Floral Design Institute Copyright Statement

Website Content Usage Rules and Copyright Notice.

All Website Content is protected by United States copyright and trademark law and by international copyright and trademark laws and treaties. You are allowed to view, print and/or download content provided by Floral Design Institute only for your personal, non-commercial purposes. You are not authorized to copy, distribute, republish, retransmit, commercially exploit, or modify the content unless the webpage expressly authorizes you to do so.

Copyright Notices:
All Content for Floral Design Institute is © 1998-2022. All rights reserved. Finally, Trademarks on the websites are owned by Floral Design Institute Inc. and may not be used without the prior written consent of the trademark owner.
Floral Design Institute Privacy Statement

Floral Design Institute Inc.
1138 NW 17th Ave.
Portland, OR 97209

Owner contact email: david@floraldesigninstitute.com

Floral Design Institute Inc. operates floraldesigninstitute.com, flowerschool.com, myflowerschool.com (the Websites) and may operate other websites.

This Privacy Policy governs your access to and use of floraldesigninstitute.com, flowerschool.com, myflowerschool.com, including any content, functionality and services offered on or through floraldesigninstitute.com, flowerschool.com, myflowerschool.com

Floral Design Institute Inc. is committed to protecting the privacy of visitors to the Websites, subscribers to newsletters, training program members, and those providing contact information. In addition, Floral Design Institute Inc. is opposed to unauthorized commercial e-mail delivery, otherwise known as spam.

If you have any questions or concerns regarding this Privacy and Spam Policy, or to report spam abuse, please e-mail
david@floraldesigninstitute.com. It is Floral Design Institute’s policy to respect your privacy regarding any information collected while operating the Websites.

When accessing the Websites, Floral Design Institute Inc. will learn certain information about you, both automatically and through voluntary actions you may take, during your visit. This policy applies to information we collect on the Websites and in email, text, or other electronic messages between you and the Websites.

Please read the Privacy Policy carefully before you start to use the Websites. By using the Websites you accept and agree to be bound and abide by the Privacy Policy. If you do not want to agree to the Privacy Policy, you must not access or use the Websites.

Information We Collect About You
When you access the Websites, Floral Design Institute Inc. will learn certain information about you during your visit.

Information You Provide To Us
Floral Design Institute Inc. collects information that users provide by filling out forms on the Websites, communicating with us via contact forms, responding to surveys, search queries on our search feature, providing comments or other
feedback, and providing information when ordering a product or service via the Websites.

Information We Collect Through Automatic Data Collection Technology
As you navigate through our Websites, we may use automatic data collection technologies including Google Analytics to collect certain information about your equipment, browsing actions, and patterns. This will generally include information about your location, your traffic pattern through our website, and any communications between your computer and our Websites. Among other things, we will collect data about the type of computer you use, your Internet connection, your IP address, your operating system, and your browser type.

The information we collect automatically is used for statistical data and will not include personal information. We use this data to improve our Websites and our service offerings. Google Analytics’s: Privacy Policy.

Third-Party Service Providers
Floral Design Institute Inc. may use third-party service providers to service various aspects of the Websites. Each third-party service provider’s use of your personal information is dictated by their respective privacy policy.
Opt in: Floral Design Institute Inc. uses MailChimp and POWr for opt in options. MailChimp’s Privacy Policy. POWr’s Privacy Policy.

Tracking: Floral Design Institute Inc. uses various marketing tools that help us create a better user experience for people visiting our site. These tools allow us to look at aggregated data such as scrolling patterns, clicks, and allow us to run tests to determine which pages result in the best actions. However, your personally identifiable information is not used by any of these tools. We use the following third-party service providers for tracking: Google Analytics: Privacy Policy.

Re-marketing: Floral Design Institute Inc. uses re-marketing tracking cookies and conversion pixels from vendors such as Google and Facebook to present special offers to you for our products or services over the Google Content Network and via social networks. This means you may see an ad for one of our products or services as a result of visiting our Websites. In addition, Floral Design Institute Inc. uses custom audiences based on e-mails of subscribers and customers. This allows us to present special offers for our products and services to you via Facebook. However, your personally identifiable information is not used by any re-marketing service other than to present you special offers from us. We use the following third-party service providers for re-marketing:
Facebook: How to opt-out of Facebook re-marketing.
Google: How to opt-out of Google re-marketing.

Contact Information and Website Support: We offer multiple ways to contact Floral Design Institute Inc. including contact forms and e-mails. If at any time, you attempt to contact us through a contact form, the information you provide will be stored on our servers.

Comments: Floral Design Institute Inc. uses WordPress to make it easy for you to leave comments on blog posts. Personal information that you enter for comments will be stored on the WordPress servers, in accordance with the WordPress Privacy Policy.

Newsletters: Floral Design Institute Inc. uses MailChimp as its e-mail service provider. MailChimp collects contact information, distributes our newsletter, and tracks actions you take that assist us in measuring the performance of the website and newsletters. You may view MailChimp’s Privacy Policy here. At any time, you may be removed from our newsletter list by clicking on the unsubscribe button provided in each e-mail.

