

Privacy Policy

Last Updated: May 25, 2018

We are strongly committed to protecting the privacy of information that identifies, or is capable of identifying, you (“Personal Data”). This Privacy Policy applies to your use of the Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau website at www.visitnsbfl.com (the “Site”) and governs our data collection, processing, and usage practices. By visiting the Site, and agreeing to the terms of this Privacy Policy, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, please do not use the Site.

Purpose

This Privacy Policy is intended to let you know:

(1) who we are; (2) the kinds of Personal Data we may gather during your visit to the Site; (3) our basis for gathering your Personal Data; (4) how and why we process your Personal Data; (5) when we might disclose your Personal Data and to whom; (6) where your Personal Data is stored; (7) how long we will retain your Personal Data; (8) your data protection rights; and (9) how you can manage our collection of your Personal Data.

We also wish to inform any European citizens or residents of their rights when we use their personal information.

The Site is not directed to children under the age of 18 and we do not knowingly collect personal information from children under the age of 18. If you are under the age of 18, you should not use this Site, and under no circumstances should you send information about yourself to us. If we are made aware that a child under the age of 18 has provided us with personal information, we will immediately delete that child’s information from the Site.

Who we are

The Site provides important information about the people and places of Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau. It allows users to get contact information, read the latest news from Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau Government, find events on the county calendar, request County services, search and apply for County jobs, check out beach conditions, and more. Information from county boards and advisory groups created by ordinance, resolution or Florida statutes to provide advice and recommendations to the Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau Council on diverse matters of public concern may also be available on the Site or accessible through the Site.

What kinds of Personal Data do we collect?

We receive and store any information you enter on the Site or provide to us in any other way, including when registering for a mailing list, requesting County services, making payments or other activities as provided in your comments and requests.

The Site provides online services and may give you the ability to sign up to receive the latest Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau information directly to your email inbox or mobile device, usually via text messages. The variety of information you may request includes, but is not limited to, updates from the County Manager's Office, Emergency Management, Ocean Center, Parks and Recreation, Permit Center, the Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau Extension or the Sheriff's Office. We will collect the Personal Data that you or your computer/device provides to us in the course of signing up. The information collected will vary but typically includes Personal Data, such as:

- your first and last name
- your e-mail address
- your age and birthday
- your mailing address (including city, state or province, and zip or postal code)
- telephone numbers
- when you click an ad or see an ad impression

Information you do not directly provide

Even if you do not explicitly provide us with information, we may collect certain personal information when you interact with the Site. For example, our computer servers may keep an activity log that tracks all visitors to the Site. The information in the activity log may be anonymous and therefore may not identify you individually, however such information, in conjunction with other information that we hold, may also be capable of identifying you and so may constitute Personal Data. The information our computer server collects may include among other data:

- your IP address
- your registered domain or home server
- time and date of access
- web page(s) visited
- number of clicks
- the content, features, and activities that you access and participate in on the Site
- software crash reports
- type of browser used
- the nature of the device from which you are visiting the Site (e.g., a personal computer or a mobile device)
- session identification number
- search terms, search results
- access times
- referring website's address(es)

We may collect this information passively using technologies such as standard server logs, cookies (see below), and clear GIFs (also known as "web beacons"). We use passively-collected information to administer, operate, and improve the Site and our other services and systems, to improve the effectiveness of advertising on the Site, and to provide advertisements and other content that is tailored to you.

If, by virtue of applicable laws in your country, any of the information gathered through these passive means constitutes or includes Personal Data, or if, through linking or associating any information gathered through passive means with any other personal information, we treat the combined

information as Personal Data, the terms of this Privacy Policy will apply. Otherwise, we use and disclose information collected by passive means in aggregate form or otherwise in a non-personally identifiable form.

Who processes your Personal Data?

For the purposes of applicable data protection legislation, the County of Volusia is the data controller of your Personal Data. You will find our contact details in the "Contact" section at the end of this Privacy Policy.

What is our legal basis for processing your Personal Data?

The County of Volusia relies upon your consent as a relevant legal basis for processing your Personal Data. In the event you wish to withdraw your consent to the data practices described in this Privacy Policy, please stop visiting the Site. You may also wish to exercise other rights you may have as described below.

Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau may also process your data for the purposes of our legitimate interests, such as to inform you of changes to our services or to provide you with information about other services we offer. In addition, we will process your Personal Data in order to comply with any legal obligations to which we are subject or to ensure the necessary performance of a contract.

How and why we gather your data and Personal Data

Cookies

Like many websites, the Site uses automatic data collection tools, such as cookies, embedded web links and web beacons. These tools collect certain standard information that your browser sends to the Site. They may also collect information about your Internet Protocol (IP) address, a number automatically assigned to your computer or device whenever you connect to the Internet. It is a unique address assigned by your Internet service provider or IT department on a TCP/IP network. Among other things, the IP address allows web servers to locate and identify your device. The automatic data collection tools also may collect information about your clickstream behavior. This includes, for example, the pages you view and the links you click. These tools help make your visit to our Site easier, more efficient and more valuable by providing you with a customized experience and recognizing you when you return. You can block cookies through your browser settings but understand that some Site features may not work correctly depending on how you choose to manage cookies.

Some web browsers may give you the ability to enable a Do Not Track feature that sends signals to the websites you visit, indicating that you do not want your online activities tracked. This is different from blocking or deleting cookies, as browsers with a Do Not Track feature enabled may still accept cookies. No known industry standard currently exists on how organizations should respond to Do Not Track signals, although one may develop in the future. The Site does not currently recognize and respond to Do Not Track signals.

Our Site includes social media features, such as social media widgets that link to a social media website or allow you to share website content. These features may collect and share your IP address and the URL of the page you are visiting on the Site, and may set a cookie to enable the feature to function properly. Social media features such as widgets are hosted by a third party. Your interactions with these features are governed by the privacy policy of the third-party company providing it.

Location-based services

If you access the Site from a mobile device, the Site may try to access to your location in order to tailor your experience with the Site based on your location (“Location-based Services”) and in such an event we may collect information about the location of your device such as GPS coordinates; provided however, only if certain features of your mobile device, such as GPS, Wi-Fi, and Bluetooth, are enabled. If Location-based Services are enabled, we may be able to identify your location through a variety of means, including GPS location, IP address, cell tower location, geo-fencing technology, or detection by physical on-location Wi-Fi or Bluetooth sensors, as available. Such information may constitute Personal Data.

To the extent that your location is collected through GPS, Wi-Fi, or Bluetooth sensors, such sensors, and the associated data services, may be provided by a third party, and you agree and acknowledge that such third party may access such information for the purpose of providing such data services to us. If you choose to disable any Location-based Services on your device, you may not be able to utilize certain features of the Location-based Services. By enabling Location-based Services on your device, you agree and acknowledge that: (1) device data we collect from you is directly relevant to your use of the Site; (2) we may provide Location-based Services related to and based on your then-current location; and (3) we may use any such information collected in connection with the provision of Location-based Services in connection with your use of the Site and as otherwise provided for in this Privacy Policy.

How we may use your Personal Data

Except as disclosed in this Privacy Policy, we will not disclose Personal Data that we collect to any parties other than those with whom we partner or are affiliated with, without your consent.

Information you give us

We may use this information to respond to your inquiry, provide requested County services, and communicate with you when necessary to provide customer service and/or follow-up information. We may also use information you provide to communicate with you about your interest in our events and our County; to help us improve, operate, and enhance your experience on the Site; to promote our events; to notify you about important functionality changes to the Site; and to inform you of new services, and special offerings we think you'll find valuable. We may also use your information to tailor advertisements, content, and other aspects of your experience on and in connection with the Site, for other administrative purposes, and to enable third parties to carry out technical or other functions on our behalf, as well as any other purpose that we may disclose to you at the point at which we request your Personal Data. We may combine non-personal information that you provide with supplemental information (including mailing address updates and demographic data) that we obtain from public sources or reputable third parties. Information combined with personally identifiable information becomes, and is treated as, Personal Data under this Privacy Policy. By giving us information, either

through the Site, e-mail, or other digital ways, you expressly consent to our collection, use, and disclosure of the information as described in this Privacy Policy.

