



VISIT CENTRAL FLORIDA PRIVACY POLICY

I. About Visit Central Florida and Privacy

Visit Central Florida is the Official Tourism Office of Polk County, Florida.

VisitCentralFlorida.org is the official website of Visit Central Florida.

Our postal address is:
2701 Lake Myrtle Park Road
Auburndale, FL 33823

We can be reached via e-mail at info@visitcentralflorida.org.

About Privacy

Your privacy is important to Visit Central Florida and we will treat any of your information with care.

Our Privacy Statement lets you know how we handle personally identifiable information you share with us through our digital and printed communication vehicles.

II. Privacy Statement ("Privacy Statement")

Scope

This Privacy Statement explains how we collect and handle personally identifiable information you share with Visit Central Florida through our website, electronic newsletter and promotional emails. It also describes our use of cookies and other tracking devices. It provides instruction regarding links to other websites, security of the information you provide and potential changes to the Privacy Statement. It provides contact information for questions and instructions for un-subscribing.

Personal Information Collection

You may use our websites, digital newsletters and other forms of internet-based communications to learn about Visit Central Florida products and services without disclosing any personal information beyond what you provided when requesting authorized Visit Central Florida publications, both digital or printed. We may ask you to provide us with personal information, for example, to access or use certain features or if you request additional information from Visit Central Florida Partners. Information that may be requested by Visit Central Florida includes: contact information, such as name, address, email address, and telephone number; demographic information, such as household information, age group, etc. and information about your travel interests.

Personal Information Uses

Personal information that you voluntarily offer may be used to reply to your requests, to update and improve content on our website or electronic newsletter, or to assist with marketing research. Such information includes



but is not limited to survey responses, site registrations and information preferences, normally related to potential vacations in Florida. This information is used to tailor communications to you, either by Visit Central Florida staff, authorized Visit Central Florida communications entities, or Visit Central Florida Partner organizations that are suited to your provided information/preferences. Note: Visit Central Florida Partner organizations, as referenced here, would include hospitality, and related, businesses or organizations operating in Polk County, Florida.

With respect to sharing personal information with authorized, membership Partners: We sometimes offer information or services on behalf of Partners within a solicitation. We endeavor to make clear and apparent when corporate partner offers are combined with Visit Central Florida offers. In such cases, the information you provide is shared with our Partners and is subject to use within that company's privacy policy. Note: Visit Central Florida Partners, as referenced here, would include companies wishing to offer products or services to Florida visitors, but not necessarily Florida-based companies. Examples could include lodging or transportation firms.

Visit Central Florida will not share your personal information with non-Partners for their independent use without your permission.

We may disclose your personal information as required by law, in conjunction with a government inquiry, or in litigation or dispute resolution.

Cookies and Other Tracking Devices

We may use cookies on our websites to allow us to measure site activity in aggregate, not on the individual level. This in turn allows us to provide a better user experience. Only information you voluntarily provide is stored.

You can choose to refuse cookies - simply refer to your browser Help instructions to learn more about how to manage their use.

Links to Outside Web Sites

This site may contain links to third party sites not controlled by Visit Central Florida, which therefore are not covered by this privacy statement, such as those belonging to Visit Central Florida Partners and Sponsors. We recommend that you check the privacy statement of other sites you visit before providing any personal information.

Security of Information

Visit Central Florida recognizes the importance of safeguarding personal information in our possession from theft, inappropriate use, or improper distribution. It should, however, be recognized that no company can perfectly protect personal information.

Privacy Inquiries

If you have concerns or questions regarding Visit Central Florida's consumer privacy practices, please forward them info@visitcentralflorida.org.



To Unsubscribe

We do not want to send you information you do not want to receive. If you no longer want us to contact you, please click Unsubscribe in any communications from Visit Central Florida, or send an email to Jessica@visitcentralflorida.org with UNSUBSCRIBE in the Subject field to be removed from our mailing list.

Changes to Privacy Statement

Visit Central Florida retains the right to change this Privacy Statement. For your benefit, we will post changes to this page in a timely manner.

Travel Packages and Winter Haven Deals

The offers provided on this(ese) page(s) are the sole responsibility of the vendors making the offers. Visit Central Florida makes no representation as to the accuracy or reliability of the offers being made, or of the values represented herein. Consumers wishing to take advantage of these offers are urged to use diligence in doing so and to understand that they do so at their own risk.

User Media on Social Media Platforms

When users upload their media and related media information to Visit Central Florida's Facebook page, tag Visit Central Florida or use #VisitCentralFL on Twitter or Instagram, or Pin a photo to a Visit Central Florida Pinterest board, the media and related media information, such as credit line, caption and date/place taken, may be saved and used by Visit Central Florida in future social media posts.