

## **PBH&HH Privacy Policy**

Effective Date: 9/27/2024

This Privacy Policy explains how Pemi-Baker Hospice & Home Health collects, uses and discloses personal information about our customers, prospective customers, and visitors to our website at [www.pemibakerhospicehomehealth.org](http://www.pemibakerhospicehomehealth.org).

### **COLLECTION OF PERSONAL INFORMATION**

**Information collected directly from you:** We may collect personal information directly from you, for example through a web form, during registration, when you contact us for customer support. The personal information we collect directly from you may include first and last name, address, email address and phone number.

**Information collected from your device:** Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

**Information collected from our partners:** We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information and geographic location.

### **USE OF PERSONAL INFORMATION**

We use information collected directly from you to provide you with customer service and support. We may also use this information to market our services and events to you, including by email and text message subject to your consent.

We use information collected automatically from your device to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.

### **DISCLOSURE OF PERSONAL INFORMATION**

We may use third-party service providers to assist us with providing and marketing our events and services to you and we may share your information with such third parties for these limited purposes. We do not sell, rent or lease personal information.

- We use Constant Contact for our email marketing and text message communications.
- We use Ring Central for our text message communications from Pemi-Baker Hospice & Home Health employees regarding scheduling.
- We use Google Analytics to help us understand how visitors interact with our website.

- We use PayPal as our payment processor. PayPal uses and processes your payment information in accordance with its privacy policy available at:  
<https://www.paypal.com/us/legalhub/privacy-full>

#### **EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions below.

#### **YOUR PRIVACY RIGHTS**

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at 603-536-2232.

#### **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

#### **CONTACT INFORMATION**

If you have any questions about this policy or our privacy practices, please contact us at 603-536-2232.