If you contact us via the Site, or in any other way, we may retain the correspondence and the information it contains, such as:

- your name
- e-mail address
- the reason for contacting us

We may use the information to:

- respond to your inquiry
- notify you of Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau or other related offerings
- for marketing or analytic purposes

Information you do not directly provide

We may aggregate and use Personal Data and other non-personal information gathered in the manners described above, including IP addresses, location data, and the domain name of e-mail addresses of visitors to the Site, to help us determine how people use the Site and to improve the Site's performance and usefulness.

Transfers of Personal Data

In the event that we disclose customer information to third parties, we will only disclose that amount of Personal Data necessary as part of our business practices or when there is a legal or statutory obligation to do so. Third parties that receive customer information from us must satisfy us as to the measures taken to protect the Personal Data such parties receive as stated in this Privacy Policy. Appropriate measures will be taken to ensure that all such disclosures or transfers of customer information to third parties will be completed in a secure manner and pursuant to contractual safeguards.

We may employ companies and individuals to perform functions on our behalf, including, but not limited to, marketing, processing credit cards, and providing analytics assistance. From time to time, we may also share Personal Data or non-personally identifiable information with third parties that we have engaged to perform certain services in connection with the operation of certain aspects of the Site, including to customize, deliver, measure, analyze, improve, and support our services, content, advertising and layout, your interaction with those aspects, and to deliver more relevant messages and advertisements to you. These Third-Party Service providers are authorized to use Personal Data only as needed to perform their functions on our behalf and are required to maintain the security of your Personal Data.

We may provide information, when legally obliged to do so and in response to properly made requests, for the purpose of the prevention and detection of crime, or for the apprehension or prosecution of offenders. We may also provide information for the purpose of safeguarding national security.

European data and transfers outside of the European Economic Area

The Site is published in the United States and is governed by United States law. If you are located within the European Union at the time of visiting our site, or if you are a resident or citizen of the European Union, you should be aware that your Personal Data will be collected in the United States. With respect to information you provide to us, we rely on, among other things, your explicit consent to collect the data.

Please be informed that, although we are committed to protecting and respecting your data protection and privacy rights and we have implemented technical and organizational measures to ensure your Personal Data is protected, your Personal Data will be transferred to other jurisdictions in the absence of any adequacy decision issued by the European Commission or similar appropriate measure. You should know that each jurisdiction can have its own privacy and data security laws, some of which may be less stringent as compared to those of your own jurisdiction. Also, we may transmit your data from the United States to other countries or jurisdictions in connection with storage and processing of data, fulfilling your requests, and operating the Site. You acknowledge these risks and consent to our transmitting your Personal Data.

How long do we keep your Personal Data?

The period for which we retain Personal Data varies according to the use of that information. In some cases, there are legal requirements to keep certain data for a minimum period of time. Unless specific legal requirements dictate otherwise, we will retain Personal Data no longer than is necessary for the purposes for which the Personal Data were collected and processed (as described above).

Your rights

European citizen privacy rights

Your rights regarding the Personal Data we hold on you depend on the applicable laws in your country. If you are a European citizen or resident, or visit our website from within the European Union, you have the right to request that we:

- provide you with information regarding whether we process your data, including details relating to such processing
- correct any inaccurate data we might have about you without undue delay
- complete any incomplete information that we might have about you
- under certain circumstances, erase your personal data without undue delay
- under certain circumstances, be restricted from processing your data
- under certain circumstances, furnish you with the personal data which you provided us within a structured, commonly used and machine readable format

Where we process your Personal Data solely on the basis of your consent, European citizens, residents and those visiting our website from within the European Union have the right to withdraw consent to our processing Personal Data at any time. This will not affect the lawfulness of our processing before the withdrawal. European citizens, residents and those visiting our website from the European Union also have the right to lodge a complaint with your data protection supervisory authority.

The exercise of the above rights might be subject to certain conditions and we might require further information from you before we can respond to your request.

