## Website Policies

## Terms of Use

Avinity has established this website as a service to you for your personal information, education, and communication. Please browse through our entire website to locate information of interest to you.

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While Avinity uses reasonable efforts to maintain accurate and up-to-date information in this website, Avinity makes no warranties or representations as to the accuracy or completeness. This website may provide links or reference to other sites, but Avinity has no responsibility for the content of other such sites. Further, Avinity shall not be liable for any damages or injury arising from the use of other such sites and/or their content. Any links within this website to other sites are provided solely as a convenience to our website visitors.

## **Privacy Policy**

Avinity is committed to protecting your privacy. You can visit our website without disclosing personal information. If you choose to provide information, Avinity may collect personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Avinity also collects anonymous aggregated demographic information, which is not unique to you, such as ZIP code, age, gender, preferences, interests and favorites. Our goal in collecting personal information online is to provide you personalized and accurate information that meets your needs and ensures that your visit to our site is quick, easy, and productive.

We look forward to hearing from you and have provided several places on this site through which you can contact us. Please know that all messages sent to or from our site can be accessed by specific authorized internet users within Avinity. To protect your privacy, please do not use our contact feature to communicate confidential information. Although we make every effort to maintain confidentiality, Avinity shall not be held liable to protect confidential information that you choose to disclose when using the contact feature.

Avinity keeps track of the web pages our customers visit within www.avinityseniorliving.org and all other domains owned by Avinity in order to determine what features and services are the most popular. This data is used to improve our delivery of information to customers.

## **HIPAA**

Health Insurance Portability and Accountability Act of 1996.

HIPAA is Federal legislation that was made law by Congress in 1996. With all the advancements in electronic technology, Congress recognized the need for Federal privacy protections of individually identifiable health information and therefore has mandated privacy protections.

The HIPAA Privacy Rule, effective April 14, 2003, is aimed at safeguarding the privacy of our residents through increased accountability in the areas of privacy and security. The Privacy Rule establishes a foundation for Federal protection of the privacy of Protected Health Information (PHI). The HIPAA Security Rule, effective April 20, 2005, calls for protection of PHI in electronic formats.

Compliance with the HIPAA Privacy Rule is required for certain Avinity communities, services, and offices because they transmit resident health information electronically related to health care claims, payment or coordination of benefits. They are called Covered Entities. If you have any questions regarding a community or service and its compliance with the HIPAA Privacy Rule, please contact use at <a href="mailto:info@avinityseniorliving.org">info@avinityseniorliving.org</a>.

Avinity practices confidentiality and respect for resident privacy. The Privacy and Security Rule will provide an even greater opportunity for Avinity to monitor the safe keeping of our resident's Protected Health Information (PHI). If you have any questions or comments regarding the Notice of Privacy Practices, please feel free to contact us at <a href="mailto:info@avinityseniorliving.org">info@avinityseniorliving.org</a>.

If you have questions or comments regarding this policy, contact info@avinityseniorliving.org.

Thank you for visiting our website.