

Privacy Policy

Last modified: July 2020

NOTE: THIS WEBSITE IS INTENDED ONLY FOR USE BY INDIVIDUALS WITHIN THE UNITED STATES. IF YOU ARE NOT LOCATED WITHIN THE UNITED STATES, PLEASE REFRAIN FROM SENDING ANY PERSONAL INFORMATION UNTIL YOU ARE LOCATED WITHIN THE UNITED STATES.

ARTICLE 1: INTRODUCTION

Sarasota Jungle Gardens Inc, a Florida corporation (“**Company**”), respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information that may be collected by, or that you may provide to, Company or its affiliates (collectively, “**we**” or “**us**”) when you visit or interact with any website, social media account, or other online property operated by Company (each, a “**Website**”) (including, without limitation, Company’s Websites located at sarasotajunglegardens.com (the “**Company Website**”), sarasotazoo.com, sarasotazoo.net, and sarasotazoo.org) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy only applies to information collected on or through a Website. It does not apply to information collected by us offline or by us or any third parties through any other means, including on any other website or through any other application or content (including advertising) that may link to or be accessible from or on a Website. These other websites, applications, or content and these other third parties may have their own privacy policies, which we encourage you to read before providing information on or through them. For more information about third parties, see “[Third Parties; Use of Cookies or other Tracking Technologies](#)”.

Please read this policy carefully to understand our policies and practices regarding information and how it will be treated. If you do not agree with our policies and practices, your choice is to not use the Websites, to not provide the relevant information, or to contact us at marketing@SarasotaJungleGardens.com or (941) 355-5305. For more information, see “Choices About How We Collect, Use, and Disclose Your Information”. By accessing or using a Website, you agree to this privacy policy. This policy may change from time to time (see “[Changes to Our Privacy Policy](#)”). Your continued use of a Website after we make changes is deemed to be acceptance of those changes, so please check this policy periodically for updates.

ARTICLE 2: CHILDREN UNDER THE AGE OF 18

The Websites are not intended for children under 18 years of age. No one under age 18 may provide any information to or on a Website, and no information about children under 18 should be provided to a Website. We do not knowingly collect personal information from children under 18 on a Website. If you are under 18, do not use or provide any information on a Website

or on or through any of their features, register on a Website, make any purchases through a Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from or about a child under 18 without verification of parental consent, we will delete that information. If you believe we might have improperly collected any information from or about a child under 18, please contact us at marketing@SarasotaJungleGardens.com.

California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see "[Your California Privacy Rights](#)" for more information.

ARTICLE 3: INFORMATION WE COLLECT AND HOW WE COLLECT IT

We may collect information:

- (A)** directly from you when you provide it to us; and
- (B)** automatically as you navigate through a Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.

This may include information:

- (i)** by which a person may be personally identified, such as name, e-mail address, phone number, credit card payment information, or a photograph ("personal information");
- (ii)** that is about a person but does not individually identify, such as ages and allergy information; and
- (iii)** about the internet connection and equipment used to access a Website and usage details.

If you do not want us to collect this information, you should not use the Websites, should not provide the relevant information, or should contact us at marketing@SarasotaJungleGardens.com or (941) 355-5305. For more information, see "Choices About How We Collect, Use, and Disclose Your Information".

(a) Information You Provide to Us. This information may include information that you provide by filling in forms when making bookings or buying products. You also may provide information or content (collectively, "**User Content**") to be posted, submitted, published, displayed, or transmitted to other users or other persons ("**Posted**") on or through a Website. Your User Content is Posted at your own risk. We cannot control the actions of others with or to whom User Content may be shared.

(b) Information Collected Through Automatic Data Collection Technologies. As you navigate through and interact with Websites, we or our third-party service providers may use automatic data collection technologies to collect certain information about equipment, browsing actions, and patterns. This information may include:

- (i) Usage Details.** Details of visits to a Website, including traffic data, logs, and other communication data and the resources that you access and use on a Website.

(ii) **Device Information.** Information about the computer and internet connection used to access the Website, including device information, IP address, operating system, and browser type.

The technologies used for automatic data collection may include **cookies** (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of a Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to a Website. To learn more about refusing cookies, see "[Choices About How We Collect, Use, and Disclose Your Information](#)".

ARTICLE 4: THIRD PARTIES; USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES.