Exercising your rights, managing information, and opting out

You may always opt-out of receiving future e-mail or digital messages, such as text messages, from us or request that your information be removed from the Site by contacting us at the address provided below. Please be aware that if you opt-out of receiving e-mail or digital messages from us, it may take up to ten (10) business days for us to process your opt-out request, and you may receive e-mail or digital messages from us during that period. Additionally, even after you opt-out from receiving messages from us, you may continue to receive administrative messages from us regarding our Site.

You can exercise any of your rights by making a request to us at the contact information provided in the “Contact” section. For European citizens, please consult the “European citizen privacy rights” section above for your rights and additional considerations.

Security

The security of your information is extremely important to us. We have implemented technical, administrative and physical security measures that are designed to protect personal data from unauthorized access, disclosure, use and modification. From time to time, we review our security procedures to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable. We may scan messages automatically and check for spam, viruses, phishing and other malicious activity, illegal or prohibited content or violations of our agreements, this privacy notice or our other policies.

Your Responsibilities for Accurate Data

You are responsible for the information you provide or make available to the Site, and you must ensure it is honest, truthful, accurate and not misleading in any way; does not contain material that is obscene, defamatory, or infringing on any rights of any third party; does not contain malicious code; and is not otherwise legally actionable. If you provide any personal data concerning any other person, such as individuals you provide as references, you are responsible for providing any notices and obtaining any consents necessary for the Site to collect and use personal data as described in this notice before you provide it to the Site. The Site is not intended for use by children which are people under 18 years of age.

Changes to Privacy Policy

We may occasionally update our Privacy Policy. When we do, we will also revise the “last updated” date at the beginning of the Privacy Policy. Your continued use of the Site after such changes will be subject to the then-current policy. If we change this Privacy Policy in a manner that is materially less restrictive of our use or disclosure of your Personal Data, we will use reasonable efforts to notify you of the change and to obtain your consent prior to applying the change to any Personal Data that we collected from you prior to the date the change becomes effective. We encourage you to periodically review this Privacy Policy to stay informed about how we collect, use, and disclose Personal Data.

Contact

If you have questions about this Privacy Policy or our treatment of the information provided to us, or you have any requests relating to your data protection rights, please contact us at:

Name: Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau
ATTN: Community Information - Website Privacy Notice
Address: 2238 State Road 44, New Smyrna Beach, FL 32168
Phone: (386) 428-1600

Addendum A to Privacy Policy
Privacy Policy Effective May 25, 2018 as to Citizens and Residents of the European Union Only

Southeast Volusia Advertising Authority ("us", "we", or "our") operates the visitnsbfl.com website (the "Service"). The Service provides information about area tourism and hospitality-related businesses, non-profit organizations, and events to represent the New Smyrna Beach Florida area to potential travelers, tour operators, travel agents, meeting planners, and the travel media.

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from www.visitnsbfl.com.

Definitions

Service

Service is the visitnsbfl.com website operated by Southeast Volusia Advertising Authority

Personal Data

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Location Data

Location data is any data processed in an electronic communications network or by an electronic communications service indicating the geographical position of the terminal equipment of a user of a public electronic communications service, including data relating to—

- *the latitude, longitude or altitude of the terminal equipment;*
- *the direction of travel of the user; or*
- *the time the location information was recorded*

Cookies

Cookies are small pieces of data stored on your device (computer or mobile device).

Data Controller

Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

Data Protection Authority

The local Data Protection Authority is the central focal point responsible for releasing advice on data protection and coordinating resolution of data protection issues for Volusia County. The local Data Protection Authority for the County of Volusia is the Community Information organization.

Data Processors (or Service Providers)

Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

Data Subject (or User)

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected, Stored, and Processed

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 ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data
- Location data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us at info@visitnsbfla.com and [include your name, email address and specific, relevant information about the communications you wish to no longer receive.](#)

Usage Data

We may also collect information how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique cookie and device identifiers and other diagnostic data.

Location Data

We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide features of our Service, and to improve and customize our Service. You can enable or disable location services when you use our Service at any time, through your device settings.

