

## 1. Information We Collect

We collect the following types of information from businesses that sign up to be listed on our platform:

1. **Business Information:**

This includes the business name, address, phone number, email address, website link, and any other contact details you provide during sign-up.

2. **Profile Content:**

Information about your business's services, pricing, logos, photos, and other details provided by your business to be displayed on your profile page.

3. **Contact Form Data:**

When users submit inquiries or requests through the contact forms on your profile page, we collect and share that data with you (business name, email, phone number, etc.).

4. **Non-Personal Information:**

This may include data such as website activity, traffic analytics, and engagement metrics collected automatically through cookies and tracking technologies on our platform.

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## 2. Use of Your Information

We use the information provided by your business for the following purposes:

- **Listing and Displaying Business Information:** To display your business profile on Aging Compass, including services, contact details, and reviews.
  - **Business Communications:** To send you important updates regarding your profile, subscription, and any platform changes.
  - **Lead Generation:** To allow users to contact your business directly through integrated contact forms.
  - **Analytics:** To track and analyze engagement with your profile page, helping you understand user behavior and improve your online presence.
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## 3. Data Sharing

Aging Compass does not sell your business data. However, we may share your information in the following circumstances:

- **With Users:** When users submit a contact form through your business profile, we share the inquiry details with you.
  - **With Service Providers:** We may share your information with third-party service providers who assist us with website hosting, analytics, customer support, and other services necessary to operate the platform. These providers are required to protect your data and use it solely for the services we request.
  - **Legal Compliance:** We may disclose your business information if required by law or to protect our rights, prevent fraud, or comply with legal obligations.
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#### 4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on Aging Compass and to track site usage and performance. This helps us improve the platform and deliver relevant content. Cookies can be managed or disabled through your browser settings, but please note that this may limit certain features of the site.

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#### 5. Data Security

Aging Compass takes reasonable precautions to protect your business data. We implement industry-standard security measures to safeguard your information against unauthorized access, use, or disclosure. However, no method of data transmission over the internet or electronic storage is 100% secure, and while we strive to protect your data, we cannot guarantee absolute security.

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#### 6. Privacy Rights

As a business listed on Aging Compass, you have the right to:

- **Access:** Request a copy of the information we hold about your business.
- **Correction:** Request that any inaccurate or outdated business information be corrected.
- **Deletion:** Request that we delete your business profile information, subject to certain legal obligations.

- **Opt-Out:** If you no longer wish to be listed on Aging Compass, you may opt to remove your business from our platform by contacting us directly.

To exercise any of these rights, please contact us at **info@agingcompass.com**.

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## **7. Changes to This Privacy Policy**

Aging Compass reserves the right to update or modify this Privacy Policy at any time. All changes will be posted on this page, and the updated **Effective Date** will be noted. We encourage you to review this Privacy Policy periodically for any updates.

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## **8. Contact Us**

If you have any questions or concerns about this Privacy Policy, or if you wish to exercise any of your privacy rights, please contact us at:

**Email:** info@agingcompass.com

**Phone:** 260-263-9594

**Address:** PO Box 8736, Fort Wayne, IN 46898