

National Alliance for Care at Home Privacy Policy

Effective Date: January 15, 2026

About Us

The National Alliance for Care at Home (“the Alliance”) is committed to respecting the privacy and security of all visitors to our website. This Privacy Policy applies to the processing of personal information on Allianceforcareathome.org, Caringinfo.org, myAlliance.Allianceforcareathome.org, Community.allianceforcareathome.org and all websites controlled by the Alliance. Those websites are referred to collectively in this Privacy Policy as the "Sites."

PLEASE READ THIS PRIVACY POLICY CAREFULLY BECAUSE BY USING THE SITES, YOU ACKNOWLEDGE YOU HAVE READ AND UNDERSTOOD THE PRIVACY PRACTICES DESCRIBED IN THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, PLEASE DO NOT USE THE SITES. Your use of the Sites is also expressly subject to our [Terms of Use](#).

We encourage you to periodically review this Privacy Policy to stay updated on how we process your personal information.

This Privacy Policy applies solely to information collected on the Sites. This Privacy Policy does not apply to:

- Links to other websites, such as to relevant online resources, our partners' websites, and other third party websites. We are not responsible for the privacy practices or the content of these other websites.
- Any specific contracts agreed to by the parties and relationships that may be governed by further privacy agreements. If you are engaging with us on behalf of your employer, others in your company, or are otherwise providing the personal information of others, by engaging with us, you acknowledge and agree that you have the consent of the other individual to provide that individual's information to Alliance.
- This Privacy Policy does not pertain to information that is collected offline.

Documents on the Alliance member pages are authorized for use only by current Alliance members. Copying or sharing these materials with individuals or organizations that are not members of the Alliance constitutes a copyright infringement. If you need information about Alliance membership, please visit www.allianceforcareathome.org/membership.

Types of Personal Information Requested

Users may access certain content on the Sites without becoming a member; however, to access pages restricted to our membership, users must be members of Alliance through one of the available membership categories. When you use our Sites, we collect various types of information, including your personal information. We collect personal information directly from

you when you provide it to us. For instance, if you sign up for a membership, participate in a survey, or contact us with a question, we may process those communications, including any personal information you include in them, so we can effectively respond to you. We may also receive your personal information directly from your employer when we are asked to create an account on your employer's behalf. We may also collect information from third parties, such as business partners, your employer, service providers, and via online tracking technologies like cookies when you visit or interact with our Sites. Please see the section "Cookies and Similar Technologies" for more information about these tools.

When we use the term "personal information" we mean any information relating directly or indirectly to an identified or identifiable natural person. The types of personal information we collect from you depends on the features, services, and Sites you use. The following is a list of categories of personal information we collect, either directly from you or indirectly via third parties, and the manners in which it may be collected on the Sites:

- **Identifiers.** This may include your name, address, telephone number, and e-mail address.
- **Member Account Information.** If you elect to become a registered member via the Sites, we may collect your first and last name, professional title, mailing address, e-mail address, professional or employment information, and your phone number.
- **Commercial Information.** When you register for an event, conference, or access educational content, we may collect your first and last name, professional title, mailing address, e-mail address, professional or employment information, and your phone number.
- **Audiovisual Content:** We may collect photos, videos, or similar content when you choose to share that information with us, such as via our "Submit Your Story" webpage.
- **Payment and Financial Information.** We may collect your first and last name, your address, and your credit card and billing information if you become a member or make a donation through the Sites.
- **Demographic Information.** We may collect your demographic information such as your gender, age, zip code, interests and views, which you voluntarily provide to us on the Sites or which may be automatically collected as described within this Privacy Policy. We use this information to provide you with personalized services and to analyze trends to ensure the information provided by the Sites meets your needs.
- **Location Information.** We collect your general location via your IP address when you visit our Sites.
- **Content of Communications.** This may include the content of your phone calls, texts, or emails when you contact us, including your preferences in receiving communications from us.
- **Device and other Electronic Information.** We may collect your device internet protocol (IP) address; your login data; device ID; browser type and version; time zone setting and location; browser plug-in types and versions; operating system and platform; internet activity or social media activity; web pages visited; and information about how you interact with or access our Sites or other online content.
- **Health Information.** When seeking Alliance resources or recommendations, you may provide us with health status and treatment information regarding yourself or another.

- **Other Personal Information.** This includes any other personal information you may provide to us.

How Your Personal Information Is Used

We process your personal information for the following purposes:

- To provide you with updates and other information from Alliance.
- To try to ensure the Sites are relevant to your needs.
- To help us improve, create, and publish content most relevant to you.
- To provide you with important notices.
- To manage your memberships through the Sites, allow you access to limited entry areas of the Sites, verify access to accounts, and handle other visitor and member support inquiries.
- To contact you in response to proposals or inquiries that you submit on the Sites.
- To generate web analytics and compile user information for marketing purposes, advertising, conducting marketing analysis, providing you with recommendations for products or services based on your profile, and promotional material planning and distribution.
- To protect our Sites, network, business operations, members, and to stop activities that may violate our policies or be fraudulent or illegal.
- To comply with applicable laws or legal process and/or respond to requests from public and government authorities, such as to comply with valid law enforcement requests or court orders.

