

# A Circle of Care, LLC Privacy Policy

November 1, 2011

We have created this privacy statement in order to demonstrate our commitment to privacy and so that you may understand the disclosure and collection practices of our Web sites (the "Sites") [www.acircleofcare.com](http://www.acircleofcare.com) and [www.acircleofcare.wordpress.com](http://www.acircleofcare.wordpress.com). We may occasionally update this statement and encourage you to check the date of our privacy statement whenever you visit the Sites to see if it has been modified since your last visit.

## Definitions

"Non-Personal Information" (NPI) is information that is in no way personally identifiable and that is obtained automatically when you access our Websites with a web browser. "Personally Identifiable Information" (PII) is non-public information that is personally identifiable to you and obtained for us to provide you with a product or service. PII may include information such as your name, address, phone number, and other related information that you provide to us.

## Our Commitment to Your Privacy

Our Privacy Policy tells you what A Circle of Care may collect from you, how we may share your PII, and how you can limit our sharing of your PII. A Circle of Care respects your privacy and recognizes the need for appropriate protection and management of your PII you share with us.

## Collection of Personal Information

For some services provided on our Sites, we may ask you to provide personal information such as name, email address, phone number and zip code. In addition, we may use website analytics tools, or other technologies, like cookies and web beacons, to collect information about your visit to the Sites, including the pages you view, the links you click and other actions taken in connection with the Sites and services. We may also collect certain standard information that your browser sends to every web site you visit, such as your IP address, browser type and language, access times and referring Web site addresses.

## Use of Personal Information

We use personal information to provide you with the services you have requested from us and our partners. In addition, we use personal information to send you periodic email communications about products and services offered by us or our partners, to operate and improve our Sites and services, to respond to customer inquiries, and to send you survey or other communications.

## Disclosure of Personal Information

We do not rent, sell or share personal information about you with other people except to provide products or services you've specifically requested from us or our partners, and under the following circumstances:

- **Third Party Service Providers.** We may disclose personal information to one or more third parties to provide you with the services you've specifically requested. For example, if you request our help in locating a senior care provider, we may disclose your personal information to one or more senior care providers who will contact you directly. If you request information from our third party providers, including those providing help with relocation or other elder care services, we may disclose your personal information to one or more of such providers who will contact you directly. Service providers may contact you by email, telephone, regular mail, in person visits or other means. We do not regulate how these third party service providers use or disclose your personal information.
- **Internal Analysis and Operations.** We may disclose information about you for our own internal statistical, design or operational purposes, such as to estimate our audience size, measure aggregate traffic patterns, and understand demographic trends among our users. We may outsource these tasks and disclose personal information about you to third parties, provided the use and disclosure of your personal information by these third parties is restricted to performance of such tasks.
- **Legal and Other Compliance.** We may disclose personal information when we believe it is appropriate to comply with the law; to enforce or apply this privacy statement or our other policies or agreements; to protect our or our users' rights, property or safety; or to protect our users from fraudulent, abusive, or unlawful use of, our Sites; or if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.
- **Business Transfers.** We may disclose personal information as part of any merger, acquisition, debt financing, sale of company assets, or other business transaction.

## Links

Our Websites may contain links to other websites. You understand that these websites are not under our control and are not subject to our Privacy Policy. These websites will likely have their own privacy policies. We have no responsibility for these websites and provide links to these websites solely for your convenience.

You acknowledge that your use and access of these websites is solely at your own risk. It is your responsibility to check the privacy policies of these websites to see how they treat your personal information.

## Security

We have taken steps to build our Websites using sophisticated encryption and authentication tools to protect the security of your PII. When we collect your PII through our Websites, we will encrypt your PII before it travels over the Internet using industry standards as established for conducting secure online transactions. We also use industry standard technologies such as secure routers and fire walls to make sure that your PII is safe. Unfortunately, we cannot fully guarantee secure data transmission over the Internet because of its nature.

Once we receive your PII, we have industry standard security measures in place to protect against the loss or misuse of your PII, though we cannot fully guarantee against such loss or misuse. We strongly urge you to protect any password you may have for our Websites and not share it with anyone. You should always log out of our Websites when you are done using it, especially if you are sharing a computer with someone else or are using a computer in a public place.

## Information We Collect

You can visit our Websites without providing or revealing PII. However, we may receive and store certain types of NPI when you interact with our Websites. We may analyze NPI for trends and statistics as to how people use our Websites.

We receive and store PII that you provide to us when you place an order, register with us, send an email or call us, enter a contest, subscribe to a service, request to receive a brochure, or participate in a promotion. In addition to your PII, we may also collect PII that you submit to us about other people, such as the name and address of someone you are referring to us. Ultimately, you have the choice in deciding whether or not to provide PII to us.

## Cookies

Our Websites may send a “cookie” to your computer. A cookie is a small piece of data that is sent to your browser from a web server and stored on your computer’s hard drive. A cookie cannot read data of your hard disk or read cookie files created by other sites. Cookies do not damage your system. We use cookies to identify which areas of our site you have visited, so the next time you visit the site, we can better personalize the content that you see on our Websites. Most browsers can be set to disable the use of Cookies. However, if you disable Cookies, you may not be able to use certain functionality on our Websites correctly, or at all. We will never place PII in Cookies.

## How Information is Used

We use PII that you provide for our internal purposes, such as confirming and tracking your registration; analyzing statistics and demographics; and informing you of new services and offers as provided by us and/or our partners.

Our partners may have products, services, or offers about which you may be interested in receiving information and they may use the PII we have for you to contact you. If you don’t want to receive information from our partners, you can let us know so you are no longer contacted by them about their products, services, or offers.

There are times that we may have to disclose your PII to comply with state and federal laws. In such circumstances, we will only provide the PII requested and your PII will only be used for legal purposes as opposed to marketing.

Finally, if we are sold or transferred to another owner, we would transfer your PII to the purchaser as appropriate and might also retain a copy of your PII for any new business ventures we would start.

## Changing Your Information

You may change your PII at any time using facilities found on our Websites. If you need assistance with updating your PII or removing yourself from our mailing lists, just send us an email with your request.

## Opt-out

You may opt-out of email communications that you receive from us by following the opt-out instructions that we include in every marketing email we send you.

## Questions and Concerns

If you have any questions about this privacy statement or the privacy practices of our Sites, please contact us at [Info@acircleofcare.com](mailto:Info@acircleofcare.com)