

Privacy Policy

Last Updated: October 27, 2024

Our Commitment To Privacy

This Ikigai Home Healthcare Privacy Policy explains our practices, defines our users' ("you" or "your") privacy options and describes how your information is collected and used by Ikigai Home Healthcare, LLP ("we," "us," "our," or "Ikigai Home Healthcare"). Ikigai Home Healthcare knows that your privacy is important to you, and we work hard to earn and keep your trust.

Scope Of This Policy

This Privacy Policy (“Policy”), along with our Terms of Use which are hereby incorporated by reference, governs your use of the Ikigai Home Healthcare websites at [ikigaihomehealthcare.com](https://www.ikigaihomehealthcare.com), www.facebook.com/ikigaihomehealthcare, x.com/ikigaihomehealthcare, www.instagram.com/ikigaihomehealthcare, and www.youtube.com/ikigaihomehealthcare (the “Sites”) This Policy does not apply to any protected health information subject to the Health Insurance Portability and Accountability Act and its implementing regulations at 45 C.F.R. Parts 160 and 164 (“HIPAA”).

Your Consent To This Policy

By using the Sites, you are consenting to the collection, use and disclosure of your information as described in this Policy. IF YOU DO NOT CONSENT TO THE COLLECTION, USE AND DISCLOSURE OF YOUR INFORMATION AS SET FORTH IN THIS POLICY YOU MAY NOT USE THE SITES.

Changes To This Policy

As we add new features and functionality to the Sites, we may need to update or revise this Policy. We reserve the right to do so, at any time and without prior notice, by posting the revised version on the Sites. These changes will be effective as of the date we post the revised version on the Sites. Your use of the Sites

following any such change constitutes your consent to the terms of the revised Policy. For this reason, it is important to review this Policy regularly. You may access the current version of this Policy at any time by clicking on the link marked “Privacy Policy” at the bottom of each page of the Sites. For your convenience, we post the effective date of this Policy at the top of this page, so that you can see at a glance whether this Policy has changed since your last visit.

Links To Other Websites

The Sites may contain hyperlinks to websites operated by third parties. We do not control such websites and will not be responsible for their

content or for any breach of contract or any intentional or negligent action on the part of such third parties, which results in any loss, damage, delay or injury to you or your companions.

Inclusion of any linked website on the Sites does not imply or constitute approval or endorsement of the linked website by us. If you decide to leave the Sites to access these third-party sites, you do so at your own risk. All rules, policies (including privacy policies) and operating procedures of websites operated by third parties will apply to you while on such sites. We are not responsible for information provided by you to third parties.

Privacy Notices

This Policy may be supplemented or amended from time to time by “privacy notices” posted on the Sites. These privacy notices provide a level of detail that we cannot provide in this more general description of our privacy practices. For example, certain pages of the Sites contain privacy notices providing details about the information we collect on those pages, why we need that information, and choices you may have about the ways we use that information.

Special Features And Password-Protected Areas Of The Sites

When you sign up to use a special feature or password-protected area on one of the Sites, you may be asked to agree to special terms

governing your use of the special feature or password-protected area. In such cases, you will be asked to expressly consent to the special terms, for example, by checking a box or clicking on a button marked “I agree.” This type of agreement is known as a “click-through” agreement. If any of the terms of the click-through agreement are different than the terms of this Policy, the terms of the click-through agreement will supplement or amend this Policy, but only with respect to the matters governed by the “click-through agreement.”

You are responsible for maintaining the confidentiality of your passwords. We have the right to assume that anyone accessing the Sites

using a password assigned to you has the right to do so. You will be solely responsible for the activities of anyone accessing the Sites using a password assigned to you, even if the individual is not, in fact authorized by you. If you have reason to believe that your password has been compromised or used without authorization, you must promptly change it using the functionality provided on the Sites.