Sharing and Disclosure of Information

We may share or disclose your personal information as follows:

- With our employees and affiliates to provide our Sites and services.
- With event or conference sponsors and service providers when you attend one of our events.
- Alliance may use email and mailing addresses voluntarily provided by site visitors to notify them of updates, products, services, or upcoming events.
- With third-party service providers, agents, or independent contractors who help us maintain our Sites and provide other administrative services to us (including, but not limited to, processing your requests, order processing and fulfillment, providing customer service, maintaining and analyzing data, and sending customer communications on Alliance's behalf).
- With law enforcement, a government agency, or an investigatory body to comply with the law, a valid court order or subpoena, or in the good faith belief that such action is necessary in order to conform to the requirements of law or comply with legal process served on us, protect and defend our rights or property, including the rights and property of Alliance and the Sites to protect someone's personal safety.
- With third parties as part of any corporate reorganization process including, but not limited to, mergers, acquisitions, and sales of all or substantially all of our assets.

- With our employees or other third parties, to monitor and protect our Sites, services, and employees, as well as to stop any activities that may be fraudulent or illegal, for debugging purposes, and to protect the security of the Sites and the personal information we have collected.
- Alliance may, from time to time, license its industry database to third parties. This database includes company names, addresses, and the names of company contacts, which are provided to licensees under strict guidelines. The names and addresses of company contacts are shared only for communications relevant to the home care community or of interest to healthcare professionals as consumers. Email addresses and phone numbers are not included in such licensing arrangements. Alliance collects this data through its annual Provider Membership Verification Process, but the information may be supplemented or updated through details you voluntarily provide when registering for member-level access to the site or when purchasing a conference registration or publication.
- For any other reasons that we may describe to you at the time your personal information is collected.

Collection and Use of Information from Children

The Sites are not intended for use by children, defined as persons under the age of 13. The Alliance does not knowingly collect information from children, and if we learn that a person under the age of 13 has provided the Alliance with personal information, we will delete such personal information.

Cookies and Similar Technologies

We use, and allow certain third parties to use cookies, social media pixels, web beacons, Software Development Kits (“SDKs”), and other similar online tracking technologies (collectively, “cookies”) to provide our services and to help collect data. We, or third parties, may use session cookies or persistent cookies. Session cookies only last for the specific duration of your visit and are deleted when you close your browser. Persistent cookies remain on your device’s hard drive until you delete them or they expire.

We may also use software tools called “session replay technology” to monitor how you interact with our Sites. The personal information collected by this technology may include which links you click on, pages and content you view, information that you type into our online forms, recordings of mouse clicks and movements, and information about your device or browser.

We use the following categories of cookies on our Sites or when providing our services:

- **Essential.** Some cookies are essential in order to enable you to move around our Sites and use their features, such as accessing secure areas of the Sites. Without these cookies, we cannot enable appropriate content based on the type of device you are using.
- **Browsing and Functionality.** These cookies allow us to remember choices you make on the Sites, such as your preferred language and the country from which you are visiting, and provide enhanced, more personalized features.

- **Performance and Analytics.** We use our own cookies and/or third-party cookies to see how you use our Sites in order to enhance their performance and develop them according to your preferences. To help facilitate the delivery of relevant content, we use Google Analytics. Google also provides a [complete privacy policy, and instructions on opting out of Google Analytics](#). Note that Google’s opt-out mechanism is specific to Google activities and does not affect the activities of other ad networks or analytics providers that we may use.
- **Targeting and Advertising.** We may allow certain third parties (including advertisers, third party ad networks, and other ad companies) to use cookies to provide our services, serve advertisements on the Sites, and to improve the performance of the Alliance's advertising across the Internet. Please be advised that such advertising companies may gather personal information about your visit to the Sites or other sites to enable such advertising companies to market products or services to you, to monitor which ads have been served to your browser, and which webpages you were viewing when such ads were delivered. We may also use “pixel tags,” such as the Meta Pixel, on our Sites to measure your use of our Sites, tailor our Sites to your interests, and improve our Sites. Please note that through the Meta Pixel, Facebook can connect this personal information with your Facebook account and use it for its own advertising purposes, in accordance with Facebook’s Data Policy which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/).

There are several ways to manage cookies. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. The “Help” feature on most browsers provides information on how to accept cookies, disable cookies, or to notify you when receiving a new cookie. Please note, however, that by blocking or deleting certain cookies, you may not be able to access certain features of our Sites.

The Network Advertising Initiative also offers a means to opt-out of a number of advertising cookies. Please visit www.networkadvertising.org to learn more. Note that opting-out does not mean you will no longer receive online advertising. It does mean that the company or companies from which you opted-out will no longer deliver ads tailored to your preferences and usage patterns.

