

Last updated 04.10.2025

At Johnny's Selected Seeds, we respect the privacy of our customers and the importance of the information they entrust to us. We have summarized below our basic information policies and practices for this Web site, [www.johnnyseeds.com](http://www.johnnyseeds.com), which is owned and operated by Johnny's Selected Seeds. It is our intent to ensure this Privacy Policy is complete and current with best privacy practices. **If at any time you have questions or concerns about your privacy or security with our company, please call us at 877-275-3080 or email us at [privacy@johnnyseeds.com](mailto:privacy@johnnyseeds.com).**

By using our Web site, you agree to the collection of personal information as described in this Privacy Policy, and you also agree to our Terms & Conditions, which are expressly incorporated into this Privacy Policy. Please read this Privacy Policy and our Terms & Conditions carefully.

Also, please note that our Web site may include links to third parties, and once a visitor leaves our Web site, we cannot control or access the information that third party collects. We are not responsible for the contents, terms and conditions, or privacy policies of third-party websites.

Johnny's Selected Seeds reserves the right to make changes to this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are kept up-to-date about what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make a material change to our Privacy Policy that would lessen your privacy rights, we will either continue to honor our prior policy, or we will ask for your consent to the change. Otherwise, your continued use of the Web site once the revised Privacy Policy has been posted on the Web site affirms your agreement to such changes

### ***Information We Collect and How It Is Used***

We collect information from you in several different ways on this Web site, with the goal of improving your customer experience with Johnny's Selected Seeds. During the past 12 months, we have collected the following types of information:

- *Identifiers*, such as a real names, aliases, postal addresses, unique personal identifiers, online identifiers, Internet Protocol (IP) addresses, email addresses, or other similar identifiers;

*Collected from:* Information you provide to us, or we collect when you use our services or Web site or complete a survey, or we obtain from our third-party marketing partners.

*Business use:* To enable the use of our Web site, fulfill your orders, market our products and seeds, inform you of special offers and promotions, communicate directly with you, improve our offerings, and understand how customers interact with our Web site and offerings.

*Sensitive Identifiers:* For our commercial customers applying for credit, we may also collect identifiers such as social security numbers for the purpose of processing that application.

- *Categories of personal information* (Section 1798.80(e) of the Cal. Civil Code), such as telephone numbers, credit card numbers, debit card numbers, and other financial information;

*Collected from:* Information you provide to us, or we collect when you use our services or Web site.

*Business use:* To fulfill your orders, communicate directly with you, and prevent fraud.

- *Internet or other electronic network activity information*, including, but not limited to, IP address, referring domain, visitor domain name, browsing history, search history, and information regarding a consumer's interaction with an Internet web site, application, or advertisement;

*Collected from:* Information we collect when you use our services or Web site.

*Business use:* To enable the use of our Web site; examine traffic trends; monitor, troubleshoot and improve Web site performance; provide you with relevant information and content; market our products and seeds; inform you of special offers and promotions; improve our offerings; detect fraud; and assist with your requests.

- *Commercial information*, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;

*Collected from:* Information you provide to us, we obtain from our third-party marketing partners, or we collect when you use our services or Web site.

*Business use:* To enable the use of our Web site, fulfill your orders, market our products and seeds, inform you of special offers and promotions, communicate directly with you, and understand how customers interact with our Web site and offerings.

For our commercial customers applying for credit, we also collect additional commercial information for the purposes of processing that application.

- *Geolocation data;* and

*Collected from:* Information we collect when you use our services or Web site; information provided by third parties.

*Business use:* To enable the use of our Web site, to personalize your experience with our Web site and to target advertisements, and for fraud detection.

- *Inferences,* system-generated predictions about your interests and preferences

*Collected from:* Created internally and with the help of our third-party business partners.

*Business use:* To personalize your experience and improve our offerings.

*Some special notes about e-mail:*

Your email address also allows us to send you a customer service, order confirmation or other transactional message as necessary. We may also send emails based on browse or shopping cart activity. And if you have subscribed to our marketing and newsletter emails, we will send you useful growing tips, special offers, customer surveys, and new product updates. **We provide instructions on how to unsubscribe in each email.**

*Some special notes about catalogs:*

We mail complimentary catalogs of Johnny's products to customers who request catalogs, customers who place orders with us, Web site visitors, and other potentially interested consumers for whom we have addresses. At any time, you may ask to be removed from catalog mailings by contacting us by mail, phone, chat, or email.

