



Effective as of May 5, 2019

## **General Privacy Policies**

This document describes National Float It Forward Association's (NFIFA) use of information regarding the members and family members we serve, financial supporters of our mission, supporters under the age of 18, and general visitors to our website.

### **General User Privacy Policy**

This privacy policy applies to general users of the NFIFA website and describes how NFIFA protects information you provide when you use this website.

Although elements of this policy may apply to the active duty, veterans, and first responders we serve, their family members, and our donors who visit our website, we do collect additional data from other groups of people that interact with NFIFA. The Privacy policy for these "other" groups is found within our General User Privacy Policy section. Members and Family members who register for NFIFA's programs and services can find additional information about how NFIFA uses their information on our Member and Family Member Privacy Policy. Donors and supporters of NFIFA can find additional information about how NFIFA uses their information on our Donor Privacy Policy. Both policies may be found below.

NFIFA is committed to ensuring that your privacy is protected. It is our goal that you fully understand how we collect information, how we use that information, and the steps we've taken to protect that information. We will update this policy from time to time, so make sure to check this page periodically. If you have any questions about this policy, please email us at [chris@nfifa.org](mailto:chris@nfifa.org).

**What type of information does NFIFA collect?** There are two basic types of information that NFIFA might collect: personal and non-personal information.

As you browse the NFIFA website, you may opt to provide NFIFA with personal information. Personal information is information that contains identifiers such as your name, address, phone number, or email address.

NFIFA may also collect non-personal information from you such as an internet protocol address (typically referred to as an "IP address" and defined below) and browsing variables (like your web browser, referral links, or how much time you spent at our website). Although this information may on rare occasion be used to identify you, NFIFA typically uses this information to improve your experience and the experience of other visitors to our website. NFIFA may use cookies to collect this type of information.

**What's a cookie?** A cookie is a small data text file that individual websites store on your computer's hard drive – if your web browser permits. The website can later retrieve that cookie to let us know you've been to our site before. Cookies typically make your use of the site easier, make the site run more smoothly, and help us to maintain a secure site. Many websites use cookies. You are free to decline our cookies if your browser permits, but some parts of our site may not work properly if you do that.

**What's an IP address?** An IP address is a unique number, assigned to each and every computer and other device on the Internet. Your computer, your phone, your e-reader, and other electronic devices, are all assigned IP addresses. When does NFIFA collect this information? We collect non-personal information from you as you use any of the pages on our



website. We collect personal information from you only when you specifically provide it to us – for example, if you fill out a form or send us an email.

**How does NFIFA use the information we collect?** NFIFA uses information from different site visitors in different ways. We generally use information provided to us through the donation process in accordance with the Donor Privacy Policy; we generally use information provided to us by the members and prospective members and in accordance with the Member Privacy Policy.

On rare occasions, we use personal information provided by general users of our website who are not members and are not engaging in the donation process. We might, for example, ask for your information if you contact a local NFIFA representative or if you upload a personal video message to our members.

We may also use your personal and non-personal information in the following ways:

- Entering your information into our databases for internal record keeping, reporting, and data analysis;
- Communicating with you to obtain your input, provide information about our programs and events, or request contributions (provided you have opted to receive such communications);
- Improving our programs and services;
- Customizing our website according to your interests;
- Sharing information with third parties who help us manage our website and databases, and who assist us with our marketing efforts; and
- Sharing information with third parties as required by law, or a part of a legal process;

We have contracted with GoDaddy, Yahoo, and other online marketing companies, to monitor certain pages of our website for the purpose of reporting web traffic, statistics, advertisement “click-throughs,” and other activities on our website. No personally identifiable data is transferred to these companies by us. Where authorized by us, they may use cookies and/or other monitoring technologies to compile anonymous statistics about our website visitors.

You may learn more about your control over this information by clicking here:

[http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

We also reserve the right to use non-personal information, such as an IP address, to identify a user when we believe it is necessary to protect the compelling interests of our websites, the members we serve, our donors, our employees, or others, or to comply with laws, court orders, or law enforcement requests.

