

Privacy Policy

We at Solera Senior Living take your online privacy very seriously. This Online Privacy Policy applies to information that Solera Senior Living ("Solera," "we" or "us") may gather as a result of your own browsing when you visit our website, www.soleraseniorliving.com (the "site"). We have designed this website, to help current residents, prospective residents, and their families make decisions regarding options for senior living and senior care.

In this document, you will find how Solera gathers, tracks and uses information, and what we are doing to ensure your private information remains secured. Solera gathers this information for several reasons;

- To personalize your experience and ensure that the information is tailored to your needs
- To improve our website as we continually strive to improve our website based on the feedback we receive and the information we gather
- To improve customer service and allow us to continuously grow to meet your needs efficiently
- To send periodic emails to the email address you provide through our Contact Us form. We will only use that email address to send you information that you request and to add you to our mailing list/newsletter
- Monitor and analyze trends, usage, and activities of visitors to, and users of, the Site
- Maintain records of our transactions and communications
- Comply with applicable laws, regulations, or legal process as well as industry standards and our company policies
- Prevent, investigate, identify, or take any other action with regard to any suspected or actual fraudulent or illegal activity or any activity that violates our policies; or
- For any other purpose, with your consent

This privacy policy does not apply to information we may collect from you offline or in person. For our residents and their families, please see our privacy policies received as part of your move-in documents.

Information Collections and why we collect it

We gather information that you provide directly to us throughout the site when you fill out certain forms, such as **Schedule a Tour**, **Apply for a Job** or **Contact Us**. We collect potential personally identifying information you provide such as but not limited to email addresses, postal address, phone numbers and name. When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

We also may collect information relating to your use of our Site through various technologies and automated data collection tools, such as cookies (described below). For example, when you visit our Site, we may log certain information that your browser sends us, such as your IP address, device identifier, browser characteristics, language preferences, access time, and referring website addresses. If you received or responded to our digital advertisements, we may use these technologies to determine whether you opened an email or clicked on a link contained in an email.

Information We Obtain From Other Sources

We also may obtain information about you from third parties, such as demographic or marketing firms, and combine it with information we collect about you through the Site. This combined information may be used to help us improve the accuracy and completeness of our records, and to help us better tailor our interactions with you.

Cookies

A “cookie” is a small data file stored by your web browser on your device that identifies your computer. Cookies may be used for a variety of purposes, including to measure website usage and effectiveness and to allow for ease of navigation or use. For example, cookies may be used to recognize a user’s device and associate it with profile information or user preferences or track the pages a user clicks on while visiting the website. Most web browsers accept cookies by default, but you may be able to adjust your browser settings to turn off cookies or to notify you before you receive a cookie, giving you the chance to decide whether to accept it or not. Please note that certain features of the Site may not be available if cookies are disabled, and disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out. If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. We do not use cookies to identify specific individuals, nor do we share personalized information gathered from your cookies with any third parties.

Information about your use of this Site and other websites may be collected across time, devices, and websites for various purposes, including to associate different devices you use and to deliver relevant and/or retargeted content.

Analytics

We also may use third-party web analytics services, such as Google Analytics. These service providers help us understand our audience and analyze how visitors use the Site. These tools will use cookies to track visitor interactions. These cookies and data collected from them will help us compile reports and information to improve visitor usage and search engine rankings. Each tool, including using cookies, will have its own method for allowing you to opt out of its data collection efforts.

Please contact us at the email below for more specific information about the search engine optimization tools that we utilize.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website. This Online Privacy Policy applies solely to information collected through this Site. Solera Senior Living is not responsible for the privacy practices or content of any linked websites that we do not control.

Who we share your data with

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect our rights or the rights of others. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Information Security

Solera Senior Living implements appropriate physical, administrative, and technical safeguards to help us protect personally identifiable information collected through the Site. Although we use reasonable efforts to safeguard information, transmission via the Internet is not completely secure and we cannot guarantee the security of your information collected through the Site.

Children's Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act). The Site is not intended for children, nor is it targeted to children under the age of thirteen (13). We do not knowingly collect personal information from children under the age of 13 through the Site, and if we learn that we have received information from a visitor under the age of 13, we will delete such information in accordance with applicable law.

What Rights You Have Over Your Data

By using our site, you consent to our privacy policy. You may unsubscribe from receiving promotional emails from us by following the “unsubscribe” instructions provided in those email communications. Please note that even if you opt out of receiving promotional communications from us, we may continue to send you non-promotional emails, such as communications regarding our ongoing relationship with you.

Many web browsers provide options to allow you to stop accepting new cookies, or to disable existing cookies. Please be aware that if you disable cookies on your device, you may not be able to use certain features of the Site or other websites. In addition, disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out.

You can request access to your personal information (if any) that we keep on record and we will provide you with access to such personal information. There is no fee for requesting access to your personal information, but we may require you to verify your identity before granting you access to such information. Please contact us at the email or phone number below to make requests regarding your personal information, or to designate an authorized agent to make such requests on your behalf.

Changes to this Online Privacy Policy

Solera Senior Living reserves the right to change or restate this Online Privacy Policy, which may be amended from time to time. If we make changes, we will notify you by revising the date at the top of this page. We encourage you to review this Online Privacy Policy whenever you visit the Site to stay informed about our information practices. Use of this Site following such revisions constitutes your acceptance of the revised Privacy Policy then in effect.

Contact Us

If you have a question about this Privacy Policy or about Solera Senior Living’s information practices, you may email us at liveexceptional@soleraseniorliving.com. You also may contact us at:

Solera Senior Living
Attention: Privacy Inquiry
2000 S. Colorado Blvd. Tower 1
Suite 2000
Denver, CO 80222

Depending on the nature of your inquiry, we may ask you for certain information to verify your identity or to provide other details to help us to respond to your request.