*Some special notes about cookies, pixels, and other technology:*

We may assign your computer one or more Cookies, which are a standard Internet tool. A Cookie is a small data file stored as text files by your web browser on your computer's hard drive. Most Internet browsers are initially set to accept Cookies. You can set your browser to refuse Cookies from web sites or remove them from your device, although please note that this may cause certain features or functions of our Web site to not work properly.

We use Cookies, "web beacons," and other similar technologies to collect information in connection with our Web site and marketing efforts. For example, we use Cookies to enable you to save products in your shopping cart while you browse our Web site, and our Web site may use your browsing activity on our Web site to recommend other products you may be interested in. We also use Cookies and other technology to analyze the effectiveness of our Web site and our advertising efforts, and we may use these technologies to display personalized advertising tailored to your interests as you browse the web, or to inform our efforts to identify and market to new customers, including by working with advertisers such as Google or Facebook to display advertising to custom audiences. We may also use clear pixels or similar technologies in emails to track deliverability and open rates.

To learn more about interest-based advertising, and your choices about it, please see "Your Choices About Interest-Based Advertising," below.

**Session replay tool:** Our site also makes use of session replay analytics tools to help us reconstruct the user experience on the site. These tools collect data on our behalf. We use them to troubleshoot issues with and improve user experience on our site. The tools provide insight into what works and what doesn't work for users of the site, and it allows us to, for example, identify and repair technical errors such as broken links that impair the site's functionality. We may also use the tools to authenticate users, enable site features, prevent fraud, and implement security measures. The tools use cookies and similar technologies to collect and analyze information related to user behavior on our site, such as mouse movements, clicks, user inputs, scrolling, access times, visit duration, pages viewed, IP address (including location), operating system, page reloading, crash data, performance data, and other diagnostic data.

**Chat Technology:** Our site uses a live customer service chat feature to respond to and assist with customer inquiries. In order to function, this chat collects personal information, including but not limited to email address and the content of chat communications. Transcripts of these chats are made and retained for training purposes.

### ***How Information May Be Shared***

During the past 12 months, we have shared the following information for our business purposes. Please note that for purposes of this notice, personal information does not include deidentified, aggregated, or anonymized information that is maintained in a form that is not capable of being associated with or linked to you.

#### *Sale for a Business Purpose:*

We do not sell your personal information for any monetary consideration. However, we do share your personal information with trusted third parties for certain purposes, as described in more detail in this policy.

#### *Disclosure for a Business Purpose:*

THIRD PARTY	PURPOSE	CATEGORY OF PERSONAL INFORMATION
Operating system and platform	Calculation of sales tax	Identifiers: Name and address Commercial information: Order information
Operating system and platform	Address validation and correction	Identifiers: Name and address
Operating system and platform	Credit card processing	Identifiers: Name and billing address Commercial information: Order information Personal information: Credit card information
Operating system and platform	Fraud detection	Geolocation data Internet information: Browsing history

Data analytics providers		
Operating system and platform Email service providers	Email marketing	Identifiers: Name, address, and email address Commercial information: Order information Internet information: Browsing history
Operating system and platform Email service providers	Transactional emails (order confirmations, password resets, etc.) and order management and fulfillment	Identifiers: Name, bill-to and ship-to addresses, email address, and telephone number. Commercial information: Order information
Operating system and platform Drop-ship vendors	Shipping	Identifiers: Name and address Commercial information: Order information
Operating system and platform	Customer support	Identifiers: Name, email address, telephone number, and zip code
Data analytics providers	Web site analytics/improving our products and services	Internet information: Browsing history and browser information Commercial information: Order information Geolocation data Identifiers: IP address Inferences: System-generated predictions about your interests and preferences
Social networks Advertising networks Data analytics providers Operating system and platform	Online advertising and product recommendations	Internet information: Browsing history and browser information Identifiers: IP address, email address, and unique personal identifiers Geolocation data Commercial information: Order information

Catalog services

Catalog mailing

Identifiers: Name, address, email address, unique personal identifiers, and telephone number  
Commercial information: Order information

Moreover, information concerning visitors to our Web site and their activities on the Web site is sent by your browsing software to third-party service providers and online advertising networks using JavaScript, clear pixels, and/or similar technologies.

