



Privacy Policy

Last Modified: March 1, 2025

Our Privacy Policy Has Recently Changed.

Your privacy is important to Senior Living Hospitality Group LLC (“SLHG,” our,” “us,” or “we”). This Privacy Policy explains the types of information we may collect from you or that you may provide when you visit our website <https://www.seniorlivinghospitality.com> (the “Website”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. This Privacy Policy does not apply to information collected through any other means, including on any other website operated by a third party.

Please read this Privacy Policy carefully. If any term in this Privacy Policy is unacceptable to you, please do not use our Website or provide us with any personal information.

In this Privacy Policy, when we talk about “Personal Information,” we mean any information that is related to an identified or identifiable natural person. Please note that “Personal Information” as governed by this Privacy Policy does not include certain medical or health information subject to the Confidentiality of Medical Information Act or the Health Insurance Portability and Accountability Act.

This Privacy Policy does not apply to any products, services, websites, mobile applications, or content (including advertising) offered by third parties or that may be linked to or from the Website. Data collected by these third parties is covered by their own privacy policies.

1. Information We Collect

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and services, when you participate in activities on the Website or otherwise when you contact us. Type of Information We Collect:

- Personal Identifiers: Name, email address, mailing address, telephone number, and similar identifiers, including whether you are looking for information for yourself, your relative, your friend or for employment purposes;
- Device and Other Automatic Information: Browsing history, search history, and information regarding your interactions with our Website. For more information, see “Information We Collect Automatically About You” below; and
- Communications, Views, and Opinions: We may record our communications including chat messages via the Website, phone calls, e-mails, SMS and/or text messages, and other written communications, such as when you provide us with feedback or respond to our surveys.

2. How We Collect Your Information

- Information We Collect Directly From You: We may collect Personal Information that you provide to us when you use our Website or interact with us. For example, we may collect information when you browse through the Website, make an information request, or when you otherwise interact with us and provide your information via our Website.

- **Information We Automatically Collect About You:** As with many websites, when you interact with our Website, we may use automatic data collection technologies to collect and log certain information about your equipment, browsing actions, and patterns, including details of your visits to our Website (e.g., traffic data, logs, other communication data, and resources that you access and use on our Website), information about your computer, mobile device, and internet connection (including your operating system, and browser type), and location data, which we collect to ensure you reside in a jurisdiction in which you are eligible for using our Website, to comply with relevant laws, and for fraud prevention purposes. The technologies we use for automatic data collection include cookies (i.e., browser cookies), flash cookies, and web beacons/pixels. For more information, see “Cookies” below.
- **Information We Collect From Other Sources:** We may collect Personal Information about you from our service providers and business partners, including lead generators, and their service providers and contractors. We also may obtain information you have made publicly available, including from websites and online services you use, consumer research platforms, and/or business contact databases.

3. Cookies

- **Cookies and Tracking Technologies:** We may store cookies (e.g., locally stored objects) on your device when you use our Website. These technologies help us speed up your future activities and improve your experience by remembering the information that you have already provided to us. Third parties operating on our behalf may also use these technologies to provide us with anonymous data and information regarding the use of our Website. You may block or delete these technologies from your device. However, by disabling such technologies, you may not have access to the entire set of features of our Website. For more information about cookies, including links to web browser instructions for disabling and managing such technologies, visit <https://optout.networkadvertising.org/>.
- **Cookie Consent and Management:** We use CookieYes to manage cookie consent on our Website. CookieYes allows us to obtain and store your preferences regarding the use of cookies and other tracking technologies. When you visit our Website, you will see a cookie consent banner powered by CookieYes, allowing you to accept or reject non-essential cookies.

You can change or withdraw your consent at any time by accessing the “Cookie Settings” panel available on our Website. This panel allows you to manage your preferences for the following types of cookies:

- **Necessary Cookies:** Required for the basic functionality of our Website and cannot be disabled.
- **Functional Cookies:** Enhance your experience by remembering your preferences.
- **Performance Cookies:** Help us understand how users interact with our Website.
- **Advertising Cookies:** Display relevant advertisements based on your browsing habits.

For more information on CookieYes and its data practices, please visit <https://www.cookieyes.com/privacy-policy/>.

