

Privacy Policy

Plant Tuff Inc. and its affiliated companies gather certain types of information from visitors. We are providing this privacy policy to help you understand the types of information we gather, how it is used and shared, and how you can update or modify user profile or registration information you have provided to us online. This policy applies only to information collected online at planttuff.com or other sites where this policy has been linked (the "Edw C Levy Co Website").

Information Collected

- **General Browsing Information:** Any time you visit the Plant Tuff Website, we gather certain non-personally identifiable information regarding the means you use to access the Website. This non-personally identifiable information includes the type and version of your browser, your service provider, your IP address, and any search engine you may have used to locate the Plant Tuff Website. We use this information to help diagnose problems with our server, administer the Website, and compile broad statistical data. Additionally, Plant Tuff gathers certain navigational information about where you go on the Plant Tuff Website. This information enables Plant Tuff to determine which areas of the Plant Tuff Website are most frequently visited and helps us to develop the Plant Tuff Website to the needs and interests of our online customers.
- **Personal Information Voluntarily Provided:** We gather personal information you provide to us (such as your name, address, e-mail address, telephone number, demographic information, etc.) when you request information about a product or service, register on the Plant Tuff Website, request information or use any of the other interactive portions or features of the Plant Tuff Website. When personally identifiable information is requested on the Plant Tuff Website, some requests are marked as "Required"; this personally identifiable information is necessary to allow you to participate in the feature or service requested.

How Your Information Is Used

We use the information collected at the Plant Tuff Website for the following purposes:

- To understand your needs and preferences, to develop, market, sell or provide products and services, and possibly to conduct surveys, research and evaluations.
- To complete your request for services or respond to your use of features on the Plant Tuff Website.
- To tailor your experience on the Plant Tuff Website to your interests and geographic region.
- To respond to your inquiries about our products and services.
- To manage and develop Plant Tuff's business and operations, administer accounts, collect and process payments.
- To detect and protect Plant Tuff and other third parties against error, negligence, fraud, theft and other illegal activities and to audit compliance with policies.
- As permitted by, and to comply with, any legal or regulatory requirements.

Disclosure of Personal Information

We collect and maintain the personal information of our consumers for the use of Plant Tuff and its affiliated companies. We do not sell or rent your personally identifiable information to third

parties, and do not share or trade your personally identifiable information with third parties other than as described below.

- **Selected Companies:** Plant Tuff may work with select retailers and other companies at various times to provide expanded services that relate to the Plant Tuff Website or its visitors. As part of such a relationship, Plant Tuff may share with these companies or these companies may interact with your browser, collect or have access to some or all of the information collected in connection with certain interactive functions offered on the Plant Tuff Website (such as, the E-Mail Reminder Service, delivery options, payment processing, etc.) or on other websites where Plant Tuff provides advertisements and interactive functions.
- **Service Providers:** Plant Tuff may use other companies and individuals to perform certain functions on our behalf. Examples include administering e-mail services, monitoring website activity and running special promotions, such as surveys. Such parties only have access to the personal information needed to perform these functions and may not use or store the information for any other purpose.
- **Business Transfers:** In the event that Plant Tuff sells or transfers a particular portion of its business assets, consumer information may be one of the business assets transferred as part of the transaction. If substantially all of the assets of Plant Tuff or a Plant Tuff affiliated company or brand are acquired, consumer information may be transferred as part of the acquisition.
- **Compliance with Law/Safety:** Plant Tuff may disclose specific personal information based on a good-faith belief that such disclosure is necessary to comply with or conform to the law or that such disclosure is necessary to protect the users of the Plant Tuff Website, the Website itself, or the public.

Managing Email Communications

You may always discontinue your receipt of future email communications you previously requested from Plant Tuff by logging on to your registered account and changing the preferences for the applicable email communication.

Policies on Children

To ensure compliance with federal law, Plant Tuff does not knowingly collect or maintain information provided by children under the age of 13.

Use of Cookies

Plant Tuff may use a browser feature known as a "cookie." Cookies are small files placed on your hard drive that assist in providing you with a customized browsing experience. Plant Tuff uses cookies to provide you with the convenience of not having to reenter information, such as user IDs and passwords, multiple times during your visits to the Plant Tuff Website. Cookies can also be utilized to help provide you with information targeted to your interests, based upon your prior browsing on Plant Tuff Website. The "help" section of the toolbar on most browsers will inform you on how to prevent your browser from accepting new cookies, how to have the browser notify you upon the receipt of a new cookie, or how to disable the use of cookies completely. As the Plant Tuff Website has been designed to take advantage of the use of cookies, should you configure your browser to decline their use, certain features of the Plant Tuff Website may not function correctly

and you may be required to reenter any user IDs and passwords more frequently. Plant Tuff or our service providers may also use a technology stored in e-mails to help us confirm your receipt of, and response to, our e-mails and to provide you a more personalized experience.

External Links

The Plant Tuff Website may contain links to other sites that are not a part of the Plant Tuff family. Plant Tuff is not responsible for the privacy practices or the content of such sites. To help ensure the protection of your privacy, Plant Tuff recommends that you review the privacy policy of any site you visit via a link from the Plant Tuff Website.

Passwords

To access registration information that you create on the Plant Tuff Website, you may need to use a password that you create. To protect the integrity of the information contained in this record, you should not disclose or otherwise reveal your password to third parties. If you forget your password, click on "forgot password" in the login screen and we'll send you an e-mail with a link to a unique URL, where you may change your password.

Public Forums

Plant Tuff may make blogs, chat rooms, forums, message boards, and/or news groups available to its users at various times on the Plant Tuff Website. Please remember that, unless otherwise stated, any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information in these areas (including uploading photos into these areas). Plant Tuff has specific terms of use for these features and you must agree to comply with these terms of use prior to your initial use of these public forums.

Correcting and Updating Information

You may update or modify your registration information if you elect to register with a Plant Tuff website by logging into your registration information and following the instructions provided to update or modify such information.

Updates to Privacy Policy

This privacy policy may be revised over time as new features are added to the Plant Tuff Website. Should there be a material change to our information collection or use practices, the change will be applied only to information collected on a going forward basis and the "Effective Date" of the policy will be updated.

Notification of Changes

This privacy policy may be revised over time as new features are added to the Plant Tuff Website. Should there be a material change to our information collection or use practices, the change will be applied only to information collected on a going forward basis and the "Effective Date" of the policy will be updated.

Security Statement

Plant Tuff limits the number of employees that have access to the databases that contain personal information of our customers, and our employees are advised of the importance of confidentiality. While we implement these security measures, you should be aware that 100% security is not always possible.

Contacting Plant Tuff

If you have questions concerning this privacy policy, you may contact us at:

Plant Tuff Inc.
9600 Mercier Street
Dearborn, Michigan 48120
855-85PLANT

Effective Date: August 8, 2013