

Paradigm Senior Care Advantage Website Privacy Statement

Last modified 8/1/2018

This privacy statement applies to www.ParadigmSeniorCareAdvantage.com and www.ParadigmSCA.com and **may change at any time.**

Browser Data Collected

When you browse through www.ParadigmSeniorCareAdvantage.com and www.ParadigmSCA.com websites, we use browser log files to gather and temporarily store a variety of information about your visit. The basic information we collect during your visit includes:

- The IP address you use to access the Internet;
- The date and time of your visit to our website;
- The pages and documents you viewed on our website;
- The type and version of your Web browser and operating system;
- Country (Geo)
- City
- Time of day
- How long you stayed
- Exit page
- Bounce rate
- New visitors vs. returning visitors
- Mobile vs. desktop vs. tablet
- Language
- Referrals (where the visitor came from)
- Internet Service Provider (Time Warner, Verizon etc.)

Requested Data

Paradigm Senior Care Advantage may request and collect specific information from visitors to our sites. Uses of this information include, but are not limited to

- contact mailing lists,
- volunteer opportunities,
- contests,
- and nomination of others for awards or recognition.

Entry and submission of this data are optional. The data will be used for the purposes specified on the page used to gather it. It will be retained to complete

the efforts specified and for similar future efforts. All data collected and retained will be secured using the same data protection controls in place to meet our obligations to protect other sensitive information stored and processed by Paradigm Senior Care Advantage. The types of data we may request include but are not limited to:

- Demographic info:
 - Name
 - Address
 - Email address
 - Phone number
 - Gender
 - Birthdate / Age range
 - Pictures or images
- Personal stories
- Experiences
- Recommendations

Correction and Removal of Requested Data

Persons who submit information or are the subject of data submitted may request its correction or removal. Paradigm Senior Care Advantage will use customary and best efforts to verify the identity of the person requesting the correction or removal. Paradigm Senior Care Advantage will correct data elements if the identity can be verified otherwise all Requested Data will be removed. You may use the Paradigm Senior Care Advantage contact information on the page used to collect the data to request corrections or removal of submitted data. You may also contact the compliance team using the contact information below to make such requests.

Demographic and Interest Data

Paradigm Senior Care Advantage does not collect or aggregate demographic or interest data to sell to others.

Web Measurement and Customization Tools

Paradigm Senior Care Advantage uses the specified software and features below to analyze and report site visits and participate in social media conversations:

- **Bit.ly:** Paradigm Senior Care Advantage uses Bit.ly to shorten long URLs for use in email and social media messages. Bit.ly provides analytics on how many

people clicked on the URLs distributed by Paradigm Senior Care Advantage. Bit.ly analytics do not provide any personally identifiable information about the visitors who click the shortened links. The Bit.ly Privacy Policy is available at <http://bit.ly/pages/privacy>

- **Google Analytics:** Paradigm Senior Care Advantage may employ tools provided by Google Analytics to support Display Advertising, including Remarketing, Google Display Network Impression Reporting, data collection via advertising cookies and anonymous identifiers, and/or Google Analytics Demographics and Interest Reporting. In general, this means that thirdparty vendors, including Google, may show Paradigm Senior Care Advantage ads on sites across the Internet based upon visits to Paradigm Senior Care Advantage websites. To implement these tools, Paradigm Senior Care Advantage and third-party vendors, including Google, use firstparty cookies and third-party cookies together to inform, optimize, and serve ads based on past visits to Paradigm Senior Care Advantage websites. The Google Analytics Privacy Policy is available at <https://www.google.com/intl/en/policies/privacy/>

Cookies

Websites can automatically place small text files, known as “cookies,” on the computers of their visitors. So long as they do not expire or get deleted, cookies identify the unique browser used by the visitor. On each subsequent visit to the website, the visitor’s browser will retrieve the cookie, allowing us to aggregate the number of return visitors. Paradigm Senior Care Advantage uses “cookies” to test and optimize our website design and content. We use two types of cookies on our websites:

- We use session cookies to gather data for technical purposes, such as improving navigation through our website and generating statistics about how the website is used. Session cookies are temporary text files that expire when you leave our website. When cookies expire, they are automatically deleted from your computer. We do not use session cookies to collect personal information, and we do not share data collected from session cookies.
- We use multi-session/persistent cookies, or persistent cookies, to customize our website for frequent visitors and to test variations of website design and content. Multi-session cookies are cookies that are stored over more than a single session on your computer - to store username and password for instance. We do not use multi-session cookies to collect personal information, and we do not share data collected from multi-session cookies. Our multi-session cookies

are set to expire no more than two years after your last visit to our website. After two years, they are automatically deleted from your computer. Paradigm Senior Care Advantage is unable to identify an individual by using such technologies. Blocking multi-session or persistent cookies may affect the personalization of the information on our sites.

Website Security

This site is maintained by Paradigm Senior Care Advantage. It is protected by federal laws. You can be arrested and prosecuted for violating these laws. For site security purposes and to ensure that this service remains available to everyone, we use software programs:

- to monitor traffic,
- to identify
 - unauthorized attempts to upload or change information,
 - to disrupt services,
 - or otherwise cause damage.

In the event of law enforcement investigations and as part of any required legal process, information from these sources may be used to help identify an individual.

Contact

Please contact our compliance team to report issues concerning our website privacy operations.

Compliance hotline: 833-668-8638

Compliance email: ComplianceAH@agilonhealth.com