We may also use personal information to comply with legal obligations pursuant to the legal protections afforded to you in your country. Where required to obey the law, such as in response to a subpoena or legal process, we will disclose your personal information. We also reserve the right to use your personal information to exercise or defend legal claims.

In the unlikely event that our business assets are ever sold to or purchased by another company, Johnny's Selected Seeds may disclose your personal information to a purchaser that agrees to abide by the terms and conditions of this Privacy Policy

### ***Your Choices About Interest-Based Advertising***

We work with third-party advertising companies to more effectively target our advertising messages. These third-party advertising platforms collect information about your browsing activity on our Web site and across the Internet, and analyze that information in order to display more relevant ads to you. For example, if you search for a particular product on our Web site, you may be shown an advertisement for that product or a similar product when you are browsing a different web site.

Many of our marketing service providers are members of the Network Advertising Initiative (NAI), or the Digital Advertising Alliance (DAA), and have agreed to honor consumers' requests to opt-out of behavior-based online advertising submitted through those organizations' web sites. To learn more about your choices regarding this type of data collection or to opt-out of interest-based advertising, please visit the following sites:

- [Digital Advertising Alliance opt out](#)
- [Network Advertising Alliance opt out](#)

Our Web site uses Google Analytics and we may be able to see user's referring site. For Google Analytics Advertising Features, you can [opt-out](#) through [Google Ads Settings](#), Ad Settings for mobile apps, or any other available means (for example, the NAI's consumer opt-out listed above). Google also provides a Google Analytics [opt-out plug-in](#) for the web.

### ***Privacy Of Minors***

Our Web site is not intended for children under 16 years of age. No one under age 16 may provide any personal information on the Web site. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Web site. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information.

### ***Data Security and Safety***

We are committed to maintaining appropriate physical, electronic, technical, organizational, and administrative measures to safeguard the security of your personal information.

However, if you have any concerns about ordering electronically, feel free to call **1-877-564-6697** to place your order over the phone.

You can also print your online shopping cart page and fax your order:

**Attention: Customer Service**  
**1-800-738-6314 (US Only)**  
**1-207-238-5375 (Non-US)**

Or, you can mail your order to us at the following address:

**Johnny's Selected Seeds**  
**ATTN: Catalog Order**  
**PO Box 299**  
**Waterville, ME 04903**



FOR RESIDENTS OF CALIFORNIA, COLORADO, CONNECTICUT, DELAWARE, IOWA, MONTANA, NEBRASKA, NEW HAMPSHIRE, NEW JERSEY, OREGON, TEXAS, VIRGINIA, AND UTAH

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If you are a resident of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Virginia, and Utah, you have certain additional rights regarding your privacy. This section describes those rights and how to exercise them.

### ***Your Privacy Rights***

- **Request to Opt-out:** Johnny's Selected Seeds does not sell your personal information to third parties. However, we do share it for the marketing purposes we've described above. You have the right to direct us not to share it for purposes of cross-context behavioral marketing, and the right to opt out of the processing of personal data for purposes of targeted advertising. You may click [Your Privacy Rights](#) here or in the footer to exercise your right to opt-out.

At this time, our Web site is configured to recognize the GLOBAL PRIVACY CONTROL signal as a request to opt-out of the sale of personal data, and users who visit our Web site with the GLOBAL PRIVACY CONTROL signal enabled will have all but strictly necessary cookies blocked on our Web site. This Web site does not recognize other "do not track" signals. You may also change your cookie preferences at any time by visiting our [Cookie Preferences](#) link at the bottom of the page.

