

## **Home Care Association of America Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to [www.hcaoa.org](http://www.hcaoa.org) and Home Care Association of America, and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Home Care Association of America include [www.hcaoa.org](http://www.hcaoa.org) and HCAOA. The HCAOA website is a membership organization site. By using the HCAOA website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

In order to better provide you with products and services offered on our Site, HCAOA may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number
- Employer
- Job Title

If you purchase HCAOA's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

### **Use of your Personal Information**

HCAOA collects and uses your personal information to operate its website(s) and deliver the services you have requested.

HCAOA may also use your personally identifiable information to inform you of other products or services available from HCAOA and its affiliates.

### **Sharing Information with Third Parties**

HCAOA reserves the right to sell, rent or lease its customer lists to third parties.

HCAOA may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. HCAOA may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to HCAOA, and they are required to maintain the confidentiality of your information.

HCAOA may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on HCAOA or the site; (b) protect and defend the rights or property of HCAOA; and/or (c) act under exigent circumstances to protect the personal safety of users of HCAOA, or the public.

### **Opt-Out of Disclosure of Personal Information to Third Parties**

In connection with any personal information we may disclose to a third party for a business purpose, you have the right to know:

- The categories of personal information that we disclosed about you for a business purpose.

You have the right under certain privacy and data protection laws, as applicable, to opt-out of the disclosure of your personal information. If you exercise your right to opt-out of the disclosure of your personal information, we will refrain from disclosing your personal information, unless you subsequently provide express authorization for the disclosure of your personal information. To opt-out of the disclosure of your personal information, email [info@hcaoa.org](mailto:info@hcaoa.org).

### **Tracking User Behavior**

HCAOA may keep track of the websites and pages our users visit within HCAOA, in order to determine what HCAOA services are the most popular. This data is used to deliver customized content and advertising within HCAOA to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by HCAOA. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the HCAOA website.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage

our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Right to Deletion**

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

### **Children Under Thirteen**

HCAOA does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe from Third Party Communications**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all

communications from third-party partners of HCAOA by contacting us here [info@hcaoa.org](mailto:info@hcaoa.org).

### **E-mail Communications**

From time to time, HCAOA may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from HCAOA or click on a link therein.

### **Changes to this Statement**

HCAOA reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

### **Contact Information**

HCAOA welcomes your questions or comments regarding this Statement of Privacy. If you believe that HCAOA has not adhered to this Statement, please contact HCAOA at:

Home Care Association of America  
444 N. Capitol Street, Suite 428  
Washington, District of Columbia 20001

Email Address:  
[info@hcaoa.org](mailto:info@hcaoa.org)

Telephone Number:  
2025192960

Effective as of November 1, 2020