

First Florida Online Privacy Statement

This Online Privacy Statement is effective December, 2019.

Introduction

First Florida Credit Union is committed to safeguarding our member's personal information by practicing responsible information sharing and utilizing stringent security measures. This First Florida Credit Union Online Privacy Statement describes how information is collected when you visit the website of First Florida Credit Union ("First Florida, "we", "us" or "our") website at www.firstflorida.org, our mobile applications and other online platforms we own or operate (the "Sites"). This Statement further describes how we use and share that information, and how we protect any information that you give us when you use this website.

We collect information directly from you when you complete applications or other forms or conduct transactions with us online. This information includes, without limitation, your name, address, email address, telephone numbers, social security number, and birthdate. We also collect information through the Sites indirectly, such as information about your browser and the type of device you are using, the IP address of your device, and information collected through cookies and other technologies, as described below more fully. To the extent the information we collect includes "nonpublic personal information" within the meaning of the Gramm-Leach-Bliley Act (Public Law No. 106-102), the information is subject to our Privacy Policy. The Privacy Policy is furnished to our members as required by law and can be viewed here [Privacy Policy](#). This First Florida Online Privacy Statement supplements our Privacy Policy.

Your Consent

By using any of the Sites or interacting with any First Florida advertisement or page on a third-party site, you consent to this Online Privacy Statement and our collection, use and disclosure of information about you as described in this Online Privacy Statement.

What We May Collect

We may collect the following information:

- Name and job title
- Contact information including email address and phone number
- Demographic information such as postal code, age, gender, and preferences and interests
- Other information relevant to surveys and/or offers

What We Do with the Information We Gather

We may use this information to understand your needs and provide you with better service, and in particular, for the following reasons:

- We may use the information to improve our products and services.
- We may periodically send promotional email about new products, special offers, or other information which we think you may find interesting, using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail.
- We may use the information to customize the website according to your interests.
- We may provide your information to our third party partners for marketing or promotional purposes.
- We will never sell your information.

Use of Cookies, Tracking Technologies, and Targeted Advertising

Please review our [Cookie Policy](#) for detailed information on cookies, tracking technologies and targeted advertising. The policy explains what cookies are, how we use them and how you can control them. It lists all cookies on our website, and the other types of tracking technologies that may be used. Finally, it describes how we use third parties for targeted advertising.

Marketing and Advertising

Remarketing

First Florida Credit Union's websites use Google AdWords and Facebook remarketing services to advertise on third party websites to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site. This could be in the form of an advertisement on the Google search results page, a site in the Google Display Network, or somewhere on Facebook. Third-party vendors, including Google and Facebook, use cookies to serve ads based on someone's past visits to the First Florida Credit Union website. Any data collected will be used in accordance with our privacy policies, as well as Google & Facebook privacy policies. You can opt-out of remarketing by visiting the following links: For Google: <https://support.google.com/ads/answer/2662922?hl=en>. For Facebook: https://www.facebook.com/ads/website_custom_audiences/.

We use data from Google's interest-based advertising or third-party audience data (such as age, gender, and interests) with Google Analytics to serve more relevant ad experiences across the web, based on previous visits to our website.

Custom Audiences

Third parties may use cookies, web beacons, and similar technologies to collect or receive information from our website and elsewhere on the Internet and use that information to provide measurement services and target ads.

You can opt-out of the collection and use of information for ad targeting. To do so, go to www.aboutads.info/choices and set your data collection and ad preferences.

Social Media

First Florida Credit Union maintains profiles and other information on many popular social networking sites, including but not limited to Facebook, Twitter, LinkedIn, YouTube, & Instagram. Information posted on these sites is governed under the privacy policy and terms of the property. You should be aware that any information you provide on these sites may be read, collected, and used by others who access them. First Florida Credit Union monitors activity on these pages and is provided with reporting that analyzes how users interact with each service, including reviews, comments, and mentions.

Social Media Widgets

Our website includes Social Media Features, such as the Facebook Like button [and Widgets, such as the Share button or interactive mini-programs that run on our Sites. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Children's Privacy

First Florida Credit Union's website generally is not directed to persons under thirteen (13) years of age, although we do maintain website pages designed to engage such persons. Information obtained directly from persons under thirteen (13) years of age may include personal information such as name, gender, date of birth, username, password, physical address, email address, and email address of parent or guardian provided by such persons in order to participate in games or contests or register for activities or events. We use information provided directly by persons under thirteen (13) years of age primarily to notify contest winners, enhance such person's participation in an online game or activity, or complete such person's registration for an activity or event. Except for essential cookies deployed to operate the website, First Florida Credit Union will not use cookies to collect information on the pages designed for persons under thirteen (13) years of age.

First Florida Credit Union will not require a person under thirteen (13) years of age to disclose directly more information than is reasonably necessary to participate in an activity for which the information is provided. Parents may review their

child's personal information collected by us, direct us to delete the information, and refuse to allow any further collection or use of the child's information. Parents may also agree to the collection and use of their child's information, but still prohibit us from disclosing such information to third parties. Parents may also agree to the collection and use of their child's information, but still prohibit us from disclosing such information to third parties.

Parents may request review of their child's information collected by us and exercise their rights indicated above by contacting First Florida Credit Union by toll-free telephone at (800) 766-4328, ext. 1 [in Jacksonville (904) 359-6800, ext. 1] or by email at privacy@firstflorida.org.

Parental/Guardian consent is required for persons under thirteen (13) years of age to join the credit union or participate in onsite or other events.

Links to 3rd Party Sites

Our websites include links to other websites whose privacy practices may differ from those of First Florida Credit Union. If you submit personal information to any of those third-party sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

Collection and Use of Third Party Personal Information

You may also provide personal information about other people, such as their email address. This information is only used for the purpose of completing your request or for the reason for which it was provided.

Security

We use commercially reasonable means to implement appropriate administrative, technical and physical safeguards to protect your personal information collected through the Sites. These measures include computer safeguards and secured files and buildings. We require third-parties with which we share your personal information to implement similar safeguards.

Changes to this Online Privacy Statement

We may update this privacy Statement to reflect changes to our information practices. We encourage you to periodically review this page for the latest information on our privacy practices. If you continue use of our website after changes to this Statement are made and in effect, you agree to the revised Statement.

Questions

If you have questions about this Online Privacy Statement, please contact First Florida Credit Union at (800) 766-4328, ext. 1 [in Jacksonville (904) 359-6800, ext. 1] or privacy@firstflorida.org.