Information We Collect Through The Sites

Information You Provide. We collect the information you knowingly and voluntarily provide (using your mouse and keyboard) when

you use the Sites. This may include information such as:

- **Your name, email address, phone number, and physical address;**
- **Information about how you heard about Ikigai Home Healthcare;**
- **Services that you are interested in;**
- **Information about your interest in Ikigai Home Healthcare; and**
- **Questions or comments you may have about Ikigai Home Healthcare or our services.**

Your information may be used by Ikigai Home Healthcare, and our affiliates and our third-party service providers or other partners for internal research purposes and may be compiled as part

of our internal database system. In addition, we may send correspondence to or contact you using the e-mail, street address and/or phone number (including text messages) you provide to us. We may contact you to provide newsletters, promotional offers, information on new features and services that we provide, Site updates, responses to your e-mails, inquiries, comments and opinions, surveys, and technical support. In certain instances you will have an opportunity to limit these uses at the time your Personal Information is collected. You also may limit the contacts you receive by following the instructions in the “Opt-Out” Section below.

We will retain and use your information for as long as your account is active, as needed for the Network to provide you services, or as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Ikigai Home Healthcare Assessment Form. We may collect information about your home care needs through the Ikigai Home Healthcare Assessment Form that we perform through an on-site, in person visit to your home. This may include information such as:

- **The person needing care;**
- **Why the person needs care;**
- **The amount of services needed; and**
- **The services you need help with.**

Any and all information collected in the Ikigai Home Healthcare Assessment Form will be subject to and governed by HIPAA. We do not share the information you provide through the Ikigai Home Healthcare Assessment Form. If you choose to provide your contact information, a Ikigai Home Healthcare provider will contact you regarding your home care needs. By accessing the Ikigai Home Healthcare Assessment Form, you agree to be bound by these Terms. If you are using the Ikigai Home Healthcare Assessment Form, on behalf of another, then you are agreeing to these Terms on behalf of the other and you represent and warrant that you have authority to bind the other to these Terms.

Information Sent to Us by Your Web

Browser. We may also collect general information about your technology interface or preferences. This information typically includes your IP address, the name and version of your operating system, the name and version of your browser, the date and time of your visit, the address of the site you were visiting before you accessed one of the Sites, and the pages you visit. Please check your browser if you want to learn what information your browser sends or how to change your settings. This information does not identify you personally. Generally, we use this information to improve the Sites and make them more compatible with the technology used by our visitors. In most cases, we do not

link the information sent by your browser to information that identifies you personally. We do, however, review our server logs, which contain visitors' IP addresses, for security purposes, such as detecting intrusions into our network. If we suspect criminal activity, we may share our server logs with the appropriate investigative authorities who could use that information to trace and identify individuals.

Cookies and Similar Technologies. We use “cookies” and other web technologies to collect information and support certain features of the Sites. For example, we may use these technologies to:

- **Collect information about the ways visitors use the Sites (for example, which pages they visit, which links they use, and how long they stay on each page);**
- **Manage and determine the effectiveness of our advertising campaigns;**
- **Support the features and functionality of the Sites (for example, to save you the trouble of reentering information already in our database); and**
- **Personalize your experience when you use the Sites.**

Generally, the information we collect using these web technologies does not identify you personally. If, however, you have created a user identity, for example, by subscribing to our e-Newsletter, we may link the information we

collect using cookies and other web technologies to other information that identifies you personally.

If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. You may also delete our cookies as soon as you leave the Sites. Although you are not required to accept our cookies when you visit the Sites, if you set your browser to reject cookies, you will not be able to use all of the features and functionality of the Sites.

Children Under The Age Of 13

Ikigai Home Healthcare recognizes the importance of protecting the privacy of children. The Sites are not designed for children and we do not knowingly collect any personal information from children under the age of thirteen years. When a user discloses personal information on the Sites, the user is representing to us that he or she is an adult. If a child has provided us with personally identifiable information, we ask that a parent or guardian call our Consumer Care Line at 877-245-4424, and we will do our best to delete the child's information from our records.

How We Use Information Collected Through The Sites

We collect information about you in order to provide you with services and products and also collect information that is necessary for the Sites to work properly. We use personal information about our users for a variety of purposes related to our business, including but not limited to:

- **Providing the information and services you request;**
- **Contacting you with information and offers we believe will be of interest to you;**
- **Inviting you to participate in surveys and provide feedback to us;**
- **Providing you with a personalized experience when you use the Sites;**

- **Providing you with effective customer service;**
- **Better understanding your needs and interests;**
- **Improving the content, functionality and usability of the Sites;**
- **Improving our products and services;**
- **Improving our marketing and promotional efforts; and**
- **For any other purpose identified in an applicable Privacy Notice or other agreement between Ikigai Home Healthcare and you.**

Ikigai Home Healthcare may provide you with related informational and transactional information by phone, email or SMS messaging (text). These communications may contain

maintenance information, appointment schedules or other reminders. You can select your preferred methods of communication for this information. For marketing and offers we believe to be of interest to you, you can unsubscribe from such emails and reply STOP at any time to cease such marketing texts.

