

# Privacy Policy

**Effective Date:** October 4, 2025

**Last Updated:** October 4, 2025

## Introduction

Welcome to HospiceConnectDFW (“we,” “our,” or “us”). We provide referral services connecting individuals with hospice agencies in the Dallas-Fort Worth area. We are committed to transparency about how we handle your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website and referral services.

By using HospiceConnectDFW, you agree to the collection and use of information in accordance with this policy.

## Information We Collect

### Personal Information You Provide

When you submit a request through our service, we collect the following information:

- **Contact Information:** Name, email address, phone number, and mailing address
- **Inquiry Information:** General nature of your inquiry and care needs (we do not collect detailed medical information or patient health records)
- **Location Information:** ZIP code or city to match you with agencies in the Dallas-Fort Worth area
- **Additional Details:** Any other information you choose to provide about care needs and preferences

### Automatically Collected Information

We may automatically collect certain information when you visit our website:

- **Usage Data:** Pages viewed, time spent on pages, and navigation patterns
- **Device Information:** IP address, browser type, operating system
- **Cookies and Tracking Technologies:** See our Cookie Policy below

## How We Use Your Information

We use the information we collect for the following purposes:

### Referral Services and Agency Connections

- **Agency Matching:** To identify 2-3 appropriate hospice agencies in the Dallas-Fort Worth area that match your needs

- **Information Sharing:** To share your contact information and care inquiry with matched agencies so they can contact you directly
- **Service Coordination:** To facilitate initial consultations between you and hospice agencies

#### Communication

- **Direct Response:** To respond to your inquiries and provide customer support
- **Service Updates:** To send you information about your connection requests and agency contacts
- **Follow-up:** To check on your experience and gather feedback

#### Business Operations

- **Service Improvement:** To understand how our service is used and improve user experience
- **Quality Assurance:** To monitor agency responses and service quality
- **Business Development:** To establish and maintain relationships with hospice agencies

### How We Share and Monetize Your Information

#### With Hospice Agencies (Primary Service Purpose)

When you submit a request through HospiceConnectDFW, we share your information with hospice agencies to facilitate care connections:

- We share your complete contact information (name, email, phone number, address) and inquiry details with 2-3 selected hospice agencies
- These agencies compensate us for referrals, which enables us to provide this service at no cost to you
- Agencies will contact you directly to discuss hospice care services and options
- You may receive contact from multiple agencies

**Agency Selection Criteria:** - Geographic service area (Dallas-Fort Worth region) - Services offered and specializations - Quality ratings, credentials, and licensing - Availability and capacity to serve new clients - Business relationship with HospiceConnectDFW

#### With Service Providers

We may share information with trusted third-party service providers who assist us in operating our website and delivering our services, including:

- Website hosting and maintenance providers
- Email and communication service providers
- Customer relationship management (CRM) systems

- Payment processing services
- Analytics providers

These providers are contractually obligated to keep your information confidential and use it only for the services they provide to us.

### **With Business Partners**

We may share aggregated or de-identified information (information that does not personally identify you) with business partners for: - Industry analysis and reporting - Marketing and promotional purposes - Business development

### **Legal Requirements**

We may disclose your information if required to do so by law or in response to:

- Valid legal processes (subpoenas, court orders)
- Protection of our rights and property
- Emergency situations involving safety or security
- Compliance with applicable regulations

### **Information Sharing for Referral Services**

**Important Disclosure:** HospiceConnectDFW operates as a referral and lead generation service. Our business model is based on connecting individuals seeking hospice care with qualified hospice agencies:

- We share your contact information and inquiry details with selected hospice agencies to facilitate connections
- Agencies compensate us for these referrals, which enables us to provide this service
- By submitting your information, you consent to this sharing with matched agencies
- Agencies use this information to contact you about their hospice services
- We only share your information with licensed hospice care providers in the Dallas-Fort Worth area

**Note for California Residents:** Under California law (CCPA), this sharing of information may be considered a “sale” of personal information. You have the right to opt out of this sharing. See the “California Privacy Rights” section below for more information.

### **Data Security**

We implement appropriate technical and organizational security measures to protect your personal information, including:

- Encryption of data in transit using SSL/TLS technology
- Secure servers and database encryption

- Access controls limiting who can view your information
- Regular security assessments and updates

However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

## Your Rights and Choices

### How You Consent to Information Sharing

**When you submit your information through our website, you consent to:** - Being matched with 2-3 qualified hospice agencies in the DFW area - Having your contact information and care inquiry shared with these agencies - Being contacted by these agencies to discuss hospice care options

**This is how our free service works.** We connect families with hospice providers. If you do not wish to be connected with hospice agencies, please do not submit your information through our website.

Our service is funded by agencies who value quality referrals, which allows us to offer this service at no cost to families seeking hospice care.

### Access and Correction

You have the right to access and update your personal information. Contact us at the information provided below to request changes.