- **Yardi:** We use the Yardi platform as our senior living management software, which stores and processes personal information shared with us by prospective residents of SLHG properties through that platform to run analytics and conduct our operations. By sending us information through our website, you are implicitly agreeing to get notifications about any of our services you have expressed interest in through the Website. To learn more about the Yardi platform and its privacy policies, please visit <https://resources.yardi.com/legal/privacy-statement/>.

- Google Analytics: We use Google Analytics to collect information on your use of our Website. Google Analytics collects information such as how often users visit our Website, what pages they visit, and other websites visited prior to or after coming to this Website. The data collected through these tools is not tied to other Personal Information that we collect about you. To know more about data collected by Google Analytics, visit <https://policies.google.com/privacy>.

You may prevent the use of Google Analytics by disabling cookies as described above. You may also prevent Google Analytics from recording the data generated by the cookie and pertaining to your use of our Website or processing this data, by downloading and installing the browser plug-in available through Google here: <https://tools.google.com/dlpage/gaoptout>

4. How We Use Your Information

We may collect Personal Information for the following purposes:

- Provide our Website and its contents;
- Provide or improve the services requested by you, including in the context of your business relationship with us, and perform our contractual obligations;
- Fulfill or meet the reason you provided the information (e.g., to respond to your request for information);
- Communicate with you about our Website or to provide you with information or marketing materials that may be of interest to you;
- Send you transactional or relationship messages, such as invoices, receipts, customer service responses, and other administrative messages;
- Monitor and analyze trends, usage, and activities in connection with the Website;
- Comply with the law, and protect or defend our interests or the interests of our customers or users of our Website if permitted by law or required to do so by law, court order, or government regulations, or where we believe such action is necessary;
- Help maintain the safety, security, and integrity of our Website, products and services, databases, other technology assets, and business;
- System administration and to monitor the use of our Website;
- Any other purpose disclosed by us when you provide the information or with your consent; and
- Disclose to third parties for the performance of services provided to us, including third-party providers of services related to the operation and management of our Website, or in connection with the administration and support of the activities noted above.

5. With Whom We Disclose Your Information

We may disclose information about you as follows and as otherwise described in this Privacy Policy or at the time of collection:

- With companies and vendors that perform services for us, including email service providers, analytics providers, advertising partners, resident services providers, and other service providers;
- To accountants, auditors, lawyers, and other outside professional advisors to SLHG, subject to appropriate contractual obligations of confidentiality;

- Where required by law, court order, or subpoena if we believe disclosure is in accordance with, or required by, applicable law or legal process or where necessary to prevent, detect, or prosecute criminal offenses or to protect the rights, property, and safety of SLHG or others;
- In connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company;
- Between and among SLHG and our affiliates, subsidiaries, and other companies under common control and ownership; and
- With your consent or at your direction.

We may also process and disclose information to third parties if the information has been de-identified or aggregated in a way so it cannot be used to identify you.

6. How We Protect Your Information

We use reasonable security measures to protect your Personal Information. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the information you supply will not be intercepted while being transmitted to and from us over the Internet.

7. Children

The Website is not directed towards children. We do not knowingly collect Personal Information from children under the age of 13 (or 16 where applicable by law) through the Website. If you are under 13, please do not give us any Personal Information. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children to never provide Personal Information through the Website without their permission. If you have reason to believe that a child under the age of 13 has provided Personal Information to us, please contact us using the methods described in the Section "How to Contact Us," and we will endeavor to delete that information from our databases.

8. Links

The Website may contain content, services, advertising, and other materials that link to external websites. We do not endorse and are not responsible for the content of any such external website. Please refer to the terms of use and privacy policies of the external website for more information.

9. Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Your access of the Website after such change will be deemed acceptance of the new Privacy Policy.

10. How to Contact Us

If you have any questions or concerns about our privacy practices or about exercising your rights, you may send an email to compliance@seniorlivinghospitality.com or call us at 203-374-5611. You may also write to us at 3030 Park Avenue Bridgeport, CT 06604.

11. Other Choices

- **Promotional Emails:** You may opt out of receiving promotional emails from us by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as those about your transactions with us or our ongoing business relations.
- **Marketing Phone Calls/Text Messages:** We may engage in marketing campaigns, which may include phone calls and text messages and postal mail. You are not required to consent to such communications as a condition of using our Website, and you may revoke consent at any time by contacting us via the methods described in Section "How to Contact Us."