Purchases: Floral Design Institute Inc. uses Shopify and PayPal to service payments for purchases of services and memberships. PayPal / Shopify / POWr collect personal
information such as your name, amount of purchase, e-mail address on their site.
PayPal’s Privacy Policy
Shopify’s Privacy Policy
POWr’s Privacy Policy

Upon making a purchase, you will receive e-mail confirmations to the e-mail address you provide during your purchase.

How is Your Information Being Used
Floral Design Institute Inc. uses information you provide to us:
To deliver the requested product and/or service
To improve our overall performance of the Websites
To create your account, identify you as a user of the website, and customize the website to your account
To send you promotional information, such as newsletters. Each e-mail newsletter will provide information on how to opt-out of future mailings by unsubscribing at the bottom of the newsletter
To send you administrative communications, such as administrative e-mails, confirmation e-mails, updates on policies
To respond to your comments or inquiries
To track and measure website performance
To process payment for purchases you make through the Websites
To protect, investigate, and deter against unauthorized or illegal activity
To review the effectiveness of our marketing programs and analyze other general demographic trends
To notify you of new information or services that may be of interest to you
To send promotional materials.

Children Under The Age of 13
Our Websites are not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Websites. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on these Websites or on or through any of its features/register on the Websites, make any purchases through the Websites, use any of the interactive or public comment features of the Websites 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 a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at david@floraldesigninstitute.com
Use of Cookies and Pixels
Similar to other commercial websites, our websites utilizes a standard technology called “cookies” and server logs to collect information about how our site is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our site, and the websites visited just before and just after our own, as well as your IP address.

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that site’s computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each website can send its own cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites.

Floral Design Institute.com reserves the right to use technological equivalents of cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. Floral Design Institute Inc. reserves the right to use these pixels in compliance with the policies of the various social media sites.
Email Information
If you choose to correspond with us through email, Floral Design Institute Inc. may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received online, mail, and telephone. This also applies when you register for our website, sign up through any of our forms using your email address or make a purchase on this site. For further information see the email policies below.

Email Policies
We are committed to keeping your e-mail address confidential. We do not sell, rent, or lease our subscription lists to third parties, and will not disclose your email address to any third parties except as allowed in the section titled Disclosure of Your Information.

We will maintain the information you send via e-mail in accordance with applicable federal law.

In compliance with the CAN-SPAM Act, all e-mails sent from our organization will clearly state who the e-mail is from and provide clear information on how to contact the sender. In addition, all e-mail messages will also contain concise
information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us.

Our emails provide users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any e-mail they receive from us at anytime.

Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.

**How and Why We Collect Information**
The Company collects your information in order to record and support your participation in the activities you select. If you register to download a video, book or resources, sign up for our newsletter, and/or purchase a product from us, we collect your information. We use this information to track your preferences and to keep you informed about the products and services you have selected to receive and any related products and/or services. As a visitor to this Website, you can engage in most activities without providing any personal information. It is only when you seek to download resources and/or register for services that you are required to provide information.
If you are outside the European Union and opt to receive any free resources, participate in any free training programs, register for a webinar, register for a live event, register for a seminar, or purchase any classes, videos or products sold by Floral Design Institute Inc. on the Websites, we will automatically enroll you to receive our free email newsletter. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to david@floraldesigninstitute.com requesting to unsubscribe from future emails.

If you are in the European Union and opt to receive any free resources, participate in any free training programs, register for a webinar, register for a live event, register for a seminar, or purchase any classes, videos or products sold by Floral Design Institute Inc. on the Websites, we will only enroll you to receive our free email newsletter if you affirmatively consent to it. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to david@floraldesigninstitute.com requesting to unsubscribe from future emails.

Disclosure of Your Information
As a general rule, we do not sell, rent, lease or otherwise transfer any information collected whether automatically or through your voluntary action.

We may disclose your personal information to our subsidiaries, affiliates, and service providers for the purpose of providing our services to you.

We may disclose your personal information to a third party, including a lawyer or collection agency, when necessary to enforce our terms of service or any other agreement between you and Floral Design Institute Inc.

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights or when compelled by a court or other governmental entity to do so.

How Do We Protect Your Information?
We employ commercially reasonable methods to ensure the security of the information you provide to us and the information we collect automatically. This includes using standard security protocols and working only with reputable third-party vendors.

Email is not recognized as a secure medium of communication. For this reason, we request that you do not
send private information to us by email. However, doing so is allowed, but at your own risk.

Policy Changes
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 our users’ personal information, we will notify you by email to the email address specified in your account and/or through a notice on the Website home page. The date the privacy policy was last revised is identified at the bottom of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Websites and this privacy policy to check for any changes.

Visitors’ GDPR Rights
If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation. Those rights include:
We will retain any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) Floral Design Institute Inc. decides that the value in retaining the data is outweighed by the costs of retaining it. You have the right to request access to your data that Floral Design Institute Inc. stores and the rights to either rectify or erase your personal data. You have the right to seek
restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data. To the extent that you provided consent to Floral Design Institute Inc.’s processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent. You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation. We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

How do I contact Floral Design Institute Inc.
If you have any further questions or comments regarding Floral Design Institute Inc.’s website or this Privacy and Spam Policy, you may contact david@floraldesigninstitute.com.

Effective as of November 18, 2022