



WEBSITE PRIVACY POLICY – 2021

Introduction

We recognize that the privacy of your personal information is important to you. Cherry Blossom PACE respects your privacy and is committed to protecting your personal information from unauthorized use or disclosure. The purpose of this policy is to let you know how we handle the information collected through your use of this website, whether such information is provided electronically, verbally or in written form. By accessing Cherry Blossom PACE's website or providing individually identifiable information to Cherry Blossom PACE or any of their respective affiliates, you agree to the terms of this Privacy Policy.

Cookies and Tracking

The Company uses various technologies, which may include "cookie" technology, to gather information from our website visitors such as the pages visited, how often they are visited, and to enable certain features on our website. "Cookies" are small text files that may be placed on your computer when you visit a website or click on a URL. Cookies may include "single-session cookies" which generally record information during only a single visit to a website and then are erased, and "persistent" cookies which are generally stored on a computer unless or until they are deleted or are set to expire.

You may disable cookies and similar items by adjusting your browser preferences at any time; however, this may limit your ability to take advantage of all the features on our website. Note that we do not currently respond to web browser "Do Not Track" signals that provide a method to opt out of the collection of information about online activities over time and across third-party websites or online services because, among other reasons, there is no common definition of such signals and no industry-accepted standards for how such signals should be interpreted.

We may also allow third-party service providers to use cookies and other technologies to collect information and to track browsing activity over time and across third party websites such as, web browsers used to read our website, which websites are referring traffic or linking to our website, and those that deliver targeted advertisements to you. We do not control these third-party technologies and their use is governed by the privacy policies of third parties using such technologies. For more information about third-party advertising networks and similar entities that use these technologies, see www.aboutads.info/consumers. To opt-out of such ad networks' and services' advertising practices, go to www.aboutads.info/choices. Once you click the link, you may choose to opt-out of such advertising from all participating advertising companies or only advertising provided by specific advertising companies.

We may use analytics companies to gather information and aggregate data from our website visitors such as which pages are visited, how often they are visited and to enable certain features on our websites. Information is captured using various technologies and

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may include cookies. If such technology is used, you may opt out of it by clicking on the "Opt Out" link at the bottom of the home web page.

We may use and disclose your activity information unless restricted by this policy or by law. Some examples of the ways we use your activity information include:

- Customizing your experience on the website including managing and recording your preferences.
- Marketing and research purposes.
- Tracking resources and data accessed on the website.
- