

Great Lakes Pondscales

Privacy Notice

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Privacy Notice and Data Practices

Phone - 269-657-4577

Address - 29891 E Red Arrow Hwy, Paw Paw, MI
49079

Store Hours

See website for current store hours

<https://www.greatlakespondscapes.com/>

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Our Commitment to Privacy

At Great Lakes Pondscapes, your privacy matters.

We understand that when you choose to do business with us, you are trusting us with your personal information. We take that responsibility seriously and are committed to protecting your information through responsible business practices, appropriate security measures, and respect for your privacy.

Our goal is simple:

- Collect only the information necessary to serve you.
- Protect the information entrusted to us.
- Use your information only for legitimate business purposes.
- Never sell or rent your personal information.
- Be transparent about how your information is used.

This Privacy Notice explains how Great Lakes Pondscapes collects, uses, protects, and, when necessary, shares customer information.

1. Scope

This Privacy Notice applies to information collected through:

- Our retail store
- Our website
- Online purchases
- Telephone conversations
- Email communications
- Service appointments

- Estimates
- Project consultations
- Social media interactions
- Warranty requests
- Customer support communications

This Privacy Notice applies to all customers, prospective customers, and visitors who interact with Great Lakes Pondscapes.

2. Information We Collect

Depending upon the services requested, we may collect information including:

Contact Information

- Name
- Mailing address
- Service address
- Telephone number
- Email address

Order Information

- Products purchased
- Services requested
- Order history
- Quotes
- Estimates
- Invoices
- Warranty records

Project Information

- Pond size
- Equipment installed
- Service history
- Photographs of completed work
- Maintenance recommendations

Website Information

When visiting our website we may automatically collect limited technical information such as:

- Browser type
- Device type
- Operating system
- General geographic region
- Pages visited
- Date and time of access
- Website performance information

This information helps us improve our website and customer experience.

3. Information We Do Not Collect

Great Lakes Pondscapes does not intentionally collect information that is unnecessary for conducting business.

We do not intentionally collect:

- Social Security Numbers
- Driver's license numbers (unless legally required)
- Banking credentials
- Usernames or passwords for unrelated services
- Personal medical information unrelated to our services

Payment card information is processed through secure payment providers and is not intentionally retained beyond what is reasonably necessary to complete authorized transactions.

4. How We Use Your Information

Customer information is used only for legitimate business purposes, including:

- Processing orders
- Scheduling appointments
- Completing installations
- Delivering products
- Processing payments
- Providing warranty service
- Responding to customer questions
- Maintaining service records
- Improving customer service
- Meeting legal obligations
- Protecting against fraud

We use only the information reasonably necessary to perform these activities.

5. Information We Share

Great Lakes Pondscapes respects your privacy.

We do not sell, rent, trade, license, or otherwise disclose customer information for advertising or marketing purposes.

In limited circumstances, we may share only the minimum information reasonably necessary to complete the services you have requested.

Examples include:

Payment Processing

Information necessary to process authorized payments.

Shipping Carriers

Customer name

Shipping address

Telephone number

when required to deliver purchased products.

Manufacturers

When submitting warranty claims or registering products on your behalf.

Suppliers

When ordering products specifically requested by a customer.

Contractors

When specialized subcontractors are assisting with your project and require limited customer information to perform authorized work.

Only the information necessary to complete the work will be shared.

6. Information We Never Sell

Great Lakes Pondscapes does not:

- Sell customer information.
- Rent customer information.
- Trade customer information.
- Share customer information with data brokers.
- Sell customer purchase history.
- Share customer information for third-party advertising.
- Build customer marketing profiles for sale.

Your information belongs to you.

7. Legal Disclosures

There may be rare circumstances where Great Lakes Pondscapes is legally required to disclose information.

Examples include:

- Court orders
- Search warrants
- Subpoenas
- Lawfully issued governmental requests
- Compliance with applicable laws
- Protection of public safety
- Protection of Company legal rights

Only information required by law will be disclosed.

8. Cookies & Website Technologies

Our website may use cookies and similar technologies to:

- Remember shopping cart contents
- Improve website performance
- Maintain customer preferences
- Improve website functionality
- Analyze website traffic

Cookies do not give us access to your computer or personal files.

Customers may disable cookies through their web browser; however, certain website features may no longer function properly.

9. Payment Security

Online payments are processed using secure payment technologies.

Payment transactions may be handled by trusted third-party payment processors using encrypted communications.

Great Lakes Pondscapes does not intentionally store complete payment card information on Company systems.

10. Information Security

Protecting customer information is one of our highest priorities.

We employ commercially reasonable administrative, technical, and physical safeguards designed to reduce the risk of unauthorized access, disclosure, alteration, or destruction of customer information.

Security measures may include:

- Password-protected systems
- Multi-Factor Authentication (2FA/MFA)
- Encryption where appropriate
- Secure wireless networks
- Firewall protection
- Antivirus and anti-malware protection
- Routine software updates
- Secure backups
- Limited employee access
- Employee confidentiality expectations

Although no security system can guarantee absolute protection, Great Lakes Pondscapes continually evaluates and improves its security practices.

11. Employee Access

Access to customer information is limited to employees and authorized representatives who require the information to perform legitimate business duties.

Employees are expected to maintain confidentiality during and after their employment.

12. Record Retention

Customer records are retained only as long as reasonably necessary to:

- Complete business transactions
- Support warranties
- Maintain accounting records
- Meet legal obligations
- Resolve disputes
- Protect legitimate business interests

Records that are no longer required may be securely destroyed.

13. Your Choices

Customers may request to:

- Update contact information
- Correct inaccurate information
- Stop receiving promotional emails
- Ask questions regarding Company privacy practices

Some information may need to be retained to comply with legal, accounting, warranty, or contractual obligations.

14. Children's Privacy

Great Lakes Pondscapes does not knowingly collect personal information directly from children under the age of thirteen (13).

If we become aware that such information has been collected without appropriate parental consent where required by law, we will take reasonable steps to remove it.

15. Third-Party Websites

Our website may contain links to third-party websites.

Great Lakes Pondscapes is not responsible for the privacy practices, security, or content of websites operated by other organizations.

Customers are encouraged to review the privacy notices of those websites separately.

16. Changes to this Privacy Notice

Great Lakes Pondscapes may update this Privacy Notice from time to time to reflect changes in business operations, technology, legal requirements, or customer needs.

The current version will be made available on our website and upon request.

17. Questions About Privacy

Questions regarding this Privacy Notice may be directed to:

Great Lakes Pondscapes

29891 E. Red Arrow Highway

Paw Paw, MI 49079

Phone: (269) 657-4577

Website: www.greatlakespondscapes.com

Our Continuing Commitment

Privacy is not simply a legal obligation—it is part of how we conduct business.

We appreciate the trust our customers place in us and remain committed to handling personal information responsibly, professionally, and respectfully.

Whether you visit our store, schedule a consultation, purchase products online, or invite us to work on your property, you can expect the same commitment to integrity, transparency, and respect.

Thank you for choosing Great Lakes Pondscapes.

Document Control

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