PRIVACY POLICY

Last Updated: September 4, 2026

Full Bloom Botanicals (“we,” “us,” or “our”) respects your privacy. This Privacy Policy explains what information we collect through our website, how we use that information, and the choices you have regarding your information.

1. INFORMATION WE COLLECT

When you visit our website, you may choose to provide us with personal information, such as your:

- Name
- Email address
- Any other information you voluntarily provide to us

The primary purpose of our website at this time is to provide information about Full Bloom Botanicals and allow visitors to sign up for our email communications.

We may also automatically collect limited technical information when you visit our website, such as your IP address, browser type, device information, pages visited, and general website usage information.

2. HOW WE USE YOUR INFORMATION

We may use the information we collect to:

- Send you newsletters and other email communications you've requested.
- Share information about our nursery, farm stand, plants, seasonal offerings, events, and other activities.
- Respond to questions or messages you send us.
- Maintain and improve our website.
- Understand how visitors use our website.
- Comply with applicable laws and protect our business and website.

We do not sell your personal information.

3. EMAIL MARKETING

If you voluntarily provide your email address to subscribe to Full Bloom Botanicals' email list, we may use your email address to send you marketing and informational emails.

These emails may include information about:

- Plants and seasonal availability
- Farm stand offerings
- Nursery news
- Events and special announcements
- Promotions
- Gardening information and tips
- Other news related to Full Bloom Botanicals

You may unsubscribe from our marketing emails at any time by clicking the unsubscribe link included in our emails.

We use **MailerLite** to manage our email subscriber list and send our email communications. MailerLite processes subscriber information on our behalf as part of providing its email marketing services.

For more information about how MailerLite handles personal information, please review MailerLite's Privacy Policy.

4. COOKIES AND WEBSITE TECHNOLOGIES

Our website may use cookies and similar technologies to provide website functionality and to help us understand how visitors use the website.

Some features provided by MailerLite may also use cookies, tracking pixels, or similar technologies in connection with email marketing and website functionality.

You can adjust your browser settings to limit or disable cookies. Doing so may affect certain website features.

5. SERVICE PROVIDERS

We use third-party service providers to help operate our business and website.

These may include:

- **MailerLite**, for email marketing and management of our email subscriber list.
- **Zoho Mail**, for business email and communications.

Third-party providers may process information as necessary to provide services to us and are subject to their own privacy policies.

For more information about Zoho Mail's privacy practices, please review Zoho Mail's Privacy Information. Zoho states that it does not sell customer data and does not use customer information for targeted advertising.

6. THIRD-PARTY LINKS

Our website may contain links to other websites, including social-media platforms, parks, gardens, businesses, or other resources.

We are not responsible for the privacy practices or content of third-party websites. We encourage you to review the privacy policies of any third-party websites you visit.

7. YOUR CHOICES

You can unsubscribe from our marketing emails at any time by clicking the unsubscribe link included in the email.

You may also contact us if you have questions about your personal information or would like to request that we update or delete information we maintain about you.

Please note that we may need to retain certain information when required by law or when reasonably necessary for legitimate business purposes.

8. CHILDREN'S PRIVACY

Our website is not directed toward children under the age of 13, and we do not knowingly collect personal information from children under 13.

If you believe a child under 13 has provided us with personal information, please contact us so that we can take appropriate steps to delete the information.

9. DATA SECURITY

We take reasonable measures to protect the personal information we collect from unauthorized access, use, alteration, or disclosure.

However, no method of transmitting or storing information electronically is completely secure, and we cannot guarantee absolute security.

10. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes to our business, website, services, or applicable laws.

When we make changes, we will update the “Last Updated” date at the top of this policy.

11. CONTACT US

If you have questions about this Privacy Policy or how we handle your information, please contact us:

Full Bloom Botanicals
Email: tracy@fullbloombotanicals.com

© 2026 Full Bloom Botanicals. All rights reserved.