers and are committed to protecting their privacy and informing them as to how their personal data will be used.

If you are an EU resident, and by using the app, you forfeit provisions required by Plants Galore. This Privacy Policy does NOT apply to other websites or apps to which we may otherwise link, or to other companies, third-party vendors who provide services to us, or entities who might be listed as third-party contacts on the Website or App, each of which may be governed by their own privacy policies. This Privacy Policy also does not apply to information we may obtain from other sources about you. By using the Website or the App and/or by contacting us and providing any personal data, you consent to the collection, transfer, storage, disclosure and use of information by us in accordance with this Privacy Policy. If we decide to change our Privacy Policy, we will post those changes on this page.

2. Terms

The terms “we”, “us” and “our” refer to the Company, and its officers, directors, owners, employees and agents.

The term “personal data” means any data which relates to a natural person (as opposed to a business or corporate entity) that makes you identifiable. As used herein and in connection with our business, the term personal data may include:

- Names and contact information, including e-mail, all to the extent provided;
- Any images provided by the user which contains any person or personal data;
- User’s location at time of use of the Website and/or App;
- IP address;
- Referral source data (i.e., how you ended up at the Website or App);
- Any other similar information provided to us by you or on your behalf in connection with our Services, your use of the Website or the App.

The term “data controller” means the person or entity which decides the purposes for which, and the way in which, any personal data is processed.

The term “data processor” means the person or entity which processes personal data on behalf of the data controller.

The term “processing” means any operation or set of operations performed on personal data. Processing includes, but is not limited to, the collection of data, the organizing of data, the recording or saving/storage of data, the altering of data, the using of data, the disclosing or transfer of data, the deleting or destruction of data, or the making available of data.

3. Why We Collect Information

We collect personal data because: (a) it allows us to provide the Services offered through the Website and App; (b) it allows us to respond to questions you or others may have about the Website or App or the information provided to you or others on or through the App; (c) it helps us provide and improve the Website and App and the information provided from or through the Website and App; and (d) it allows us, with your consent, to post your comments and annotations and related information, and for us to provide other useful information on the Website or App. In addition, your personal data helps us communicate to you through the Website or App, as well as to provide additional related information and events about which you might like to hear. We also may correlate your personal data with information from other sources, including personal data we have obtained from or about you through our Website or App. For example, we may cross-check the personal data you provide to us against information that might be otherwise available through other entities in order to prevent or detect fraud, or to provide credit or otherwise allow you to finance products or services offered on the Website or App.

4. What Information We Collect About You

We may collect all types of personal data. You agree that we may collect and process all such personal data that you provide to us to enable us to provide the services (the “Services”). These Services may include:

- Providing informational content about individual plants and general science and related issues concerning plants;
- Providing personalized and general recommendations and information concerning user’s plants and plant science in general;
- Creating a user profile (an “oasis”) with limited information which may be searchable by other users of the Website or App to the extent you do not activate “private” mode;
- Providing personalized services which, upon creating a username, will allow other users to search for and follow you on the Website and App;
- Other services as described on the Website or App;
- Management of the Website and App and all content and services therein;

- Personalizing services available to you through the App;
- Contacting you in connection with the Services, the Website or the App;
- Administrative purposes;
- Responding to or addressing any questions or inquiries from you or otherwise regarding us, any Services we provide, or our Website or App (whether your question or inquiry was via e-mail, text message, directly on the Website or App, hard copy or otherwise).

You also hereby consent that we may use your personal data for the following additional purposes which may be included in, or part of, the Services:

- Updating our records;
- Monitoring your Website and App use history, information reviewed and comments or annotations made;
- Verifying your identity;
- Obtaining demographic information of our users;
- In connection with any application for employment with the Company;
- Internal analysis for our business management purposes;
- Any statutory or regulatory purpose which requires the processing of your personal data;
- Legal and regulatory compliance;
- Fraud and crime prevention;
- Internal or external audits; and
- Any other purpose for which valid consent is obtained.