### Opt-Out Options

**Before Submission:** The best way to protect your privacy is to not submit your information if you don't want to be contacted by hospice agencies.

**After Submission:** Once we have shared your information with agencies: - You can opt out of future communications from HospiceConnectDFW - You must separately opt out with each agency that contacts you - We cannot retrieve information already provided to agencies

To opt out of our communications: - Follow unsubscribe instructions in emails - Contact us directly at the information below - Request removal from future referrals

### Data Deletion

You may request deletion of your information from our systems. However: - We cannot delete information already shared with agencies - We may retain certain information as required by law or for legitimate business purposes - Agencies maintain their own records independently

## **Data Retention**

We retain your personal information:

- In our active database as long as it remains relevant for agency matching
- For up to 2 years after your last interaction with our service
- As required by law or for legitimate business purposes
- Agencies that receive your information maintain their own retention policies

## **Children's Privacy**

HospiceConnectDFW is not intended for use by individuals under the age of 18. We do not knowingly collect personal information from children.

## **Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- Remember your preferences
- Understand how you use our website
- Improve website functionality
- Track referral sources and conversions

You can control cookies through your browser settings, but disabling cookies may affect website functionality.

## **Third-Party Links**

Our website may contain links to third-party websites, including hospice agency websites. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by:

- Posting the new Privacy Policy on this page
- Updating the "Last Updated" date
- Material changes will be prominently displayed on our website

Your continued use of our service after changes constitutes acceptance of the updated policy.

## State-Specific Privacy Rights

### Texas Residents

As a Texas-based service, we are committed to protecting the privacy of Texas residents in accordance with applicable state and federal laws.

### California Residents (CCPA/CPRA)

If you are a California resident who uses our services, you have specific rights under the California Consumer Privacy Act:

**Right to Know:** You can request information about the personal information we collect and how we use it.

**Right to Delete:** You can request deletion of your personal information (subject to certain exceptions).

**Right to Opt-Out:** You have the right to opt out of the sharing of your personal information with hospice agencies. However, please note that opting out will prevent us from providing our referral services to you.

**Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

**Notice:** Under California law, our sharing of your information with hospice agencies may be considered a “sale” or “sharing” of personal information. You can opt out by contacting us at [donotsell@hospiceconnectdfw.com](mailto:donotsell@hospiceconnectdfw.com).

### Other States

Residents of other states with comprehensive privacy laws (Virginia, Colorado, Connecticut, Utah, etc.) may have similar rights. Contact us to exercise these rights.

## Notice Regarding Information Sharing and Opt-Out Rights

### Understanding Our Service Model

HospiceConnectDFW is a referral service. The core function of our service is to share your information with hospice agencies. **Without sharing your information, we cannot provide our service to you.**

### Your Opt-Out Rights

Under certain state privacy laws (including California’s CCPA), you have the right to opt out of the sharing of your personal information.

**Important:** - If you opt out **before** submitting your information: Simply do not submit the form on our website - If you opt out **after** submitting your information: We will stop any future sharing, but we cannot retrieve information

already provided to agencies - Opting out means we cannot connect you with hospice agencies or provide any referral services

### **How to Exercise Your Opt-Out Rights**

**Before you submit:** The best way to opt out is to simply not submit your information through our website.

**After you submit:** If you wish to opt out after submission, contact us: - Email: support@hospiceconnectdfw.com

We will process your request within 15 days. Please note that we cannot recall information already shared with agencies, and those agencies operate under their own privacy policies.

### **Special Note for California Residents**

Under California law (CCPA), our sharing of your information with hospice agencies may be considered a “sale” of personal information. You have the right to opt out at any time, but this will prevent us from providing our referral services to you.

We do not knowingly collect or share personal information of individuals under 18 years of age.

### **Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

**HospiceConnectDFW**

Email: support@hospiceconnectdfw.com

**Response Time:** We will respond to your inquiry within 33-4 Business days.

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## **Healthcare Privacy Notice**

**Important:** HospiceConnectDFW is a referral and lead generation service. We collect basic contact information to connect you with hospice agencies but do not collect detailed patient medical information or health records.

The hospice agencies you are connected with are healthcare providers and may be subject to HIPAA and other healthcare privacy regulations. Once an agency contacts you and begins providing healthcare services or collecting medical information, their own privacy practices and Notice of Privacy Practices will govern how they handle your health information.

We recommend reviewing each agency’s privacy policies when they contact you.

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## **Acknowledgment**

By using HospiceConnectDFW and submitting your information, you acknowledge that: - You have read and understood this Privacy Policy - You consent to the collection, use, and sale/sharing of your information as described - You understand that your information will be provided to hospice agencies who will contact you - You are at least 18 years of age or have parental/guardian consent

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*Thank you for using HospiceConnectDFW to find compassionate hospice care in the Dallas-Fort Worth area.*