

Texas Assisted Living Association Privacy Statement

Your privacy is important to us. Please read the Texas Assisted Living Association's (TALA) Privacy Policy below:

TALA is committed to protecting your privacy. Any personal information that you provide to TALA should be done on a completely voluntary basis. TALA uses the information that you voluntarily provide to process your requests or to provide you with additional information about TALA and its programs, meetings, products and services, as well as information about TALA member providers, provider vendors and their products and services, or to enable TALA business partners and allied members to contact you in their efforts to conduct market research and marketing activities, if you have consented to participate in market research or marketing activities. As part of this process, we may provide your information to pre-screened third party TALA business partners affiliated with the senior living industry that may communicate directly with you. These include assisted living facilities and the businesses that service and supply assisted living communities. In addition, TALA may provide aggregate statistics about its website visitors, traffic patterns and related site information to TALA members. Your detailed personal information will not be released for such purposes.

Any personal information you provide will be collected and stored by TALA and its electronic business service providers. If you later change your mind and decide that you no longer want your personal information made available to TALA, its member providers or vendors, or you wish to be excluded from future e-mail communications from TALA, please use the "unsubscribe" option on the e-mail communication. Also, please understand that once TALA has provided your information to third party business partners or affiliates, it can no longer exercise control over subsequent users. If you later decide that you do not want to receive any additional information from a particular business entity, it will be your responsibility to contact that entity and request your removal from its mailing list.

Please keep in mind that whenever you provide personal information online, there is a risk that it may be collected and used by people you don't know. Although TALA strives to protect the personal information of its website users, we cannot guarantee the security of any information you disclose online and you do so at your own risk.

When you are on the TALA website, you will have options to enter other websites, pages or links that are outside of our service and beyond our control. TALA is not responsible for the contents, requirements, services, performance, policies or any other aspect of these websites.

TALA may also release personal information when we believe, in good faith, that such release is reasonably necessary to: a) comply with the law, b) enforce or apply the terms of any of our user agreements, or c) protect the rights, property or safety of TALA, our users, or others.

By using the TALA website, you consent to this TALA Privacy Policy. If you do not agree to this policy, please promptly exit the site and do not revisit it.

How We Use Information Collected

We may use information that you provide us in the following ways:

- For the purposes for which you specifically provide the information, for example, when you request that additional information be sent to you, we will use your personal information to process your request.
- To send you e-mail notifications about our existing or new services, special offers, or to otherwise contact you.
- To allow us to personalize the content.
- To enhance existing features or develop new features, products and services.
- To provide advertisers and other third parties with aggregate information about our user base and usage patterns.

Policy Modifications

TALA may change this policy at any time. Please regularly check this policy to make sure you are aware of any changes.