



## PRIVACY POLICY

**Curb Appeal Landscaping & Design Limited** (hereinafter called “Curb Appeal”, “we”, “us”, or “our”) takes your privacy very seriously. We ask that you read this privacy policy very carefully as it contains important information about what to expect when we collect personal information about you and how we will use your personal data. In this Privacy Policy, we will tell you what information we will collect from you, and how we will use it to ensure that we provide you with the best customer experience.

### BACKGROUND

We provide comprehensive landscaping services to customers island wide. We also offer general groundskeeping and common area maintenance, horticultural maintenance and clean up of landscape areas along with turf management. In order to effectively provide these services to you, we are required to collect certain personal information so that we can curate the best experience for you, our valued customers.

We may collect information from you via our website at [www.curbappealja.com](http://www.curbappealja.com), over the telephone or we may request that you send us certain information via electronic mail.

**BY USING UTILISING ANY OF OUR SERVICES, YOU AGREE TO THE TERMS OF THIS PRIVACY POLICY.** Please review the following carefully so that you understand our privacy practices.

### INFORMATION WE COLLECT

In order to properly service your needs, we need to collect the following personal information from you directly:

1. Name
2. Address
3. Email address
4. Telephone number
5. Credit and Debit Card number, CVV and expiry date and zip code (if applicable)
6. Date of Birth
7. Gender

Occasionally we may receive information about you from other sources (such as credit reference agencies) which we will add to the information which we already hold about in order to help us to serve you better.

We may also collect users’ device types and unique identifiers. We use this information for the sole purpose of providing you with the most up to date features of our website. If you access our website through your mobile device, we may track your geo-location information. We will not share this information for any other purpose and will only use this information for the sole purpose of fulfilling your request. You may at any time no longer allow access to your geo-location information by turning off the geo-tracking function on your mobile device.

To help us serve you, we use “cookies” to store and sometimes track user information. A cookie is sent to your browser from a web server and stored on your device’s hard drive. Cookies can be disabled or controlled by setting a preference within your web browser.

Users of the Website should be aware that non-personal information and data may be automatically collected by virtue of the standard operation of our computer servers or through the use of “cookies”. Cookies are files used by a website to recognize repeat users. They enable websites to track web usage behaviour. Cookies take up minimal room on your computer or mobile device and cannot damage your computer’s files. Cookies work by assigning a number to the user that has no meaning outside of the assigning website. Users should be aware that we cannot control the use of cookies (or the resulting information) by third-parties. If you do not want information to be collected through the use of cookies, your browser allows you to deny or accept the use of cookies. There may, however, be some features of the website which require the use of cookies in order to customize the delivery of information to you. The use of third party cookies is not covered by our privacy policy. We do not have access or control over these cookies.

By clicking “I ACCEPT”, you consent to us collecting the information detailed above and using it in the manner provided herein. You will be prompted before we begin collecting each category of information and you must consent to us collecting in each category. You may revoke this consent at any time by simply discontinuing use of our website. You are also entitled to request a detailed copy of all the information we have collected from you through your use of our website. You may request this information by writing to our Customer Service team detailing your request and we will send you a link to facilitate a download of all the information we have collected.

### **CHILDREN UNDER 18**

The website is not directed to children and children are not eligible to use our website. Protecting the privacy of children is very important to us. We do not collect or maintain Personal Information from people we actually know are under 18 years of age, and no part of our website is designed to attract people under 18 years of age. If we later learn that a user of the website is under 18 years of age, we will take steps to remove that user’s personal information from our databases and to prevent the User from utilising the website.

### **HOW WE USE YOUR INFORMATION**

Our primary goal in collecting information is to provide you with an enhanced customer service experience. We use this information to closely monitor which our services are most used or requested, to allow you to view service history, store your credit card information with our certified payment partners, view any promotions we may currently be running, and to determine which features we need to focus on improving, including usage patterns and geographic locations to determine where we should offer or focus services, features and/or resources, we use the mobile information collected so that we are able to serve you the correct website version depending on your device type, for troubleshooting and in some cases marketing purposes. We use the credit card information you provide to us so that we are able to bill you for services.

