



Privacy Policy

Overview

The Florida Native Plant Society (FNPS) takes your privacy seriously and is committed to ensuring that the information you share with us is handled responsibly and respectfully. This Privacy Policy explains FNPS practices regarding the collection, use, protection, and disclosure of personal information received directly from you and/or through use of FNPS websites and online tools.

This policy applies to:

- The FNPS website (FNPS.org)
- Web-based platforms used by FNPS for membership management, event registration, calendars, and the member handbook
- FNPS-managed digital communications and services

By using FNPS websites or providing personal information to FNPS, you agree to the terms of this Privacy Policy.

Chapter Websites and Third-Party Tools

Most FNPS chapters maintain their own websites and may use social media platforms and bulk email services (such as Mailchimp). FNPS requires chapters to manage these tools in a manner consistent with this Privacy Policy.

FNPS and its chapters also use social media platforms including, but not limited to, Facebook, Instagram, Bluesky, YouTube, and Flickr. Where possible, FNPS and its chapters strive to configure privacy settings to align with this Privacy Policy. However, users are encouraged to review the privacy policies of each social media platform, as FNPS is not responsible for third-party privacy practices.

How We Use Personal Information

FNPS may use personal information to:

- Manage your membership
- Respond to requests for information
- Process donations, memberships, and purchases
- Deliver products or services, including event participation



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- Send statements, invoices, acknowledgments, and receipts
 - Collect and process payments
 - Administer and improve FNPS websites
 - Personalize website content and user experience
 - Send newsletters, EcoAction alerts, announcements, renewal notices, and other communications that support the FNPS mission

You may unsubscribe from non-essential communications at any time using the unsubscribe link included in FNPS bulk emails.

Use and Disclosure of Personal Information

FNPS does **not** sell, rent, trade, or otherwise share personal information for purposes unrelated to FNPS business.

Personal information is collected and used **solely** to support the mission, operations, and programs of the Florida Native Plant Society. Any use of personal information outside of authorized FNPS business purposes—including personal, political, or commercial use—is a violation of this Privacy Policy.

Personal information may be shared only as reasonably necessary with trusted contractors or service providers who support FNPS operations. All such contractors are required to sign confidentiality and non-disclosure agreements and may use personal information **only** for authorized FNPS purposes and in accordance with this Privacy Policy.

FNPS, its leaders, volunteers, contractors, and chapters are obligated to handle personal information in a manner consistent with this policy.

FNPS may disclose personal information when required to do so by law, in connection with legal proceedings, or to establish, exercise, or defend legal rights.

Consent and Your Choices

By providing personal information to FNPS, you consent to its collection and use in accordance with this Privacy Policy.

If you later change your mind, you may withdraw consent for continued collection, use, or disclosure of your personal information by contacting us at info@fnps.org.

To opt out of specific email communications, use the unsubscribe link included in the header or footer of FNPS bulk emails.



By using FNPS websites, you represent that you are at least the age of majority in your state or province of residence, or that you have provided consent for any minor dependents to use the site.

Security of Personal Information

Protecting your personal information is important to us. FNPS takes reasonable administrative, technical, and physical precautions and follows industry best practices to prevent loss, misuse, unauthorized access, disclosure, alteration, or destruction of personal information.

While no method of internet transmission or electronic storage is completely secure, FNPS complies with applicable PCI-DSS requirements and implements additional generally accepted security standards.

Payment information, including credit card data, is encrypted using Secure Socket Layer (SSL) technology and processed through secure third-party payment processors that use AES-256 encryption.

Internal Data-Handling Expectations for Volunteers, Leaders, and Contractors

FNPS relies on the support of volunteers, chapter leaders, board members, staff, and contractors to carry out its mission. Individuals who are granted access to FNPS personal information as part of their role are expected to handle that information responsibly and in accordance with this Privacy Policy.

Specifically:

- Access to personal information is permitted only as necessary to perform authorized FNPS duties
- Access to membership and donor data shall be limited to the minimum number of individuals necessary to carry out approved FNPS or chapter activities
- Access to such data is granted solely for official FNPS or chapter-related purposes and may not be used beyond the scope of assigned responsibilities
- Personal information may not be used for personal, political, commercial, or non-FNPS purposes
- Personal information may not be shared, copied, downloaded, or retained outside FNPS-approved systems (such as FNPS-approved membership databases, newsletter or email distribution platforms, direct mail services, and other tools expressly authorized by FNPS and the chapter board or leadership team)



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- Reasonable care must be taken to protect personal information from unauthorized access or disclosure

Any misuse of personal information, failure to safeguard data, or use outside of authorized FNPS business is considered a violation of this Privacy Policy and may result in loss of access, removal from volunteer or leadership roles, termination of contracts, or other corrective action as appropriate.

Information We Collect

FNPS may collect and use the following types of information:

Personal Information You Provide

- Name
- Mailing address
- Email address
- Payment and transaction information

Automatically Collected Information

- Internet Protocol (IP) address
- Browser type and version
- Pages visited on FNPS websites
- Date and time of visits
- Time spent on pages and related analytics

FNPS uses tools such as Google Analytics to monitor and analyze website usage for site management and improvement. These tools collect aggregated, non-identifying information and do not include personal details such as names or contact information.

Cookies

FNPS websites use cookies to support functionality, maintain session state, and improve user experience.

Cookies are small data files that may include an anonymous unique identifier and are stored on your device. You may configure your browser to refuse cookies or to notify you when a cookie is sent. Please note that disabling cookies may limit access to some features of FNPS websites.



External Links

FNPS websites may include links to external sites. When you follow these links, you leave FNPS websites. FNPS is not responsible for the privacy practices or content of external sites and encourages users to review the privacy policies of those websites.

Applicable U.S. and Florida Privacy Laws

FNPS is a Florida-based nonprofit organization and complies with applicable United States and Florida privacy and consumer protection laws.

Relevant laws may include, but are not limited to:

- **Florida Information Protection Act (FIPA)**, which requires reasonable safeguards to protect personal information and mandates notification in the event of a data breach involving certain personal data.
- **Florida Deceptive and Unfair Trade Practices Act (FDUTPA)**, which prohibits misleading or deceptive practices, including misrepresentation of how personal information is collected, used, or protected.
- **Payment Card Industry Data Security Standards (PCI-DSS)**, which govern the handling of credit card information through payment processors.

FNPS does not knowingly collect personal information from children under the age of 13 without parental consent, in accordance with the **Children's Online Privacy Protection Act (COPPA)**.

Changes to This Policy

FNPS reserves the right to modify this Privacy Policy at any time. Updates will be posted on FNPS websites and will take effect immediately upon posting. We encourage you to review this policy periodically.

Questions and Contact Information

If you would like to access, correct, amend, or delete personal information we hold about you, register a complaint, or request additional information, please contact:

Florida Native Plant Society

Email: info@fnps.org