

Privacy Policy

This section contains privacy information regarding online privacy issues and regarding health information.

Affinity Health Services uses its best efforts to respect the privacy of online visitors, and to handle information that you may provide to us in a safe and responsible manner.

This Privacy Policy explains why we collect particular information and how we will protect your personal privacy within our Web site. The following discloses our information gathering and dissemination practices for the Web site located at the URL www.affinityhealthnc.com.

Because we want to demonstrate our commitment to your privacy, this Privacy Policy notifies you of:

1. What personally identifiable information of yours is collected through the Site;
2. Who collects such information;
3. How such information is used;
4. With whom your information may be shared;
5. What choices you have regarding collection, use and distribution of your information;
6. What kind of security procedures are in place to protect the loss, misuse or alteration of information under our control; and
7. How you can correct any inaccuracies in your information.

What Information we collect and how we use that information: We collect personal information when you voluntarily provide it in the course of interacting with our site. Our registration form asks for name and e-mail address, and may also ask users to give us contact information, format preference (HTML vs. Text), address, interests, and similar information. We do not request or store sensitive information from our visitors, such as credit card or social security numbers.

If you provide your e-mail address and you do not want to receive e-mail from us in the future, please let us know by sending an e-mail or calling 410-770-9930 or changing your personal profile. We do not share e-mail addresses with other organizations.

If you provide your postal address to us online, you may receive periodic newsletters or mailings from us with information on new services or upcoming events. If do not wish to receive mailings from us, please let us know by sending us an e-mail at info@affinityhealthnc.com updating your personal profile.

Internet Protocol Address

We collect an IP address from visitors to our Site. An IP address is a number that is automatically assigned to your computer when you use the Internet. We may use this information to analyze traffic at our site and to deliver customized, personalized content. IP addresses are not linked to personally identifiable information.

Use of “Cookies”

Our Site may use cookies to help you use our site more efficiently. Cookies are pieces of information that a Web site may store on your computer. Cookies can recognize your name when you return and can remember your password and personal preferences. If you choose to have your browser refuse Cookies, it is possible that some areas of our Site will not function properly when you view them.

Security

All information provided to Affinity Health Services is transmitted using SSL (Secure Socket Layer) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us. We also protect account information by placing it on a secure portion of our Site that is only accessible by certain qualified employees of Affinity Health Services. While we strive to protect your information, we cannot ensure or warrant the security of such information.

Other Web Sites

Our Site contains links to other Web sites that we believe you will find useful. Please note that when you click on one of these links, you are entering another Web site for which Affinity Health Services has no responsibility. We encourage you to read the privacy statements on all sites as their policies may be different than ours.

Other Privacy Issues

We protect medical and health information of our residents according to HIPAA guidelines. Check our HIPAA Privacy Notice, which follows.

Contacting the Web Site

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, you can contact: Affinity Health Services PO Box 2058 Garner NC 27529.

Affinity Health Services reserves the right to change this Privacy Policy at any time simply by posting such changes on our Site. Any such change will be effective immediately upon posting.

HIPAA Privacy Notice — Uses and Disclosures of Health Information

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

THIS NOTICE GIVES YOU INFORMATION REQUIRED BY LAW about the duties and privacy practices of the Affinity Health Services to protect the privacy of your health information.

Affinity Health Services may obtain your or your representative's consent to use and disclose health information about you for your treatment, payment for care and health care operations. Although federal law does not require consent for these purposes, there are circumstances under state law which may require consent.

For other purposes, Affinity Health Services may request a separate signed authorization to permit use and disclosure of protected health information. Examples of when an authorization will be required for use and disclosure of your health information include: (i) use and disclosure of psychotherapy notes; (ii) marketing; and (iii) research purposes. An authorization to use or disclose information may be revoked at any time to stop future uses and disclosures.

Affinity Health Services may initiate contact to provide information about treatment alternatives or other health related benefits or services without specific authorization.

Clients have the opportunity to agree or to decline the use and disclosure of health to a family member or other individual involved in the resident's care or payment for that care. If you agree, identifying information such as name, address and telephone number may be given over the telephone. With verbal consent, health information may be given to designated persons involved in your care.

Affinity Health Services may use or disclose individually identifiable health information without consent, authorization or opportunity to agree or disagree for other reasons, including those uses and disclosures required or permitted by law such as: legally mandated public health activities; circumstances involving abuse or neglect; health oversight activities; judicial and administrative proceedings; law enforcement purposes; coroners and medical examiners; organ donation; and other purposes permitted by law.

Individual Rights

Except in limited circumstances, an individual may review or obtain a copy of protected health information. If you request copies of your protected health information, Affinity Health Services may charge \$.50 per page. You have the right to request additional restrictions on the use and disclosure of health information, to amend that health information and to request that Affinity Health Services communicate by a different means about health information; however, Affinity Health Services is not legally required to agree with such a request. An individual also has the right to receive a list of

instances when Affinity Health Services has disclosed health information for reasons other than treatment, payment, operations, related administrative purposes or pursuant to your authorization.

Complaints

If you are concerned that your privacy rights may have been violated, or you disagree with a decision made about access to health care information records, contact the Affinity Health Services' Privacy Officer, listed below. Additionally, you may send a written complaint to the U.S. Department of Health and Human Services. Upon request, the Privacy Officer can provide you with the appropriate address and contact information. There will be no retaliation resulting from filing a complaint.

Our Legal Duty

Affinity Health Services is required by law to protect the privacy of health information, provide this Notice about its privacy practices, and follow the practices that are described in this Notice. Affinity Health Services will follow the terms of this Notice until it is replaced. Affinity Health Services reserves the right to change the terms of this Notice at any time. A copy of the current Notice may be requested and will be provided at any time. For further information or questions concerning the Affinity Health Services' privacy practices, please contact Leah Mainguy, Privacy Officer, by mail at Affinity Health Services, PO Box 2058 Garner NC 27529, by telephone at 410-770-9930.

About our Online Advertising Practices

Affinity Health Services collects data about your activities that does not personally or directly identify you when you visit our website or the websites and online services where we display advertisements ("Publishers"). This information may include the content you view, the date and time that you view this content, the products you purchase, or your location information associated with your IP address. We use the information we collect to serve you more relevant advertisements (referred to as "Retargeting"). We collect information about where you saw the ads we serve you and what ads you clicked on.

We use Google Analytics' 3rd-party audience data such as age, gender, and interests to better understanding the behavior of our customers and work with companies that collect information about your online activities to provide advertising targeted to suit your interests and preferences. For example, you may see certain ads on other websites because we contract with Google and other similar companies to target our ads based on information we or they have collected, including information that was collected through automated means (such as cookies and web beacons). These companies also use automated technologies to collect information when you click on our ads, which helps track and manage the effectiveness of our marketing efforts.

You may opt out of the automated collection of information by third-party ad networks for the purpose of delivering advertisements tailored to your interests, by visiting the consumer opt-out page for the Self-Regulatory Principles for Online Behavioral Advertising at <http://www.aboutads.info/choices/> and edit or opt-out your Google Display Network ads' preferences at <http://www.google.com/ads/preferences/>.

Effective Date

The effective date of this Notice is May 1, 2018.