How We Share Your Information

We may share your information with any subsidiaries, assigns or successors.

For purposes of texting, we do not share your mobile phone number or your consent to SMS / texting with third parties seeking to market to you.

Service Providers. We may share personal information with companies and organizations that perform services on our behalf, for example, companies that provide support services to us (such as web hosting services) or that help us market our products and services (such as third-party e-mail marketing companies). These third parties are required by contract to use the personal information we share with them only to perform services on our behalf and to treat your personal information as strictly confidential.

Compliance With Laws and Protection of Our Rights and the Rights of Others. We may disclose personal information when we, in good faith, believe disclosure is appropriate to comply

with the law, an administrative investigation or inquiry, a court order or a subpoena. We may also share personal information to prevent or investigate a possible crime, such as fraud or identity theft; to enforce a contract, or to protect our own rights or property or the rights, property or safety of our users or others.

Aggregate Information. We may share information, in the aggregate, regarding your online browsing preferences with our franchisees and other companies to evaluate our products or allow third parties we work with to better serve our users. These statistics do not identify you personally.

As Described in a Privacy Notice. We may share your personal information as described in any Privacy Notice posted on the Web page (or area) where you provide that information. By providing your personal information on that Web page you will be consenting to the disclosure of your personal information as described in that Privacy Notice.

As Described in a Click-Through Agreement. We may share your personal information as described in any click-through agreement to which you have agreed.

Business Transfers

We may disclose or transfer your personal information to any third party that has acquired the stock or assets of Ikigai Home Healthcare or one of our businesses, for example, as the result of a sale, merger, reorganization or liquidation. If such a transfer occurs, the acquiring company's use of your personal information will still be subject to this Policy and the privacy preferences you have expressed to us.

Behavioral Advertising

We may also use third-party vendors, such as Google Analytics, to advertise to our users online. These third-party vendors may display Ikigai Home Healthcare product advertisements on other websites based on your internet usage.

More specifically, these vendors use first-party cookies (such as the Google Analytic cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to the Sites or another site affiliated with Ikigai Home Healthcare products or services. Any information that these third parties collect via cookies is not linked to any personally identifiable information (name, address, email address, or phone number) we collect or you provide on the Sites. You can opt-out of Google Analytics for Display Advertising by using Google's Ads Settings.

How We Protect Your Information

We take commercially reasonable precautions to provide a level of security appropriate to the sensitivity of the personal information we collect and maintain administrative, physical and technical safeguards for all user information collected. Although we use commercially reasonable measures to help protect your personal information against unauthorized use or disclosure, we cannot guarantee the security of information provided over the internet or stored in our databases.

How To Limit The Information Collected Through The Sites

By providing information to us or using the Sites, you are consenting to our use of your data as

outlined in this Privacy Policy. While we work hard to use and disclose our users' personal information only for the purposes identified above, we respect your right to make choices about the ways we collect, use and disclose your personal information. In most cases, we will ask you to indicate your choices at the time we collect your personal information. We also include an "opt-out" link in any promotional email we send you, so that you can inform us that you do not wish to receive such communications from us in the future.

If, at any time, you wish to be removed from our mailing lists, please let us know by sending an email to [**privacy@ikigaihomehealthcare.com**](mailto:privacy@ikigaihomehealthcare.com),

or writing to us at Ikigai Home Healthcare, Attn: Privacy Coordinator, 108 Straube Center Blvd, Suite I-2E, Pennington, NJ 08534. Be sure to provide the information we will need to find you on our lists. Please give us a reasonable amount of time to remove your contact information from our lists.

You may limit the collection of “cookies” through your browser settings as described in the “Cookies and Similar Technologies” section. However, this may disable our ability to provide you with the most relevant products or information regarding the Sites.