**Does NFIFA share my information?** NFIFA may share your personal and non-personal information as discussed herein. We do not, however, sell or rent the personal information of our general website users for profit.

**Does NFIFA track my online activity while I’m not on the NFIFA site?** Cookies and other technology may be used to track non-personal information about your web-browsing habits. For example, if a significant portion of our visitors all browse to the same website immediately after visiting us, we may use this information to improve your experience at our site.

NFIFA respects web browser “do not track” signals and other mechanisms that provide you the ability to opt out of having your personal information or online activities collected. But remember, unless you have selected the “do not track” function in your web browser, third parties (not just NFIFA) may collect personal information about your online activities over time and across different websites.



**How does NFIFA secure my personal information?** NFIFA is committed to ensuring that your personal information is secure. Your trust in us is important, so we have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect. Records containing personal information are stored at secure facilities; our websites use SSL (a tool used to verify the legitimacy of a website); and our employees are provided training on how to treat your data securely.

**Will you contact me if I give NFIFA my information?** If you provide us with your contact information, we may provide you with information about how you can help support NFIFA. However, if you would not like to receive these messages, you can opt out of having your personal information used for certain purposes when we ask for your contact information.

If you are already receiving those messages and would like to stop receiving them, you may opt out by emailing [chris@nfifa.org](mailto:chris@nfifa.org).

**Links to other websites and third-party services.** Sometimes we'll provide you with a link to another website or service. We typically do this in order to provide you additional information about one of our sponsors to others who support the mission of NFIFA.

NFIFA may also include other electronic services on our website. For example, this could include a tool that allows you to contact your local politicians, or to create a custom message to send to veterans or first responders. These services are typically provided by third parties and may require you to agree to that service provider's own privacy statement and terms of use. This policy does not cover these third-party services or how those third parties may use the information you provide them. We encourage you to review those privacy policies and terms of use.

**How do I update my information?** Please contact the NFIFA and let us know what needs to be updated.

**Do you collect information about minors?** Yes; in limited circumstances NFIFA collects information from general users under the age of 18. Please see our Minor Privacy Policy below.

**What if I have questions about this policy?** We'd love to hear from you. Please email us at [chris@nfifa.org](mailto:chris@nfifa.org) with any questions about this policy. You can also snail-mail us a letter at NFIFA, 735 Bernard St, Alexandria VA 22314.

## **Member Privacy Policy**

This member Privacy Policy applies to eligible people who register with NFIFA to receive the benefits of NFIFA's programs and services. If you register for our programs and services, rest assured that we use industry-standard safeguards to protect your data, including firewalls, physical safeguards, and encryption.

This policy describes how NFIFA protects information which members provide in conjunction with their registration with NFIFA, and applies regardless of whether the registration occurred online, over the phone, or in person.

Throughout this privacy policy, or the "policy," members who register for NFIFA's programs and services may be referred to as "member," "potential member", "family member", or simply, "you."

This policy may supplement the General User Privacy Policy (above), which covers all users of the NFIFA website. Although this policy is intended to complement that General User Privacy Policy, this policy applies specifically to information you provide us in conjunction with your registration or your status as a member.



This policy also supplements the Donor Privacy Policy (below), which applies to any information you provide in conjunction a donation to NFIFA. For example: if you navigate to a donation page on our website and make a contribution to NFIFA, the information you provide during your donation will be stored in accordance with the Donor Privacy Policy. If you navigate to the registration page and register as a member, that data will be used in accordance with this policy. If you provide us additional information relating to your participation in our programs and services, that information will also be governed by this policy.

It is our goal that you fully understand how we collect information, how we use that information, and the steps we've taken to protect that information. We will update this policy from time to time, so make sure to check this page periodically. If you have any questions about this policy, please email us at [chris@nfifa.org](mailto:chris@nfifa.org).