Some content, applications, or services, including advertisements, on the Company Website may be served by third parties, including advertisers, ad networks and servers, content providers, service providers, and application providers. These third parties may change from time to time, but may include the following:

- (a) **Facebook Inc. ("Facebook")** – We use Facebook to better understand how you engage with this Website. Facebook's Data Policy is currently available at <https://www.facebook.com/policy.php>.
- (b) **Google LLC ("Google")** – We use Google Analytics to better understand how you engage with this Website. For more information about how Google collects and processes data, please visit the site "How Google uses data when you use our partners' sites or apps", which is currently available at <https://policies.google.com/technologies/partner-sites>.
- (c) **SurveyMonkey Inc. ("SurveyMonkey")** – We use SurveyMonkey to better understand how you engage with this Website. SurveyMonkey's Privacy Policy is currently available at https://www.surveymonkey.com/mp/legal/privacy-policy/?ut_source=sem_lp&ut_source2=sem&ut_source3=footer&ut_ctatext=Privacy%20Policy.
- (d) **GoDaddy.com, LLC ("GoDaddy")** – GoDaddy hosts this Website. GoDaddy's Privacy Policy is currently available at <https://www.godaddy.com/legal/agreements/privacy-policy?>.
- (e) **FareHarbor Holdings LLC ("FareHarbor")** – We use FareHarbor to process all payments through the Website. FareHarbor's Privacy Policy is currently available at <https://fareharbor.com/legal/privacy/>.
- (f) **accessiBe LTD. ("accessiBe")** – We use accessiBe to make our website accessible for those with disabilities. For additional information about how accessiBe treats your information, please contact them at hello@accessibe.com.
- (g) **Webtivity Design Solutions of the Suncoast, Inc. ("Webtivity")** – We use Webtivity as our e-mail vendor. Webtivity's Privacy Policy is currently available at <https://www.webtivitydesigns.com/company-information/privacy-policy.aspx>.

(h) **The Rocket Science Group LLC d/b/a MailChimp (“MailChimp”)** – We use MailChimp for marketing and outreach. MailChimp’s Privacy Policy is currently available at <https://mailchimp.com/legal/privacy/>.

We endeavor to keep this Privacy Policy up to date, but the third parties that serve the Company Website may change, or may change their privacy policies, without notice. If you have questions about which third parties may have access to information through your access to or use of a Website at any given time, you may contact us at marketing@SarasotaJungleGardens.com for more information.

A Website may also link to websites of our third-party partners or service providers or other third parties. In addition, while we may operate the Websites, ultimate control of Websites may be exerted by third parties, including Facebook (<https://www.facebook.com/policy.php>) and Google (<https://policies.google.com/privacy>).

Third parties may collect, receive, use, store, or transmit information you provide on a Website or their website, or use cookies (alone or in conjunction with web beacons) or other tracking technologies to collect information, including information about your use of a Website or their website; information associated with personal information; or information, including personal information, about your online activities over time and across different websites, apps, and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control third parties or how they may collect, receive, use, store, or transmit information. For more information on a third party’s practices, please refer to such third party’s applicable privacy policies, terms of use, end user license agreements, or similar disclosures, which may be available from the third party’s applicable website or by contacting the third party for more information. If you have any questions about a third party’s practices, you should contact the responsible party directly.

For information about how you can opt out of receiving targeted advertising from many providers, see [“Choices About How We Collect, Use, and Disclose Information”](#).

ARTICLE 5: “DO-NOT-TRACK” REQUESTS

Some operating systems include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. Furthermore, we do not track users over time and across third party websites to provide targeted advertising. As such, the Company Website does not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

However, some third-party service providers may keep track of your activities when they serve you content, which enables them to tailor what they present to you. To determine whether any third parties honor DNT requests, please read their privacy policies or contact the third parties

directly. For more information about these third-party services, see “Third Parties; Use of Cookies or other Tracking Technologies”. For more information about “do not track,” visit www.allaboutdnt.org.

ARTICLE 6: HOW WE USE INFORMATION

We may use information collected or that you provide, including any personal information:

- (a) to present a Website and its contents to you;
- (b) to provide you with information, products, or services that you request;
- (c) to fulfill any other purpose for which you provide it;
- (d) to carry out our obligations and exercise and enforce our rights arising from any contracts, including Company’s Terms of Use, User-Generated Content Policy,¹ and for billing and collection purposes;
- (e) to notify about changes to a Website or any products or services offered or provided through it;
- (f) to allow participation in interactive features on a Website;
- (g) in any other way we may describe when you provide the information; and
- (h) for any other purpose with your consent.

