



Privacy Policy of Viridis

Effective Date: 9/16/2024

At Viridis, we are committed to safeguarding the privacy of individuals who interact with us, including customers, partners, and users of our services. This Privacy Policy outlines how we collect, use, and share personal information and ensures compliance with applicable privacy laws and regulations. By using our services, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect personal information to provide and improve our services. This may include:

- **Personal Information You Provide:**
 - Full name
 - Email address
 - Phone number
 - Billing information
 - Address
 - Account information and preferences
- **Automatically Collected Information:**
 - IP address
 - Device type
 - Browser type
 - Usage data (such as pages visited and links clicked)
 - Cookies and similar tracking technologies
- **Third-Party Information:** We may collect personal information from third parties where applicable, such as business partners, advertising networks, analytics providers, and service providers.

2. How We Use Personal Information

We use your personal information to:

- Provide, maintain, and improve our products and services.
- Process orders and transactions.
- Communicate with you regarding our products, services, and updates.

- Customize and personalize your experience with Viridis.
- Conduct internal business analysis to better understand our customers and enhance service delivery.
- Comply with legal obligations and enforce our policies.

3. How We Share Personal Information

Viridis does not sell your personal information. However, we may share it with trusted third parties in the following circumstances:

- **Service Providers:** We work with third-party vendors who assist us in delivering our services, such as payment processors, IT services, or marketing agencies. These vendors are bound by confidentiality agreements and are not permitted to use your information for any purpose other than the services they provide to Viridis.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred to the new owner or business entity.
- **Legal Compliance:** We may disclose your personal information if required by law or in response to valid legal requests by public authorities (such as a court or government agency).
- **Consent:** We will share your information with third parties only when we have your explicit consent to do so.
- **SMS Opt-in Data:** If you opt-in to receive SMS messages from Viridis, your phone number will only be used for communication related to your opt-in. We do not share SMS opt-in data with third parties for marketing or other purposes unless required by law.

4. Data Retention

Viridis retains personal information for as long as necessary to fulfill the purposes for which it was collected or as required by law. We will securely delete or anonymize personal information when it is no longer needed.

5. Your Rights and Choices

Depending on your jurisdiction, you may have certain rights regarding your personal information, including:

- Accessing and correcting your personal information.
- Requesting deletion of your personal information.
- Objecting to or restricting the processing of your personal information.
- Opting out of marketing communications.
- Withdrawing consent for the collection or use of your personal information.

To exercise any of these rights, please contact us at info@viridisgrp.com.

6. Security

We implement a variety of security measures to protect your personal information from unauthorized access, use, alteration, or disclosure. While we strive to use commercially acceptable means to protect your information, no method of transmission over the Internet or method of storage is 100% secure. As such, we cannot guarantee absolute security.

7. International Data Transfers

If you are located outside the country where our servers are located, your personal information may be transferred to and processed in a country with data protection laws that differ from your own. Viridis will take appropriate measures to ensure your data is adequately protected in accordance with applicable legal requirements.

8. Changes to This Privacy Policy

Viridis reserves the right to update or modify this Privacy Policy at any time. We will notify you of significant changes by posting the revised policy on our website and updating the effective date. Your continued use of our services after such changes constitutes your acceptance of the new policy.

9. Contact Us

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

Viridis

Email: info@viridisgrp.com

Phone: (833) 847-4347

Address: Viridis Laboratories - 2827 E Saginaw St, Lansing, MI 48912

Viridis North - 1424 Straits Dr, Bay City, MI 48706

By using Viridis' services, you agree to the terms and conditions outlined in this Privacy Policy.

This privacy policy is intended to ensure transparency in how Viridis handles personal data and complies with data protection laws such as GDPR, CCPA, or any applicable local regulations.