Curb Appeal uses your Internet Protocol (IP) address to help diagnose problems with our computer server and to administer our Website. Your IP address is used to help identify you, and to gather broad demographic data. Your IP address contains no personal information about you.

## **PLATFORM-RELATED ANNOUNCEMENTS**

We will send you strictly service-related announcements on rare occasions when we deem it necessary to do so. For instance, if our website is temporarily suspended for maintenance, we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you may stop using our website.

## **CUSTOMER SERVICE**

Based upon the personally identifiable information you provide to us, we will send you a welcoming email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services, and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes.

## **TARGETED ADVERTISING**

We may use your user information to engage in targeted advertising. This information is a collection of a user's including the user's web browsing and search history. This information is used to select which Curb Appeal advertisement should be displayed to a particular individual on websites other than our website. The information collected is only linked to an anonymous cookie ID (alphanumeric number); it does not include any personal information such as an individual's name, address or credit card number. Targeted advertisements may come from Curb Appeal or through third party website publishers. You will be given the opportunity to consent to us sharing any of the information we collect from you with any third party advertisers who require access to your information.

## **HOW WE SHARE THE INFORMATION WE COLLECT**

We do not sell, rent or trade your personal information or geo-location information. We will only use this information as disclosed within this privacy policy. Curb Appeal may share aggregated information that includes non-identifying information and log data with third parties for industry analysis, demographic profiling and to deliver targeted advertising about other products and services.

We may employ third party companies and/or individuals to facilitate delivery of the services offered through our website, to process payment, provide customer support, provide geo-location information to service providers, to perform website-related services (e.g., without limitation, maintenance services, database management, web analytics and improvement of the website's features) or to assist us in analyzing how our website is used. These third parties have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. We may also provide personal information to our business partners or other trusted entities for the purpose of providing you with information on goods or services we believe will be of interest to you. You can, at any time, opt out of receiving such communications by contacting those third parties directly.

Curb Appeal cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as required by law.

## **ACCESS TO YOUR PERSONAL INFORMATION**

If your personal information changes, or if you no longer desire our website, you may correct, delete inaccuracies, or amend it by making the change on our user information page or by emailing us at [info@curbappealja.com](mailto:info@curbappealja.com). We will respond to your request within 72 hours.

We will retain your information (including geo-location) for as long as needed to provide you with our services. If you wish to request that we no longer use your information to provide you services contact us at [info@curbappealja.com](mailto:info@curbappealja.com). We will only retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **SECURITY**

The personally identifiable and geo-location information we collect is stored within our database, we use standard, industry-wide, commercially reasonable security practices such as encryption, firewalls and SSL (Secure Socket Layers) to protect your information. However, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet.

## **SOCIAL MEDIA (FEATURES) AND WIDGETS**

Our website includes social media features, such as the Instagram Like button and widgets, such as the "Share this" button or interactive mini-programs that run on our site. These features may collect your IP address, the pages you visit on our website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by this privacy policy of the entity providing it.

## **CHANGES IN THIS PRIVACY POLICY**

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on our site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## **DISPUTE RESOLUTION**

By using our website, you agree that any dispute, claim or controversy arising out of or relating to this Privacy Policy or the breach, termination, enforcement, interpretation or validity thereof or the use of the website (collectively, "Disputes") will be settled by arbitration, except that each party retains the right to bring an individual action in any of the courts in the island and the right to seek injunctive or other equitable relief in a court of competent jurisdiction to prevent the actual or threatened infringement, misappropriation or violation of a party's copyrights, trademarks, trade secrets, patents or other intellectual property rights. This "Dispute Resolution" section will survive discontinuation of the use of our website.

If you have questions about this Privacy Policy, please contact us at [info@curbappealja.com](mailto:info@curbappealja.com).

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