

Privacy Policy

Newman Long Term Care values your business. Please review this policy to help you better understand our views and practices regarding the collection, protection, sharing and use of your information.

Scope

This Privacy Policy is being provided by Newman Long Term Care ("Newman") and applies to individuals who provide information to Newman or about whom Newman collects information on our website(s) and offline where such collection is not covered by another privacy disclosure. If you are a prospective, existing, or past Newman customer and have been provided with a copy of our Privacy Notice at any time, any personal information collected as part of that customer relationship will be collected, used, and protected in accordance with our Privacy Notice.

How do we collect, use, and share your information?

We may collect information about you from you directly or through your interactions with our company as described below.

Information we collect from you directly:

Newman collects and retains information you provide to us directly. Categories of information we may collect about you include but are not limited to: name; telephone number; email address, residential address, Social Security number, personal financial information, health information, age, gender, and/or marital status.

The information we collect is used to fulfill any requests you submit to us and to determine the best way to serve you. This may include providing you with information regarding additional products and services that may be of interest to you.

Newman will not ask you to provide or confirm your personal information through an email unless you have requested such an email or transaction from us. Never respond to an email (especially unsolicited email) which asks for personal or account information.

Information we collect from your interactions with us:

- Internet or Electronic Network Activity

Newman obtains your IP address from your devices as you interact with Newman's websites. Your IP address does not directly identify you; it does not recognize your email or residential address; however, it does provide general geographic location where the IP address is registered. Online identifiers, such as IP address, are collected so that Newman can gain insights to improve our business, for information security and privacy compliance purposes, as well as learn about opportunities to market other products and services that may be of interest to you. We will recognize repeat visits from the same IP address. In addition to internal business purposes, your IP address may be collected

and used by certain third parties who, through the use of cookies, perform behavioral tracking and advertising across multiple web pages and/or social media platforms.

Newman also collects information such as your browsing history, search history, and your interaction with a website, mobile application, email application, or through our advertisements. This information is collected from your device via cookies, software development kits, and web beacons (discussed below), which, generally, are used together for aggregate/anonymous behavioral tracking allowing us to measure users' interactions with us online. However, if you login to one of our websites or take some other affirmative action that personally identifies you online, this otherwise aggregate information may then be associated to you personally and used for targeted marketing. In addition, if you open emails from Newman, your behaviors (emails opened, links clicked, reading time, etc.) may be associated back to your unique email address.

This information may be disclosed to service providers and contractors who perform services on behalf of us, including marketing. In addition, other third parties, who are not service providers or contractors, may collect this information to perform targeted marketing.

- **Online Technology**

- **Cookies.** Cookies are a technology storage mechanism. Specific pieces of information, some of which may be personal, such as IP address, are contained within a cookie. Most often though, the cookie will contain anonymous unique identifiers given to your web browser by a web server. The browser stores the cookie on your device. The cookie, and any information contained within it, is sent back, via a web beacon, to the server each time your browser requests that site.

Our websites use cookie technology. The information within the cookie might be about you, your preferences, or your device, but mostly, cookies are used to make the site work as you would expect it.

You can set your computer's browser to opt-out of receiving and storing cookies, however, doing so may limit your access to certain sections of our site. You can delete cookies stored on your computer's browser. The process to set or delete cookies differs by browser. See your browser's Help feature or contact the manufacturer for instructions on how to set/delete your browser's cookie options.

Keep in mind that cookies:

- Cannot be used to reveal your email address obtained from your hard drive or learn confidential or personal information about you that you have not already explicitly revealed.
 - Cannot read data off your hard drive or read cookie files created by other sites.
 - Are not executable programs and cannot damage your computer or files on your device.
- **Web beacons.** Web beacons (also known as web bugs, pixels, and page tags) are the mechanism with which cookies, and their data, are transferred across the internet. In other words, web beacons and cookies work in conjunction with each

other to monitor the behavior of site visitors. We use web beacons on our websites and in email communications for aggregate statistical purposes and marketing conversion tracking.

The only way to decline the use of web beacons as part of email delivery is to opt out of receiving emails from Newman entirely.

- **"Do Not Track" signals.** Newman does not respond to "Do Not Track" signals.