**What type of information does NFIFA collect?** NFIFA collects different information depending on whether you're a member or a family member.

**Member:** As a member, we will ask you for your service information, such as your branch, rank, and service dates. We will also ask for your contact information, such as name, email address, telephone number, and mailing address. We will also ask other identifying information, such as date of birth, gender, and type and location of your injury. Lastly, we'll ask you for eligibility documentation. This may include a DD214, VA ratings decision, enlisted record brief or officer record brief, medical evaluation board or physical evaluation board, current unit orders, line of duty documentation, military ID, W2, paystub, first responder ID, or awards and citations. NFIFA has no standard for documentation and we will do our best work with our potential members to make them members.

Once you are registered as a member, depending on your level of involvement with our services, we may ask you for additional information. This may include questions about your individual hobbies and interests, benefits claim details, basic financial information, basic physical and mental fitness details, and other information that may be relevant to the particular program or service you are interested in.

**Family Member:** When you register as a Family Support member, you will be asked for your relationship status with an eligible member. We'll ask for information about the member you are related to, including his or her name, service details. We will also ask you for your contact information, such as name, email address, telephone number, and mailing address, as well as other identifying information like date of birth and gender. Lastly, we will ask you for documentation that you are related to the member, this maybe a birth certificate, ID card with same address, certified letters, marriage certificate, etc... NFIFA has no standard for documentation and we will do our best work with our potential family members to make them members.

Once you are registered as a Family member, depending on your level of involvement with our services, we may ask you for additional information. This may include questions about your individual hobbies and interests, benefits claim details, basic financial information, basic physical and mental fitness details, and other information that may be relevant to the particular program or service you are interested in.

Whether you attempt to register as a member or Family member, in certain circumstances NFIFA may gather information about you from publicly-available resources.

**When does NFIFA collect this information?** We collect your contact information and service details when you register for NFIFA's programs and services. This can be done online through our website, in person with a NFIFA employee, or certified float center employee, or over the phone. We may collect the additional information mentioned above through conversations with you. Though you are not required to provide this information, your ability to participate in a particular program or service may be impacted if we don't have relevant information.



We may also be provided information about you from other groups who refer you to us to take advantage of our programs and services. They will typically notify you and seek your consent before providing us with such information. No matter how we receive your information, rest assured we will use it in accordance with this policy.

**How does NFIFA use the information we collect?** Generally, NFIFA uses this information to tailor our programs and services to fit your needs. And we will use your eligibility documentation to ensure whether you are eligible to receive NFIFA's program services.

We will use your contact information and other information that we collect for the following reasons:

- For internal record keeping, reporting, and data analysis;
- To communicate with you to obtain your input and provide information about our programs and services;
- To improve our programs and services;
- To determine the best float center to support you
- To share information with third parties who help us deliver our programs and services;
- To share information with third parties who deliver their own programs and services to veterans and first responders;
- As required by law, or as part of a legal process.

Once NFIFA has verified your eligibility, it is NFIFA's policy to remove these documents from our systems and use a general description of what we used to verify eligibility, like military ID, etc...

**How does NFIFA share my information?** NFIFA shares your personal and non-personal information only as discussed above. We will not share your information with a third party that does not provide services (or help us provide services) to our members and Family members, nor for purposes of adding you to a mailing list. We will never sell or rent your personal information for profit. This Policy does not apply to any information that you provide to these third parties, and we encourage you to ask those third parties any questions you may have about their use of your data.

**How does NFIFA secure my personal information?** We have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect. Records containing personal information are stored at secure facilities; our websites use SSL (a tool used to verify the legitimacy of a website); and we train our employees on how to treat your data securely. Additionally, when NFIFA shares your information with third parties, NFIFA takes reasonable steps to ensure that third party has enough safeguards in place to protect your information.

**Will you use my information to contact me?** Yes. From time to time, a NFIFA employee will reach out to you to confirm your contact information and ensure you are taking full advantage of our programs and services.