[International Transfer of Information](#)

If you choose to provide the Alliance with personal information, the Alliance may transfer that information to its affiliates and subsidiaries or to other third parties, across borders, and from your country or jurisdiction to other countries or jurisdictions around the world. If you are visiting from the European Economic Area (“EEA”) or other regions with laws governing data collection and use that may differ from United States law, please note that you are transferring your personal information to the United States which does not have the same data protection laws as the EEA and may provide more limited recourse mechanisms, including dissimilar or, at times, weaker data protection rights. With knowledge of these risks, by providing your personal information you acknowledge that you understand: (i) your personal information will be used for the uses identified above in accordance with this Privacy Policy; and (ii) your personal information will be transferred to the United States as indicated above.

Public Posting Areas

Please note that any information you include in a message you post to any Alliance Community, social media pages, or other public posting area is available to anyone with Internet access. If you don't want people to know your e-mail address, for example, don't include it in anything you post publicly. PLEASE BE EXTREMELY CAREFUL WHEN DISCLOSING ANY INFORMATION IN PUBLIC POSTING AREAS. WE ARE NOT RESPONSIBLE FOR THE USE BY OTHERS OF THE INFORMATION THAT YOU DISCLOSE IN CHAT ROOMS, FORUMS AND OTHER PUBLIC POSTING AREAS.

Disclaimer Regarding Video Content

The Sites may contain video content, audiovisual content, or content of a like nature (collectively, "Video Content"). In connection with our provision of Video Content, the Sites may utilize online tracking technologies and code-based tools, including, but not limited to, Software Development Kits ("SDKs"), pixels, and cookies (i.e., advertising or analytics cookies) that track information about your activity and webpage-viewing history on the Sites (collectively, "cookies"). Cookies on the Sites may result in information about your activity on the Sites being transmitted from your browser to us and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites, platforms, and services, including advertisements for our content. In addition, whether cookies on the Sites result in your browser's transmission of information to third parties depends on a number of factors that may be outside of our knowledge or control, including what third-party websites you use, what information you have provided to such third parties, and whether (and the extent to which) you have limited the use of cookies by the operators of those third-party websites, platforms, and services.

Our Use of Chat Features

Our Sites may also incorporate a third-party chat feature for support purposes. This chat feature may be powered by generative artificial intelligence ("AI Features"). If you interact with the AI Features, you are not communicating with a human representative of the Alliance. Instead, you are communicating with artificial intelligence software that generates responses to your inputs based on machine-learning algorithms. These chat features may collect the content of your communications including any personal information you provide it. Any information you provide to these chat features will be used, shared, and stored in accordance with our [Terms of Use](#) and this Privacy Policy. Please discontinue use of these AI Features if you do not consent to the collection and use of such information by us and third parties.

Security and Retention

We implement reasonable security measures to protect against the loss, misuse, or alteration of the information you provide us. We may use third party products and services to secure or store your information. Please understand that no data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any

information you transmit to us and you understand that any information that you transfer to the Alliance is done at your own risk. The Alliance recommends that you do not send any sensitive or confidential information through email. If you choose to send sensitive or confidential information via email, you accept the risk that a third party may intercept your information.

Sensitive personal information, such as your credit card number, is encrypted and protected using SSL encryption software when transmitted to the Alliance. Credit card information is not stored or reused in any way.

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Your Privacy Rights and Choices

- **Your Membership Account:** You can update, change, or delete certain personal information (such as your email address, mailing address, and payment method) on the Sites by accessing your account here.
- **Email Opt-out:** We communicate with our members and other individuals via email. Generally, users cannot opt-out of these communications, as they will be primarily informational in nature rather than promotional. However, if we send you an email that promotes a commercial product or service, you may click on the “unsubscribe” link provided within that communication. We will process your unsubscribe request as soon as possible and in accordance with applicable law, but please be aware that in some circumstances you may receive additional messages prior to the unsubscribe request being processed. You also may opt-out of receiving such promotional emails by clicking on the "unsubscribe" link within the text of the email.
- **Text or SMS Messaging:** We may also offer text/SMS messaging to you. In some circumstances, we might require you to opt-in to receive text messages from us. At any time, you may opt-out of receiving particular text messages from us by texting STOP in response to any text message.
- **General Questions:** Please contact the Alliance at the address below if you have questions about your personal information or if you would like to otherwise make a change to such information.
- **Do Not Track Signals:** The Alliance does not support Do Not Track browser settings and does not currently participate in any "Do Not Track" frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your personal information.
- **California’s “Shine the Light” Law:** California Civil Code Section 1798.83 permits visitors to our Sites who are California residents to request certain information regarding the Alliance's disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at the address provided below. Please indicate in your request that you are a California resident making a “Shine the Light” inquiry.
- **Nevada’s Privacy Law:** Residents of Nevada have the right to opt-out of the sale of certain pieces of their personal information to third parties. Please contact us at membership@AllianceForCareAtHome.org to opt-out of such sales.

Changes to this Privacy Policy

We reserve the right to change this Privacy Policy from time to time. When we do, we will also revise the "Effective Date" date at the top of this Privacy Policy. If we are going to use information in a manner that is materially different from that stated at the time of collection or make any material changes to our privacy practices, we will notify you either by email or by posting a prominent notice on our Sites.

Contact Us

If you have any questions, comments, or concerns about this Policy or the Sites, please contact us at:

- For Membership questions, membership@allianceforcareathome.org
- For all other inquiries, communications@allianceforcareathome.org.