In addition to the above, we may also collect other data (apart from personal data) from you which is not personal data, such as anonymized or de-identified or aggregated data (i.e., data which is not and cannot be associated with any particular individual) about our users or our users' habits using the Website and/or App, such as de-identified geographic information, or information about the types of devices used with the Website and/or App. We may also anonymize or de-identify personal data provided by you, and use such anonymized or de-identified data in connection with our business, our Services or otherwise as we deem appropriate. All such non-personal data (as anonymized or de-identified) is owned exclusively the Company and the Company may share, sell or use such information or data as it deems appropriate.

Please do not supply the following to us:

- Any other person's personal data, unless the Company explicitly asks you to do so;
- Any categories of your personal data that have not been explicitly requested by the Company;
- Any confidential, proprietary, secret or legally protected information which you are not explicitly requested by the Company to provide; and
- Any confidential, proprietary, secret or legally protected information which are under any legal obligation to not provide to or share with the Company.

5. How We Collect Information About You

We collect information about you (including personal data) when:

You Give Us Information - You may provide us information when:

- You set up an account with us;
- You provide it to us by filling out forms or providing/submitting other information, data or images on or through the Website or App, including joining our newsletter or similar communication;
- You send us e-mail or submit any inquiry on or through the Website or App, including in connection with a “contact customer service” request or inquiry;
- You provide information via phone or in person;
- You provide us with information in writing and send it to us other than via e-mail, phone or in person (i.e., mail, FedEx, etc.);
- You provide us with documentation;
- You provide us with information which may contain personal data;
- You provide us with information in connection with seeking employment with the Company.

We Collect Information Automatically – We automatically collect certain types of information when you visit our Website or App (as explained below).

We Collect Information From Other Sources – We may also obtain information about you from outside sources. For example, we may obtain commercially available information about you from third-parties or purchase e-mail lists from third parties for advertising and marketing purposes. We may also receive information from third-parties who provide services for us through web-beacons and other technologies described in this Privacy Policy.

6. Use of Cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed. Cookies do not typically contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

You can set your browser or operating system not to accept cookies or to notify you when you are sent a cookie, giving you the opportunity to decide whether or not to accept it. You may also use commonly available tools in your browser to remove cookies which may have been placed onto your computer.

Cookies That We Use

Plants Galore does not use any Cookies. However, this does not apply to this party cookies from Service Providers and Vendors

Cookies Used By Our Service Providers And Vendors

Our service providers and vendors may use cookies and those cookies may be stored on your computer when you visit our Website or use our App. These service providers and vendors include, but may not be limited to: Google Analytics, Google Tag Manager, Google AdWords, Facebook (www.facebook.com).

You should review the privacy and cookie policies of the above websites/apps to learn more about the cookies that are used in connection with the above.

There are websites and services you can use to view cookies that are used on the Website or App such as <https://www.cookieserve.com/>. However, we do not and cannot verify that the information provided by such websites or services is accurate or free, and before using, you should review the websites' or services' privacy policy and terms and conditions of use as you will be bound by same. We are not affiliated with or connected to any such service or website. The above websites/apps and cookies may change from time to time as we use different vendors or service providers to provide some or all of the Services offered or provided by the above services and apps, or additional services we decide to include. While we will periodically update our list of such vendors and service providers, the above list may not be complete at any given time.

Managing Cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. To obtain more information about managing cookies on your mobile device, please see:

<https://www.allaboutcookies.org/mobile/> or these links:

- <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
 - <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-App-preferences> (Firefox);
 - <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
 - <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
 - <https://support.apple.com/kb/PH21411> (Safari); and
 - <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).
- Blocking some or all cookies may have a negative impact upon the usability of the Website and App.

7. Use Of Web Beacons, Clear-GIFs, Pixel Tags And JavaScript

Except as set forth herein, our use of web beacons, clear-gifs, pixel tags and JavaScript is critical to proper functionality our Website or App, and disabling them may impact the functionality of the Website or App and the Services we provide.

We also may use “pixel tags” (also called “action pixels,” “web beacons” or “clear gifs”) and/or JavaScript plug-ins, placed on the Website and App and in our emails to you.

These web beacons and plug-ins are small graphic images (typically that you cannot see) or code on a Website or App or in an email message which are used for such things as recording advertisements clicked-on by a user, or for tracking the performance of email marketing campaigns. These devices help us analyze our users’ online and Website and App behavior and measure the effectiveness of our Website and App and our marketing.