**How do I update my information?** Please contact the NFIFA to have your information updated.

Services provided by third parties. As mentioned above, NFIFA may provide your information to third parties who assist us in providing programs and services to you or who provide similar programs and services. As part of their services, they may ask you for your contact information or other personal information. This Policy does not apply to information that you provide to these third parties, and we encourage you to ask those third parties any questions you may have about their use of your data.

**Do you collect information about minors?** NFIFA may collect information about minors only when they are trying to be certified as a family member and that information will be protected under our Minor Privacy Policy below.



## **Donor Privacy Policy**

This privacy policy applies to NFIFA supporters and describes how NFIFA uses information you provide when you make a donation to us or sign up to receive emails (the “Donation Process”).

When you provide us your information, rest assured that NFIFA uses industry-standard security measures, including encryption, firewalls, and physical security to protect your data. Please remember that this policy applies to information provided by supporters during the Donation Process.

Members who register for our programs and services can find more information at the members and family members Privacy Policy, while users of the website should review the General Privacy Policy. (Both policies can be found above.) For example, if you register for NFIFA’s programs and services and also make a donation to NFIFA, the information you provide during your registration will be used in accordance with the member and family member Privacy Policy, while the information you provide while making your donation will be used in accordance with this policy. Other information may be gathered in accordance with our General User Privacy Policy.

It is our goal that you fully understand how we collect information, how we use that information, and the steps we’ve taken to protect that information. We will update this policy from time-to-time, so make sure to check this page periodically. If you have any questions about this policy, please email us at [chrisl@nfifa.org](mailto:chrisl@nfifa.org).

**What type of information does NFIFA collect?** During the Donation Process, NFIFA will likely ask for information that could be used to identify you. This includes your contact information, such as your name, mailing address, phone number, and email address. If you donate via credit or debit card, we will also ask for your card number, expiration date, and other information necessary to process the transaction. If you donate via check, or wire transfer, we may ask for limited bank information.

**When does NFIFA collect this information?** We collect this information from you during the Donation Process. If you donate online, your donation will not be processed without certain required information. We may also collect information as we communicate with you after your donation is made. Third parties may also share your information with NFIFA, in accordance with applicable laws, rules, and standards. Rest assured that no matter how we access your information, we’ll use it only in accordance with this policy.

**How does NFIFA use the information we collect?** We generally use your information to process donations, send you periodic messages, and share with other parties for the purpose of furthering our mission, as required by law, or as part of a legal process.

NFIFA may use your information in the following ways:

- Enter your information into our databases for internal record keeping, reporting, and data analysis;
- Communicate with you to obtain your input, provide you with information, or request contributions (provided you have not opted out of receiving such communications);
- Provide you with necessary tax information regarding your donation;
- Customize our website according to your interests;
- Share information with third parties who provide goods and services to NFIFA (e.g., parties who process donations or help us manage our website and databases);
- Share information with third parties who may provide services to injured veterans or other groups you may be interested in; and
- Share information with third parties as required by law, or a part of a legal process.



**Does NFIFA share my information?** NFIFA may share your personal information as discussed herein. When NFIFA shares information with outside organizations, it does so subject to appropriate confidentiality rules designed to protect your information from unintentional disclosure.

**Can I opt out of receiving messages and sharing of my information?** Yes. We provide you with the opportunity to opt out of having your personal information used for certain purposes when we ask for this information. If you no longer wish to receive communications from NFIFA, you may opt out of receiving such messages emailing [chris@nfifa.org](mailto:chris@nfifa.org).

**How does NFIFA secure my personal information?** NFIFA strives to ensure the security of your personal information. Your trust in us is important, so we have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect. Records containing personal information are stored at secure facilities; our websites use SSL (a tool used to verify the legitimacy of a website); and we train our employees about how to treat your data securely.

