

Website Privacy Policy

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Introduction

Radiant Senior Living, Inc. ("**Radiant Senior Living**" or "**We**") respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website radiantseniorliving.com or any other website that links to the policy (the "**Websites**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On the Websites.
- In email, text, and other electronic messages between you and the Websites.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Websites.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Websites. By accessing or using the Websites, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of the Websites after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 18

Our Websites are not intended for children under 18 years of age. No one under age 18 may provide any information to or on the Websites. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on the Websites or through any of its features or provide any information about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at media@radiantseniorliving.com.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Websites, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline ("**personal information**");

- That is about you but individually does not identify you, such as your IP address or geographic location; and/or
- About your internet connection, the equipment you use to access our Websites, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Websites. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, click tracking, and other tracking technologies.

Information You Provide to Us

The information we collect on or through our Websites may include:

- Information that you provide by filling in forms on our Websites. This includes information provided at the time of registering to use our Websites or requesting further services. We may also ask you for information when you report a problem with our Websites.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your search queries on the Websites.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Websites, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Websites, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Websites.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Websites and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Websites according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Websites.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Websites.

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.

- **Web Beacons.** Pages of our the Websites and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Google Analytics.** We use a tool called "Google Analytics" to collect information about use of the Websites. Google Analytics collects information such as how often users visit this Websites, what pages they visit when they do so, and what other sites they used prior to coming to this Websites. We use the information we get from Google Analytics only to improve the Websites. Google Analytics collects only the IP address assigned to you on the date you visit the Websites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit the Websites, the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to the Websites is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Websites and their contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Websites or any products or services we offer or provide though it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own goods and services that may be of interest to you. If you do not want us to use your information in this way, please see [Choices About How We Use and Disclose Your Information](#).

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Radiant Senior Living's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Radiant Senior Living about our Websites' users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use [[INSERT AS LINK TO WEBSITE'S TERMS OF USE](#)] and other agreements.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Radiant Senior Living, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent.
- **Promotional Offers from Radiant Senior Living.** If you do not wish to have your information used by Radiant Senior Living to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to media@radiantseniorliving.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions.

California residents may have additional personal information rights and choices. Please see the Your California Privacy Rights section below for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: media@radiantseniorliving.com. However, please know we DO NOT currently sell data triggering that statute's opt-out requirements.

Your California Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Websites that are California residents to request certain information regarding our disclosure of personal information to

third parties for their direct marketing purposes. However, we DO NOT currently disclose personal information to any third parties for their direct marketing purposes.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Websites. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Websites.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Websites' home pages. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Websites and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

media@radiantseniorliving.com.