You may limit the ability of Google Analytics to track your online activity, as outlined in the “Behavioral Advertising” section.

How To Access, Update Or Correct Your Information

If you wish to access, update or correct your personal information, please send an email to **privacy@ikigaihomehealthcare.com**, or write to us at Ikigai Home Healthcare Attn: Privacy Coordinator, 108 Straube Center Blvd, Suite I-2E, Pennington, NJ 08534. We will respond to you within a reasonable time and within the time limits established by applicable law. We may ask you for additional information to verify your identity. In most cases, we will

provide access to and correct or delete any inaccurate information you discover. In some cases, however, we may limit or deny your request if the law permits or requires us to do so or if we are unable to verify your identity.

Governing Law

Ikigai Home Healthcare is a United States limited liability partnership. We control and operate the Sites from within the United States. This Policy and our online privacy practices are governed by the State of New Jersey, United States of America without regard to its conflicts of law provisions. By submitting your personal information to the Sites, you consent to the transfer of your personal information to any

country and its use and disclosure in accordance with U.S. federal and New Jersey law and with this Privacy Policy.

This English-language version of the Policy is Ikigai Home Healthcare official statement of its online privacy practices. In case of any inconsistency between this English-language privacy policy and its translation into another language, this English-language document shall control.

Your California Privacy Rights

If you are a California resident, you may have certain rights under the California Consumer

Privacy Act and other data protection laws,
including:

- **The right to know the sources of your personal information we have collected in the last twelve months, what we use that information for, whether it is being disclosed or sold, and to whom it is being disclosed or sold.**
- **The right to “opt-out” of Ikigai Home Healthcare’s sale of your personal information to any third parties.**
- **The right, with some exceptions, to have your personal information deleted from Ikigai Home Healthcare’s possession or control.**

- **The right to receive equal service and pricing from Ikigai Home Healthcare even if you exercise any of your privacy rights.**

You may submit requests for access or erasure of your personal information by calling toll-free (within the U.S. only) 1-877-245-4424 or emailing privacy@ikigaihomehealthcare.com. If you submit a request for access or erasure of personal information, you will be required to verify your identity by answering certain questions. We will not disclose or delete any information until your identity is verified.

If you are making a request for erasure, we will ask you to confirm again that you want us to delete your personal information before processing your deletion request.

If you are making a request for access, we may not be able to provide specific pieces of personal information if the disclosure creates a substantial, articulable, and unreasonable risk to the security of your personal information, your account with us, our network or the Sites.

You may designate an authorized agent to submit a request on your behalf by providing that agent with your written permission. If an agent makes a request on your behalf, we may still ask that you verify your identity directly with us before we can honor the request.

Agents making requests on behalf of California residents must verify the request by submitting written authorization from the individual. We will

not honor any requests from agents until authorization is verified.

Our response to a request is at no cost to you. We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period in writing.

If you are under 18 years old, a California resident, and a registered user of any Site where this policy is posted, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. To make such a request, please send an email with a

detailed description of the specific content or information

to privacy@ikigaihomehealthcare.com . Your request does not ensure complete or comprehensive removal of what you have posted and the law may not require or allow removal even if requested.

California Civil Code § 1798.83 permits users that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us

at **privacy@ikigaihomehealthcare.com** or by writing us at Ikigai Home Healthcare , Attn:

Privacy Coordinator, 108 Straube Center Blvd,
Suite I-2E, Pennington, NJ 08534. You can also
call us at 1-877-245-4424.

DO NOT TRACK SIGNALS

The Sites do not respond to Do Not Track signals from your browser at this time due to the lack of a neutral and consistent industry standard. The Sites do not collect personal information about your online activities over time and across third party websites or services. We are not responsible for third-parties response to Do Not Track signals. You should check third party privacy policies to determine how they respond to Do Not Track Signals.

Questions

Ikigai Home Healthcare is committed to providing the information you need to make informed choices about the ways you use the Sites and the personal information you share with us. If you have any questions about this Policy or our privacy practices, please contact us by email

at **privacy@ikigaihomehealthcare.com** or by calling us at 1-877-245-4424 or by writing to us at Ikigai Home Healthcare, Attn: Privacy Coordinator, 108 Straube Center Blvd, Suite I-2E, Pennington, NJ 08534.

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