We may also use information to contact about our own and our affiliates’ goods and services that may be of interest. If you do not want us to use your information in this way, do not provide your contact information through this Website or contact us at marketing@SarasotaJungleGardens.com or (941) 355-5305. For more information, see “Choices About How We Collect, Use, and Disclose Your Information”.

The usage and device information we collect may help us to improve a Website and to deliver a better and more personalized service, including by enabling us to:

- (i) estimate our audience size and usage patterns;
- (ii) store information about your preferences, allowing us to customize a Website according to your individual interests;
- (iii) speed up your searches;
- (iv) recognize you when you return to a Website; and
- (v) decide on adwords and other items related to search engine optimization, including for keywords and URL structure.

ARTICLE 7: DISCLOSURE OF INFORMATION

We may disclose aggregated information about our users and information that does not identify any individual without restriction.

We may disclose personal information that we collect or you provide:

¹ These should each link to the applicable Policies.

- (a) to our subsidiaries and affiliates;
- (b) to contractors, service providers, and other third parties we use to support our business;
- (c) to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Company's or one or more of its affiliate's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information about a Website's users is among the assets transferred;
- (d) to fulfill the purpose for which you provide it;
- (e) for any other purpose disclosed by us when you provide the information; and
- (f) with your consent.

We may also disclose personal information:

- (i) to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- (ii) to exercise, enforce, and apply our rights arising from any contracts, including Company's Terms of Use, User-Generated Content Policy,² and other agreements, and for billing and collection purposes; and
- (iii) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Company, its affiliates, customers of the foregoing, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

ARTICLE 8: CHOICES ABOUT HOW WE COLLECT, USE, AND DISCLOSE INFORMATION

We strive to provide you with choices regarding the personal information you provide to us. The following mechanisms provide you with control over your information:

- (a) **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's [website](#). If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- (b) **Promotional Offers.** If you do not want us to use information to promote our own or our affiliates' products or services, you can opt-out by contacting us at marketing@SarasotaJungleGardens.com or (941) 355-5305. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to communications related to a product purchase, warranty registration, product service experience, or other transaction.

We do not control third parties' collection, receipt, use, storage, or transmission of your information. However, these third parties may provide you with ways to choose to not have your information collected or used in certain ways. You can opt out of receiving targeted ads

² These should each link to the applicable Policies.

from members of the Network Advertising Initiative ("NAI") on NAI's website, which is currently located at <http://optout.networkadvertising.org/?c=1#!/>. For more information about third-party services, see "Third Parties; Use of Cookies or other Tracking Technologies".

California residents may have additional personal information rights and choices. Please see "[Your California Privacy Rights](#)" for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to marketing@SarasotaJungleGardens.com.

ARTICLE 9: ACCESSING AND CORRECTING INFORMATION

You can review and change information by visiting your account profile page or emailing us at marketing@SarasotaJungleGardens.com. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Content from a Website, copies may remain viewable in cached and archived pages or might have been copied or stored by other Website viewers. Proper access and use of information provided on Websites, including User Content, is governed by our Terms of Use and User-Generated Content Policy.³

California residents may have additional personal information rights and choices. Please see "[Your California Privacy Rights](#)" for more information.

ARTICLE 10: YOUR CALIFORNIA PRIVACY RIGHTS

If you are a California resident, California law may provide you with additional rights regarding our use of personal information.

California's "Shine the Light" law (Civil Code Section 1798.83) may permit users of a Website that are California residents to request certain information regarding disclosures of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to marketing@SarasotaJungleGardens.com or write us at 3701 Bay Shore Road, Sarasota, FL 34234.

ARTICLE 11: DATA SECURITY

We have implemented reasonable measures designed to secure personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

³ These should each link to the applicable Policy.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of a Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of Websites. The information you share in public areas may be viewed by any user of a Website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect personal information, we cannot guarantee the security of personal information transmitted to this Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on a Website.

ARTICLE 12: CHANGES TO OUR PRIVACY POLICY

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat users' personal information, we will post a notice on the Company Website's home page that the privacy policy has been updated. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting the Company Website and this privacy policy to check for any changes.

ARTICLE 13: CONTACT INFORMATION

To ask questions or comment about this privacy policy or our privacy practices, contact us at:

Sarasota Jungle Gardens, Inc.
3701 Bay Shore Road
Sarasota, FL 34234
marketing@SarasotaJungleGardens.com

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