We may also work with third-party service providers that help us track, collect, and analyze this information. Third-party entities with whom we have agreements may place these devices on the Website or App and/or in emails to use information obtained from them such as pages viewed, emails opened and items upon which you may click in emails. These third-party providers may also place cookies (or similar trackers) onto your device. Those third-party cookies and trackers may enable us to obtain aggregate demographic information and user statistics about you and your preferences from these third-party sources as well as our information we have about you. These third-party providers may also use certain transactional data to provide analytics to us to help us better serve our customers. See above for more information on our cookies.

8. Server Logs

A “server log” is a record of activity created by a computer or device that delivers certain information to you. Certain activities that you perform on our Website or App may record information in server logs. For example, if you enter a search term into a search box located in the Website or App, the server log may record the search term, the link you clicked on and/or information about your operating system.

9. Search Queries On The Website Or App

We may provide you with options to search for information on our Website or App. If you enter information in a search query box, we may store that information and we may aggregate that information with other information we may have about the operating system or device from which the search query originated.

10. Third Parties

We may use third party service providers to serve advertisements on our behalf across the Internet and sometimes on the Website and/or App. These companies may use information (not including your name, address, email address or telephone number) about your visits to the

Website or App and other websites in order to provide advertisements on our Website and App, and other forms of media about goods and services of interest to you. This anonymous information is collected through the use of pixel tags or similar technologies which are industry standard technologies used by most major apps, and which are explained in more detail above. You can read more about online marketing practices and the technologies that support them by visiting the [Network Advertising Initiative's Website](#) . If you would like to know your choices about not having this information used by these companies, check out [Network Advertising.org](#) .

Third-Party Platforms, Social Media and Software Development Kits

The Services, Website and App may contain links to other websites and other websites may reference or link to the Website or App. These other domains and websites are not controlled by the Company, and the Company does not endorse or make any representations about third party websites or apps. You should review all such third-party terms of service and privacy policies before you interact with same. Unless explicitly noted, we do not endorse, screen or approve any third-party websites or apps, and are not responsible for, nor can we address, such third-party websites' or apps' privacy policies or terms of service. Therefore, we disclaim all liability and responsibility for same. Visiting such third-party websites and apps is at your own risk.

The Services may include publicly accessible blogs and vlogs (video), community forums, message boards, private messaging or video chat features. The Services may also contain links and interactive features with various social media or music platforms. If you use these platforms, their cookies or similar tracking devices may be set on your device. Any personal data you voluntarily include and transmit online through any such interactions may be viewed and used by others without any restrictions. The Company is not able to control, or even necessarily know, how such information will be accessed or used by others. Therefore, you assume all risk associated with using such Services.

Third-Party Payment Processing

When you make any payment on or through the Website or App, or as part of the Services, your payments or credit applications may be processed through a third-party apps or services such as an App Store or, in the case of the Website, via a third-party payment processor. In these instances, the third-party may collect certain financial information from you to process the payment. This information may include, but not be limited to, your name, address, e-mail address, financial information related to the transaction, etc. The processing and use of such information is governed by the privacy policies and terms of use of the third-party processor. You should review all such privacy policies and terms of service prior to payment and use of the third-party processor.

In addition, we may from time to time contract with third party vendors to serve advertisements to our customers on our behalf across the Internet to whom we think may be interested in our Services. To do this, the vendors may collect anonymous information about your visits to the Website and/or App and your interaction with our Services. This anonymous information is collected through the use of an app cookie or pixel tag - industry standard technology used by most major apps, and which is explained in more detail above. No personally identifiable information is to be collected in this process. They may also pool the anonymous information

that they collect with other sources of information not collected during your visit to our Website or App, which may include your name and mailing address, for purposes of determining whether you might be interested in receiving more information.

11. How We Use the Information We Collect

We use the information we collect in a variety of ways. Generally, we use the information we collect, including information provided by you, your personal data, and aggregate/de-identified data, to provide the Services.

