

# Privacy Policy

BLFSpolk.com

Effective and Last Updated: December 13, 2011

This website is owned and operated by **Better Living for Seniors Coalition – Polk County**. We are committed to protecting the privacy of our visitors while they interact with the content, products and services on this site (the “Site”). This Privacy Policy applies to the Site only. It does not apply to other websites to which we link. Because we gather certain types of information about our users, we want you to understand what information we collect about you, how we collect it, how that information is used, and how you can control our disclosure of it. You agree that your use of the Site signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Site.

## 1) Information Collected

We collect two types of information from you: i) information that you voluntarily provide to us (e.g. through a voluntary registration process, sign-ups or emails); and ii) information that is derived through automated tracking mechanisms.

- Voluntary Registration Information.

In order to fully access member portions of this Site, you must first complete the registration/application process, during which we will collect personal information about you. The information will include your business/organization name, service categories, address, phone, web address, summary of services, additional business information, contact name, email address, alternate phone numbers, and any picture or logos you want posted in your profile. We do not collect personally identifiable information about you except when you specifically provide such information to us on a voluntary basis. This information will be maintained in a directory for visitors to the sight who may benefit from your services.

By registering with us, you consent to the use and method of disclosure as described in this Privacy Policy.

- Voluntary Information for Payments, Services and Features

We [also] collect personally identifiable information when you choose to use certain other features of the Site, including: i) making purchases, ii) consenting to receive email or text messages about upcoming promotions or events, iii) consenting to receive email, iv) participating in our forums and list serves, v) membership and friend of BLFS applications, and others. When you choose to use these additional features, we require you to provide your “Contact and business Information” in addition to other personal information that may be required to complete a transaction such as your phone number, billing and shipping addresses and credit card information, etc.. All financial transactions on this Site are secured by our merchant vendor, Authorize.net.

- **Cookies**

A cookie is a piece of data stored on the user's computer tied to information about the user. *BLFSpolk.com* uses cookies to store visitor's preferences and to record session information. We do not and will not use cookies to collect private information from any user that such user did not intentionally submit to us.

## **2) How We Use Your Information**

**BLFSpolk.com** only uses your business and personal information for the original purposes it was given. Your personal information will not be sold or otherwise transferred to unaffiliated third parties without your approval at the time of collection.

**BLFSpolk.com** will not disclose, use, give or sell any personal information to third parties for any purposes other than to our suppliers, mutual clients, and other third parties who need to know in order to obtain your services. Further, **BLFSpolk.com** reserves the right to contact you regarding matters relevant to the underlying service provided and/or the information collected.

Please note that personally identifiable information is used only to provide you with a more enjoyable, convenient online experience and to help us identify and/or provide information, products or services that may be of interest to you or to visitors to the site in search of service providers for seniors. We use your personally identifiable information to support and enhance your use of the Site and its features, including without limitation: online directory of senior services, processing memberships, fulfilling orders; providing customer service; tracking email communications; and otherwise supporting your use of the Site.

**BLFSpolk.com** may disclose Contact Information in special cases where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our terms and conditions of use or may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities.

**WE ARE NOT LIABLE OR RESPONSIBLE FOR THE PERSONALLY IDENTIFIABLE OR OTHER INFORMATION YOU CHOOSE TO SUBMIT IN FORUMS SUCH AS A BULLETIN BOARD, CHAT ROOM OR ANY OTHER PUBLICLY ACCESSIBLE AREA OF THE SITE.**

We use non-identifying and aggregate information to better design our website and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

## **3) How We Protect Your Information**

We are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorized access to or unauthorized alteration, disclosure or destruction of data. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic,

and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

#### **4) Accessing and Updating Your Personal Information and Preferences**

We provide mechanisms for updating and correcting your personal information for many of our services. You may modify or remove any of your personal information at any time by logging into your account and accessing features such as profile edit.

#### **5) Email Choice/Opt-out**

If you no longer wish to receive updates or notifications may opt-out of receiving these communications by removing your email information within your member profile.

#### **6) Children's Privacy and Parental Controls**

We do not solicit any personal information from children. If you are not 18 or older, you are not authorized to use the Site. Parents should be aware that there are parental control tools available online that can be used to prevent children from submitting information online without parental permission or from accessing material that is harmful to minors.

#### **7) Disclaimer to Security**

By consenting to the Terms and Conditions of the Site and hence the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

#### **8) Notification of Changes**

**BLFSpolk.com** reserves the right to change this Privacy Policy from time to time at its sole discretion. If at some point in the future, there is a change to our Privacy Policy, unless we obtain your express consent, such change will only apply to information collected after the revised Privacy Policy took effect. Your continued use of the Site indicates your assent to the Privacy Policy as posted.

#### **9) CONTACT INFORMATION:**

If you have any questions or concerns regarding this Privacy Policy please use the Site contact feature or contact:

**BLFSpolk.com**  
**PO Box 91884**  
**Lakeland, FL 33804**