- **Anonymous**

When you visit our website, we collect data about your activities that does not personally or directly identify you. We may use a variety of technologies that automatically or passively collect aggregate information about how our websites are accessed and used ("Usage Information"). Usage Information may include browser type, device type, operating system, application version, the page served, the time, the preceding page views, and your use of features or applications on the website.

Newman uses Usage Information to help ensure a safer online environment for all site visitors, for general aggregate site visitor analysis and statistical research, to increase visitor satisfaction in their online experience, and to aid in problem resolution if you experience technical difficulties while using our website.

We may disclose this information to service providers and contractors to provide hardware, software, networking, storage, support or related technology required to run our websites. In addition, we use service providers to act as a data processor of any collected data. The service providers will aggregate anonymous collected data to improve the usability of the website. The service providers will also store any collected data for later retrieval by Newman to review aggregate analytics.

How can you update the personal information you provide?

You may update your personal information by contacting Newman at 800-625-9267 or LTC@NewmanLTC.com. We are available to answer calls between the hours of 8:30 a.m. and 5 p.m., Central time Monday - Friday (unless otherwise noted).

How do you opt out of data sharing & email marketing?

Although we currently do not disclose personal information about you to outside entities, except where required or allowed by law, if you would like to opt-out of any potential future information sharing you may call us toll-free at 800-625-9267. We are available to answer calls between the hours of 8:30 a.m. and 5 p.m., Central time Monday -Friday (unless otherwise noted).

To opt-out of email marketing, you can update your preferences via unsubscribe links in email correspondence you receive. You can also opt out of receiving this information [by unsubscribing here](#) or by calling 800-625-9267.

What is our policy for children (individuals under 16 years of age)?

Your children's safety is important to us. We have developed our privacy guidelines in compliance with the requirements outlined by the Federal Trade Commission Children's Online Privacy Protection Act (COPPA). See the [FTC site](#) for additional information on

COPPA. No information should be submitted to or posted on our site by children under 13 years of age without the consent of their parent or guardian.

How do we secure the information we collect?

Newman has implemented information security standards that include physical, technical, and administrative safeguards. The technology we use to protect your personal information is subject to regular reviews and improvements are implemented as needed.

Authorized employees and representatives are permitted to access and use information about you for approved business purposes. All employees and representatives must complete all required training to ensure they understand and follow established policies and laws when using your information.

Your information may be accessible by third party vendors for the purpose of enabling them to provide the services we have contracted with them for. Our website providers have an obligation to maintain the confidentiality of the information they receive from us, except where disclosure is required by law.

Do we use encryption technology?

Several areas on Newman's website have been built to handle confidential information. These pages utilize Internet methods known as Secure Socket Layers (SSL) or Transport Layer Security (TLS). With either SSL or TLS, pages are sent to you in an encrypted (scrambled) format and any information you submit to Newman is also encrypted. Encryption is the transformation of data into a form unreadable by anyone who doesn't have the appropriate decryption key. This method of transferring confidential data is considered the industry standard for the Internet.

For added security, always close your browser completely when you finish using this site. While online, your browser is using part of your computer's memory. If your browser is left open, it may be possible for someone using your computer to go back and use this memory to access your information. Closing your browser clears this memory. You may also want to consider clearing your browser's temporary files and history.

For your security, we highly recommend maintaining an updated browser version that supports SSL or TLS. Microsoft Edge, Google Chrome, Mozilla Firefox, and Apple Safari are four browsers that support these encryption techniques. A solid lock graphic will display when the SSL or TLS mode is engaged, and the connection is encrypted. If you are not sure if your browser is compatible, check with your service provider.

Newman has taken steps to make all information you provide to us as secure as possible against unauthorized access and use, alteration, and/or loss. You should keep in mind, however, that no data transmission over the internet is 100% secure and any information disclosed online can potentially be intercepted and used by unauthorized parties.

What about links to other websites from Newman's site?

The Newman website contains links to several other external websites. Although our intent is to provide links to other quality sites, we do not guarantee the safety and privacy

of information you provide to these linked sites. Any information collected by websites other than Newman are not covered by this Privacy Policy.

Questions or comments?

If you have questions regarding our Privacy Policy, please email us at LTC@NewmanLTC.com or send your written request to:

Newman Long Term Care
6636 Cedar Ave. S. #100
Richfield, MN 55423

This Privacy Policy and any updates are effective as of July 21, 2020. Updates are current as of May 1, 2023.