

Introduction

Welcome to the <http://www.seniorhousingmanagement.com> website. This site is comprised of various affiliated web sites (collectively the "Site") owned, operated, and managed by Senior Housing Management ("SHM" or "we" or "us") and certain authorized 3rd party vendors. We are committed to protecting your privacy. We have established this privacy policy and terms of use and are providing it to you so that you can understand the manner in which we collect and use your information and the efforts we use to protect it along with the governing terms for this Site. Please note that this policy is for this Site and does not apply to 3rd party advertisers or 3rd party websites linked from our Site. All SHM owned and operated Assisted Living websites that can be accessed from this Site are subject to the same terms of use along with posted terms and policies. Please check the privacy policies on those websites for more information.

Personal Information Collected

We recognize the need for consumers to control the use and management of personal information. By personal information we mean information that can be used to identify or contact an individual. This may include, but is not limited to, first and last name, a physical address, a phone number, an email address, credit card number, social security number, date of birth, or driver's license number. We may collect this information that you provide to us in optional, voluntary submissions, such as in requests for customer service or when processing online payments.

Interest Based Advertising and IP Targeting

We may work with data providers to serve advertising to you through display media or other methods. These providers may use personal information that we have collected or that you have provided to locate you online, such as when you visit or log in to websites or mobile applications. This information may be linked to online identifiers or IP addresses assigned to you, and to demographic or interest-based data, in order to target you with relevant advertising, including about our products or services. To learn more about or to opt-out of this and other interest-based advertising, please visit the industry opt-out pages operated by the DAA, at <http://www.aboutads.info> and by the NAI at <http://networkadvertising.org>.

Personal Information Use

We use personal information provided by you so that we can provide you with the information or service you may request. We reserve the right to transfer the information to the assisted living community promoted on this Site or their employees or agents; to the property owners of the communities promoted on this site or their employees or agents; or to our employees, our agents or service providers. We may also periodically send you notifications concerning information about our services or availabilities. Any such notification will include instructions for opting out of future mailings. We will not sell or trade your information to unrelated third parties.

Automatic Information Collected

Our Site makes use of various technologies to collect information about types and versions of internet browsers used when accessing our Site. This information, and information about internet IP addresses, as well as date and time web pages are visited are stored in various security and traffic logs. These logs may be reviewed, using statistical analysis, in an effort to track and predict traffic patterns and estimate resource needs.

Supplemental Technologies

Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Confidentiality and Security

We take reasonable steps to ensure that your information is protected. Internally, we limit access to your information to those employees or agents who have reasonable need to use the information to provide information or services to you, or to perform their jobs. Personal information may be disclosed when required by a court order, current judicial proceeding, warrant, or any other equivalent legal matter.

TERMS & CONDITIONS

The following terms and conditions ("Terms of Use") govern your access to and use of this Site, including any content and services offered on or through this website (the "Website" or the "Site"). By using the Site, you accept and agree to follow these Terms of Use. If you do not agree to these Terms of Use, you must not access or use the Site. SHM reserves the right to modify these Terms of Use at any time and without notice.

Electronic Transactions

By clicking "Submit" or "Accept" on any step of a transaction within this Site, you agree to conduct such transaction by electronic means. You agree to enter the requested information electronically via the Internet, and to be notified regarding any transaction electronically through the email address you have provided. You are solely responsible for ensuring the completeness and accuracy of the information you enter, and you hereby agree to defend, indemnify and hold harmless Senior Housing Management, Senior Housing Companies, Senior Housing Healthcare, any Owners' Association, their affiliates, licensors and service providers, and its and their respective officers, directors, employees, contractors, agents, licensors, suppliers, successors and assigns from and against any claims, liabilities, damages, judgments, awards, losses, costs, expenses or fees (including reasonable attorneys' fees) arising out of or relating to the information you enter. You understand that electronically signed documents have the same legal effect as hard copies with ink signatures. You understand that you may refuse to

conduct other electronic transactions in the future. Your transaction is subject to these Terms and conditions, which are agreed upon when you proceed with your transaction. By making your payment and providing the information needed to process your checking, savings account or credit card account, you acknowledge that you have read and understand the Terms and conditions contained herein.

Unauthorized Use of Passwords

All instructions transmitted by or received from anyone presenting your password or other credentials on the Site or a third-party payment site you are directed to from the Site are binding to you. You agree that you are solely responsible for all transactions or acts that are validated through use of your password or other credentials, whether or not made with your knowledge or authority. You agree to guard your password or other credentials carefully, with the full awareness that a failure to keep it secure will enable others to engage in transactions through the Site for which you will be legally responsible. If you ever suspect that someone may have obtained access to your password or any other credential that does not have authority to act on your behalf, please contact SHM and the third-party payment site immediately. SHM and any third-party payment site that you may be directed to by the Site have no liability for transactions initiated under your password without your authorization.

Accuracy and Reliance on Website Information

The information presented on or through the Website is made available solely for general information purposes. Projections, financial or otherwise, are subject to change and are in no way a legal statement of fact. We do not warrant the accuracy or completeness of this information, and disclaim all liability and responsibility arising from any reliance on such information.

Proprietary Rights

All rights, title, and interest in this Site and the various web sites affiliated with and managed by Senior Housing Management and any content contained herein is the exclusive property of Senior Housing Management, except as otherwise stated.

This Website features logos, brand identities and other trademarks and service marks (collectively, the "Marks") that are the property of or are licensed to SHM. You must not use or display the Marks without the prior written permission of SHM. All other names, logos, product and service names, designs and slogans on this Website are the trademarks of their respective owners. Unless otherwise noted, the graphic images, buttons and text contained in this Website are the exclusive property of SHM.

Pursuant to Section 512(c)(2) of the Copyright Act, Senior Housing Management designates that all notifications of claimed, or potential future, infringement should be sent to the contact located at the bottom of this page.

Other

Photography may not represent current amenities and conditions. Amenities, features, and services may vary and are subject to change without notice. Certain services and amenities may have fees associated with them. Renderings, photographs, floor plans, amenities, upgrades and other information described are representational only, and all features and amenities are subject to change at the owner's sole discretion, without notice. Certain services and amenities may have fees associated with them. Room dimensions and square footages are approximate and may vary depending how they are measured. Residents who are concerned with more exact dimensions and square footages are encouraged to take their own measurements before entering into an occupancy agreement. Locations and layouts may vary.

History

The Terms of Use and Privacy Policy were established for this Site on March 25, 2019. We reserve the right to periodically make changes to the policy, without notice, to reflect additions or changes to our practices. You may review the current policy at any time by returning to this web page. This policy was last changed on March 25, 2019.

Contact

Please direct all privacy related questions and concerns to the following address:

*Senior Housing Management,
208 35th St. Dr. SE, Suite 500
Cedar Rapids, IA 50403*