

## Privacy Policy for Aging Compass

**Effective Date:** January 1, 2025

At Aging Compass, we value the privacy and security of our users' personal information. This Privacy Policy outlines how we collect, use, and protect your data when you access and use our website and services. By using our platform, you consent to the practices described in this policy.

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### 1. Information We Collect

We collect two types of information:

1. **Personal Information:** We collect personal information only when you submit a contact form on a business profile page. This may include your name, email address, phone number, and any other details you provide through the form.
  2. **Non-Personal Information:** We may collect non-personal information automatically through cookies and tracking technologies, such as your IP address, browser type, and activity on our website, to enhance user experience and improve our services.
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### 2. Use of Your Information

We use your personal and non-personal information for the following purposes:

- To process your inquiries submitted through the website and business profile contact forms.
  - To provide, maintain, and improve the services and features of Aging Compass.
  - To send periodic emails regarding updates to our website and future events and programming efforts to engage more with our community.
  - To analyze user behavior and trends, including traffic, engagement, and conversions, using tools like **Google Analytics** to help improve our website.
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### 3. Data Sharing

Aging Compass does **not sell** your personal data. We may share your information only in the following circumstances:

- **With Businesses:** When you submit a contact form through a business profile, we share the details of your inquiry with that business.
  - **With Service Providers:** We may share your information with third-party vendors who assist us in providing services, such as hosting, analytics, and customer support. These service providers are obligated to protect your data and use it solely for providing services on our behalf.
  - **Legal Compliance:** We may disclose your personal information when required by law or when we believe in good faith that such action is necessary to comply with legal obligations, protect our rights, or prevent fraud.
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#### 4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your browsing experience, analyze website traffic, and provide relevant content. Cookies are small files stored on your device. You can manage or disable cookies through your browser settings, but please note that disabling cookies may affect your ability to use some features of the site.

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#### 5. Privacy Rights

You have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Correct any inaccuracies in your personal information.
- **Deletion:** Request that we delete your personal information, subject to certain exceptions.
- **Opt-Out:** You may opt out of marketing communications by following the unsubscribe instructions in our emails or contacting us directly.

To exercise any of these rights, please contact us at [info@agingcompass.com](mailto:info@agingcompass.com).

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#### 6. Data Security

We use industry-standard security measures to protect your personal information. However, please note that no method of data transmission over the internet or electronic

storage is 100% secure. While we strive to protect your information, we cannot guarantee its absolute security.

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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. Any changes will be posted on this page with an updated "Effective Date." Please 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 the way we handle your personal information, please contact us at:

**Email:** [info@agingcompass.com](mailto:info@agingcompass.com)

**Phone:** 260-263-9594

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