

## Privacy Policy

Last updated: August 4, 2025

This Privacy Policy describes our policies and procedures on the collection, use, and disclosure of your information when you use the Service. It also explains your privacy rights and how the law protects you.

We use your personal data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

## Interpretation and Definitions

### Interpretation

Words with capitalized initial letters have meanings defined under the following conditions. These definitions shall apply regardless of whether they appear in singular or plural.

### Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for you to access our Service or parts of our Service.
- **Affiliate** means an entity that controls, is controlled by, or is under common control with a party. "Control" means ownership of 50% or more of the shares, equity interest, or other securities entitled to vote for election of directors or other managing authority.
- **Company** (referred to as either "the Company," "We," "Us," or "Our" in this Agreement) refers to Winter Park Chamber of Commerce Inc, 151 W Lyman Ave.
- **Cookies** are small files placed on your computer, mobile device, or other device by a website, containing details of your browsing history among other uses.
- **Country** refers to: Florida, United States.
- **Device** means any device that can access the Service such as a computer, cellphone, or digital tablet.
- **Personal Data** means any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.
- **Service Provider** means any natural or legal person who processes data on behalf of the Company. This includes third-party companies or individuals employed to facilitate the Service, provide the Service on our behalf, perform services related to the Service, or help us analyze how the Service is used.

- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (e.g., the duration of a page visit).
- **Website** refers to the Winter Park Chamber of Commerce Website, accessible from winterpark.org.
- **You** means the individual accessing or using the Service, or the company or legal entity on whose behalf such individual is accessing or using the Service, as applicable.

We partner with Microsoft Clarity and Microsoft Advertising to help us understand how users interact with our website. This includes the use of behavioral metrics, heatmaps, and session replays. Data is collected using first- and third-party cookies and other tracking technologies to assess the popularity of content, improve the user experience, enhance marketing efforts, and strengthen security measures. For more detailed information about how Microsoft collects and uses your data, please refer to the Microsoft Privacy Statement.

## Collecting and Using Your Personal Data

### Types of Data Collected

#### Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. This may include:

- Email address
- First and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City

#### Usage Data

Usage Data is collected automatically when using the Service. It may include information such as your device's IP address, browser type and version, the pages you visit, time and date of your visit, time spent on pages, device identifiers, and other diagnostic data.

When accessing the Service via a mobile device, we may collect device type, mobile device ID, IP address, operating system, browser type, and other diagnostic data.

We may also collect information sent by your browser or device whenever you use the Service.

### Tracking Technologies and Cookies

We use cookies and similar tracking technologies to track activity and store information. These may include:

- **Cookies or Browser Cookies:** Small files stored on your device. You can configure your browser to refuse all cookies or indicate when one is sent. However, some features of the Service may not function properly without them.
- **Web Beacons:** Small electronic files used in sections of our Service and emails to gather statistics such as user counts or email engagement.

Cookies can be "Persistent" (remain after you go offline) or "Session" (deleted after closing your browser).

We use both types of cookies:

- **Necessary / Essential Cookies** (Session): Used to provide core features, authenticate users, and prevent fraud.
- **Cookies Policy / Notice Acceptance Cookies** (Persistent): Identify whether users have accepted cookies.
- **Functionality Cookies** (Persistent): Remember preferences like login details or language choice.

For more details, visit our Cookies Policy or the Cookies section of this Privacy Policy.

## Use of Your Personal Data

We use personal data for:

- Providing and maintaining the Service
- Managing your account and access
- Fulfilling contracts or purchases
- Communicating updates, offers, and service notifications
- Sending relevant marketing, unless you opt out
- Handling support or other requests
- Business transfers (e.g., mergers or acquisitions)
- Data analysis, trend identification, and performance improvements

We may share your information:

- With service providers (for analytics, communication, etc.)
- During business transfers
- With affiliates
- With business partners (for joint promotions or services)
- In public areas (information you share)
- With your consent for other uses

## Retention of Your Personal Data

We retain your data only as long as needed for the purposes outlined in this Privacy Policy, and as required by law. Usage Data is generally retained for shorter periods unless needed for security or Service improvement.

### Transfer of Your Personal Data

Your information may be processed and stored outside your jurisdiction. By submitting data, you consent to such transfers. We take reasonable steps to ensure data is handled securely and in line with this Privacy Policy.

### Delete Your Personal Data

You may request deletion of your data. Some information may be deleted directly via account settings. Otherwise, contact us for assistance. We may retain certain data as required by law.

### Disclosure of Your Personal Data

We may disclose data:

- In the event of a business transaction
- To comply with legal obligations
- To protect our rights or users
- To prevent misconduct or ensure safety
- To defend against liability

### Security of Your Personal Data

We are committed to protecting the security of your personal data. While we implement commercially reasonable safeguards to protect your information, please note that no method of transmission over the Internet or method of electronic storage is entirely secure. Despite our best efforts, we cannot guarantee absolute security. We encourage you to take precautions as well, such as using strong passwords and securing your devices.

### Children's Privacy

Our Service does not address children under 13. We do not knowingly collect data from them. If you believe a child has provided us with personal data, contact us. We will delete the information if verified.

### Links to Other Websites

We may include links to third-party websites. We are not responsible for their content, policies, or practices. Review their privacy policies before sharing data.

### Changes to This Privacy Policy

We may update this policy. Any changes will be posted here and take effect upon posting. We may notify you via email or prominent notice on the Service.

### Contact Us

If you have any questions about this Privacy Policy:

Email: [wpcc@winterpark.org](mailto:wpcc@winterpark.org)