If you donate over the phone or on our website, NFIFA utilizes industry-standard safeguards to protect your information including encryption, network firewalls, and physical security. When we work with other companies to process your payment, those companies also use security measures to protect your data.

**How do I update my information?** Please contact the NFIFA with the information to update.

**Will you contact me if I give NFIFA my information?** Yes. NFIFA will send you impact messages about how your donation is helping our members and how you may be able further help in the future. You can opt out of receiving these messages as discussed above in the “Can I opt out of receiving messages and sharing of my information” section above.

**Do you collect information about minors?** Yes; in limited circumstances NFIFA collects information from supporters who are under the age of 18. Please see our Minor Privacy Policy below.

## Minor Privacy Policy

This privacy policy applies to NFIFA members or supporters who are under the age of 18. Note that when you, or your minor child or guardian, provides us information, NFIFA will continue to use industry-standard security measures, including encryption, firewalls, and physical security to protect your data. In short, NFIFA applies the same security measures to minor data as we do for our general members but uses the data for more limited purposes.

Also, each third-party partner has their own age requirements to float. NFIFA will not interfere on the family’s behalf if they are too young to float at the float center. NFIFA will work to find another facility within the area that will allow the minor to float.

NFIFA collects data about minors wishing to be considered a family member and utilize our services. Our goal is that you fully understand how we use this information. We will update this policy from time-to-time, so make sure to check this page periodically.

**What type of information does NFIFA collect?** NFIFA will likely ask for information that could be used to identify you. This includes your contact information, such as your name, mailing address, phone number, and email address. NFIFA



will also ask for documentation to prove you are eligible to participate because of your relationship with a member. If you are a minor, you will need your parent or guardian's permission to register as a family member.

**When does NFIFA collect this information?** We collect this information from you during the registration process and eligibility determination process. We may also collect information as we communicate with you after your registration. Third parties may also share your information with NFIFA, in accordance with applicable laws, rules, and standards. Rest assured that no matter how we access your information, we'll use it only in accordance with this policy.

**How does NFIFA use the information we collect?** We generally use your information to process registration, document the impact floating is having, send you periodic messages, and share with other parties for the purpose of furthering our mission, as required by law, or as part of a legal process.

NFIFA may use your information in the following ways:

- Enter your information into our databases for internal record keeping, reporting, and data analysis;
- Communicate with you about the impact floating is having;
- Update you on other events or programs you might be interested in attending or participating in.
- If you are a donor, provide you with necessary tax information regarding your donation;
- Customize our website according to your interests;
- Share information with third parties who provide goods and services to NFIFA (e.g., parties who process donations, or provide floats, or help us manage our website and databases);

**Does NFIFA share my information?** NFIFA may share your personal information as discussed herein. When NFIFA shares information with outside organizations, it does so subject to appropriate confidentiality rules designed to protect your information from unintentional disclosure.

**Does NFIFA use my information for other purposes once I turn 18?** Yes! Once you turn 18, NFIFA will treat your information in accordance with our Donor or Family member Privacy Policy. (PS, happy birthday!)

**Does NFIFA use information about children under 13 for any specific purposes?** NFIFA treats information about children under 13 with special care. Children under 13 are not allowed to register as Family Members. Each participating float center has their own rules and regulations, and most do not allow floaters under the age of 13 without a parent or guardian present. That parent or guardian can use their member or family member status to include the under 13 aged persons to float if they are present with them in the room and the local float center agrees to it.

**Can I opt out of receiving messages and sharing of my information?** Yes. Please see information above in our Donor Privacy Policy.

**How does NFIFA secure my personal information?** NFIFA will use the same security methods as discussed above in our Donor Privacy Policy.

**How do I update my information?** Please contact the NFIFA with the information that needs to be updated.

**Will you contact me if I give NFIFA my information?** Yes. As discussed above, NFIFA will send you information specifically about how NFIFA is supporting you. You can opt out of receiving these messages as discussed above in the "Can I opt out of receiving messages and sharing of my information" section above.