

# Privacy Policy

Effective Date: 12/05/2025

This Privacy Policy explains how The Home Advocate Group ("we," "our," or "us") collects, uses, and protects your information when you visit our website or interact with our services.

## 1. Information We Collect

Personal Information:

- Name
- Email address
- Phone number
- Any information submitted through contact forms or service requests

Automatically Collected Information:

- IP address
- Browser type and device information
- Pages visited and usage data

SMS & Phone Number Collection:

If you provide your phone number, you may receive:

- Service-related updates
- Appointment confirmations
- Customer support messages
- Marketing or promotional messages (only with your explicit consent)

## 2. How We Use Your Information

We use the collected information to:

- Provide and improve our services
- Respond to inquiries and customer requests
- Send appointment updates or service notifications
- Deliver marketing communications (with consent)

- Analyze website performance and user experience
- Maintain internal business records

### **3. Phone Number & Consent Protection**

**The Home Advocate Group will never share, sell, trade, or transfer your phone number or messaging consent to any third-party providers.**

**Your phone number is used solely for communication between you and The Home Advocate Group.**

This applies to:

- SMS marketing opt-ins
- Service-related text messages
- Customer support communications
- Any form of consent you provide for messaging

Your phone number remains strictly confidential within our organization.

### **4. Information Sharing**

We may share information only in the following situations:

- With trusted service providers who help operate our website or systems (and only if necessary)
- To comply with legal obligations
- To protect our rights or prevent fraud

We do NOT share phone numbers, messaging consent, or personal contact information with any third parties for marketing, advertising, or sales purposes.

### **5. Cookies & Tracking Technologies**

We may use cookies to improve website functionality, measure performance, and understand user behavior. You may disable cookies in your browser at any time.

### **6. Data Security**

We take reasonable and appropriate measures to protect your information from unauthorized access, disclosure, or misuse.

### **7. Your Rights**

Depending on your location, you may have the right to:

- Access the personal information we hold about you

- Request corrections or deletions
- Opt out of marketing communications
- Withdraw SMS or phone-based consent at any time

To exercise these rights, contact us at the email below.

#### **8. Third-Party Links**

Our website may contain links to other websites. We are not responsible for the privacy practices of external sites.

#### **9. Updates to This Policy**

We may update this Privacy Policy occasionally. Changes will be posted on this page with an updated effective date.

#### **10. Contact Us**

For questions about this Privacy Policy or your personal data, contact: **713 - 496 - 2835**