#### **Statement re the Use or Disclosure of Sensitive Personal Information:**

While Johnny's Selected Seeds may collect or process "sensitive personal information" relating to identification for credit purposes, as that term is defined in the California Privacy Rights Act, it does so only as may be reasonably expected to provide services requested by the consumer (such as verifying identity in order to extend credit) and without the purpose of inferring characteristics about consumers.

- **Request to Know:** You have the right to know whether we are processing your personal information and request that we disclose a report of your personal information, including the categories and specific pieces of personal information we have about you, the categories of sources from which the personal information has been obtained, the business or commercial purpose for collecting, selling, or sharing personal information, and the categories of third parties to whom we disclose your personal information (as well as which categories of information were disclosed). Residents of Oregon have the additional right to receive a list of specific third parties, other than natural persons, to which the controller has disclosed personal information. Any such data will be provided in a format easily understandable to the average consumer, and to the extent technically feasible, in

a structured, commonly used, machine-readable format. For additional information and to request your report, you may click [Your Privacy Rights](#) here or in the footer or you may call us toll-free at 1-877-275-3080.

- **Request to Delete:** You have the right to request that we delete your personal information. Once we receive and verify your request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. For additional information and to request deletion of your personal information, you may click [Your Privacy Rights](#) here or in the footer or you may call us toll-free at 1-877-275-3080.
- **Request to Correct:** You have the right to request that we correct, rectify and/or update any of your personal information that is incorrect, incomplete or out of date. For additional information and to request correction of your personal information, you may click [Your Privacy Rights](#) here or in the footer or call us toll-free at 1-877-564-6697.

Only you or a person whom you authorize to act on your behalf may make a verifiable consumer request related to your personal information. So as to ensure your privacy, we reserve the right to deny a request from an authorized agent who does not submit proof that they have been authorized to act on your behalf. If you wish to authorize another to act on your behalf, please be advised that we may require that you provide the authorized agent with signed written permission to submit a request and verify your own identity and confirm your permission directly with us, unless the authorized agent has a power of attorney. However, you may also make a verifiable consumer request on behalf of your minor child.

You have a right to appeal any denial of a consumer right. In order to appeal a denial of a deletion request you must:

1. Reply to the email with the privacy decision, email us at [privacy@johnnyseeds.com](mailto:privacy@johnnyseeds.com) or call us at 1-877-275-3080 within 45 days of receiving the denial decision.
2. Include the reason that your denied privacy request should be overturned.
3. Allow Johnny's Selected Seeds up to 45 days to review your appeal and provide a decision. If your appeal is denied, we will provide you with an explanation of our reasons and a description of any further rights you may have at that time.

**Right to Equal Service:** We will not discriminate against you for exercising your rights as a consumer under any applicable laws. Unless permitted by law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

We may offer you certain financial incentives permitted by law that can result in different prices, rates, or quality levels. Any legally-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time

### ***Our Verification Process***

Before we may process a request to know, delete, or correct your personal information, in order to protect your privacy, we will ask for you to confirm a few pieces of information that we have on our records about you, for example:

- Your first and last name
- Your address (city, state, country)
- Your zip code
- Your email address
- Your phone number

If you are making a request to correct involving these items of information, we will work with you to find another means of verifying your identity that will not involve the subject matter of the request to correct. We may also require information from you to demonstrate that our data is incorrect. This information shall only be used and/or maintained by the business for the purpose of correcting your personal information and to comply with any record-keeping obligations we may have under the law.

If you make a request online to delete your personal information or to opt-out of behavioral marketing & targeted advertising, we may need to confirm your request before we delete your information or complete your opt-out request.

You may make a verifiable consumer request up to two times within a 12-month period, without charge. Unfortunately, we cannot respond to your request to delete or correct or provide you with personal information if we cannot verify your identity or authority to make the request and confirm that the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We try to respond to a verifiable consumer request within 45 days of its receipt, and an opt-out request will be processed within 15 days. If we require more time to respond to a verifiable consumer request, we will inform you of the reason and extension time period (up to 90 days). If you have an account with us, we will deliver our response to the email associated with that account. If you do not have an account with us, we will deliver our

response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding receipt, unless we receive a specific request for information collected after January 1, 2022. The response we provide will also explain any reasons we cannot comply with a request, if applicable.