Tracking Cookies Data

Like many websites, the Service uses automatic data collection tools, such as cookies, embedded web links and web beacons. These tools collect certain standard information that your browser sends to the Service. They may also collect information about your Internet Protocol (IP) address, a number automatically assigned to your computer or device whenever you connect to the Internet. It is a unique address assigned by your Internet service provider or IT department on a TCP/IP network. Among other things, the IP address allows web servers to locate and identify your device. The automatic data collection tools also may collect information about your clickstream behavior. This includes, for example, the pages you view and the links you click. These tools help make your visit to our Service easier, more efficient and more valuable by providing you with a customized experience and recognizing

you when you return. You can block cookies through your browser settings but understand that some Service features may not work correctly depending on how you choose to manage cookies.

Some web browsers may give you the ability to enable a Do Not Track feature that sends signals to the websites you visit, indicating that you do not want your online activities tracked. This is different from blocking or deleting cookies, as browsers with a Do Not Track feature enabled may still accept cookies. No known industry standard currently exists on how organizations should respond to Do Not Track signals, although one may develop in the future. The Service does not currently recognize and respond to Do Not Track signals.

Our Service includes social media features, such as social media widgets that link to a social media website or allow you to share website content. These features may collect your IP address and the URL of the page you are visiting on the Service, and may set a cookie to enable the feature to function properly. Social media features such as widgets are hosted by a third party. Your interactions with these features are governed by the privacy policy of the third-party company providing it.

Use of Data

Southeast Volusia Advertising Authority uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), the legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

We may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it is not overridden by your rights
- It may be required by law

Retention of Data

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Usage Data will also be retained for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Transfer of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there. We will take reasonable steps to safeguard your data when it is transferred, stored or processed by us.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Disclosure for Law Enforcement

Under certain circumstances, Southeast Volusia Advertising Authority may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

Southeast Volusia Advertising Authority may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Southeast Volusia Advertising Authority
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of Data

The security of your information is extremely important to us. We have implemented technical, administrative and physical security measures that are designed to protect personal data from unauthorized access, disclosure, use and modification. From time to time, we review our security procedures to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable. We may scan messages automatically and check for spam, viruses, phishing and other malicious activity, illegal or prohibited content or violations of our agreements, this privacy notice or our other policies.

Your Responsibilities for Accurate Data

You are responsible for the information you provide or make available to the Service, and you must ensure it is honest, truthful, accurate and not misleading in any way; does not contain material that is obscene, defamatory, or infringing on any rights of any third party; does not contain malicious code; and is not otherwise legally actionable. If you provide any personal data concerning any other person, such as individuals you provide as references, you are responsible for providing any notices and obtaining any consents necessary for the Service to collect and use personal data as described in this notice before you provide it to the Service. The Service is not intended for use by children which are people under the age of 18.

Your Data Protection Rights Under General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Southeast Volusia Advertising Authority aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

The right to access, update or to delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.

The right to object. You have the right to object to our processing of your Personal Data.

The right of restriction. You have the right to request that we restrict the processing of your personal information.

The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format. **The right to withdraw consent.** You also have the right to withdraw your consent at any time where Southeast Volusia Advertising Authority relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA). **Service Providers**

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Behavioral Remarketing

We use remarketing services to advertise on third party websites to you after you visited our Service.

We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service.

Google AdWords

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on -

<https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Facebook

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page:

<https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy:

<https://www.facebook.com/privacy/explanation>

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

Our Service is not intended for use by anyone under the age of 18 ("Children").

If you are a parent or guardian and you are aware that your Children have provided us with Personal Data, please contact us. If we become aware that we have inadvertently collected Personal Data from children, we will take steps to remove that information from the Service.

Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will let you know via email and/or a prominent notice on our website, not less than 45 days prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. If you do not agree to be bound by a proposed change, you may withdraw your consent.

Event of Conflict

In the event of conflict between our standard Privacy Policy and this Exhibit A, the terms and conditions of this Exhibit A shall prevail.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

· By email: info@visitnsbfla.com

· By phone: 1-386-428-1600

· By postal mail: [2238 State Road 44, New Smyrna Beach, FL 32168](#)