

FLORIDA'S LIGHT AND LIFE PARK, INC.

PRIVACY POLICY

Most Recent Update: 7/1/24

This Privacy Policy explains how Florida's Light and Life Park collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at www.lightandlifepark.org

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example through a web form, during an online or in-person registration, while requesting a reservation, while setting up an account with us, or when you contact us for customer support. Personally identifiable information (PII) we collect directly from you may include first and last name, address, email address, birthdate, anniversary date, and phone numbers.

Information collected from your device: Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website. Our website may also use cookies to personalize your experience and enable certain features. You may disable cookies in your web browser, however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

Information collected from our advertising partners: We may collect personal information about you from our advertising partners. PII we collect from our advertising partners may include your demographic information, interactions with our website, and geographic location.

USE OF PERSONAL INFORMATION

We use information collected directly from you to provide you with our products and services, customer service and support, and other relevant information. We may also use this information to market our products and services to you, including by email and text message subject to your consent.

We use information collected automatically from your device to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.

DISCLOSURE OF PERSONAL INFORMATION

We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

- We use Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- We use paymentshub.com as our payment processor. Paymentshub.com uses and processes your payment information in accordance with its privacy policy available at <https://www.paymentshub.com/policy>.

We may also share your personal information, if necessary, to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://lightandlifepark.org/mobile-messagingterms-of-service>.

YOUR PRIVACY RIGHTS

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at floridallpark2@gmail.com or 863-858-7504.

CHANGES TO THE THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at floridallpark2@gmail.com.