We may also use the information we collect internally in our business for many business purposes, such as to: (i) provide the Services you may seek or which are available on the Website or App; (ii) provide aggregated or other data to third parties concerning the results of your reporting and monitoring on and through the Website or App, with or without other aggregated data; (iii) analyze trends and conduct research; (iv) provide support and respond to questions from our customers, or Website or App visitors; (v) improve our Website and App; (vi) learn about users' and customers' needs; (vii) contact users for research, informational, and marketing purposes, including customizing our Website and App; (viii) track traffic patterns and Website and App usage; (ix) provide customer service and technical support; (x) correlate information with other commercially available information to identify demographics, reporting and monitoring needs, trail conditions, user impact and any other service or information offered on or through the Website and App; (xi) provide specific relevant marketing, promotional, or other information to you; (xii) address information security and/or privacy practices, network functioning, engineering, and troubleshooting issues; (xiii) investigate claims and/or legal actions, violations of law or agreements, and compliance with relevant applicable laws and legal process; (xiv) comply with law, or based on our good faith belief that it is necessary to conform or comply with the law, or otherwise to disclose information to prevent fraud to reduce credit risks, to cooperate with police and other governmental authorities, or to protect the rights, property or safety of visitors to the Website and App, our partners or customers, or the public; and (xv) process or engage in a sale of all or part of our business/organization(s), or if we go through a reorganization or merger.

We may also share personal data and non-personally identifiable information externally with our affiliates and business partners, as well as with other third-party service providers who help us provide operational services for the site and our business, which might include, but is not necessarily limited to: business entities that provide e-mail address management and communication contact services, network equipment and application management providers and hosting entities, judicial, administrative and/or legal or financial accounting providers in the event that information must be reviewed or released in response to civil and/or criminal investigations, claims, lawsuits, or if we are subject to judicial or administrative process (such as a subpoena) to release your information or to prosecute or defend legal actions, and other service providers which may be involved in the other types of services and activities otherwise discussed in this Privacy Policy.

We may also use your personal data to contact you in ways other than e-mail or regular mail, such as via telephone contact or facsimile. All use of personally identifiable information will be as permitted by applicable law.

12. Business Transfers

If the Company or substantially all of its assets were acquired, or in the unlikely event that the Company goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of the Company may continue to use your personal data as set forth in this Privacy Policy.

13. International Transfers Of Your Personal Data

Plants Galore does not have control over transfer of data across international borders and does not keep track of where the data is stored. By using Plants Galore, you agree with this statement.

14. Your Choices about the Information We Collect

If you do not consent to the way in which we may use your personal data, please do not submit any personal data to us. Please note that if you do not provide us with certain personal data the Company may be unable to allow you to use or access the Website or App, or the Services and/or information on or through the Website or App may not be as good as they otherwise could be.

If you do not wish to receive emails from us, click the unsubscribe link located in our emails or opt out in your account profile.

If you do not wish to receive other marketing materials from us and/or if you do not want us to share your personal data with other entities as stated in this Privacy Policy, please provide us with your exact name and address and advise us that you wish to opt-out for information sharing or receiving information from us or both as the case may be. Please note that de-identified and aggregate data including your personal data may still be shared, but it will not be identified or identifiable to you. Please direct your opt-out request to the following contacts, including with the words "PLANTSGALORE - PRIVACY" in ALL CAPS in the subject line:

E-mail Address: support@plantsgalore.app

Postal Address:

NRB Technologies, Ltd.

15. Retaining And Deleting Personal Data

This Section sets out our data retention policies and procedures, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based upon the performance of our Services, and any applicable industry and governmental standards.

We may also retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

16. Privacy of Children Who Visit The Website Or App

We recognize the importance of children's safety and privacy. Neither the Website nor the App are designed to attract children, and is not intended for use by any children under the age of 18. We do not request, or knowingly collect, any personally identifiable information from children under the age of 18. If you are under age 18, you do not have permission to use this Website, the App or our Services.

17. Questions / Changes in Notice

If you have questions or concerns with respect to our Privacy Policy, you may contact us at support@plantsgalore.app. We may elect to change or amend our Privacy Policy; in such event, we will post the notice changes in our Privacy Policy on the Website or App.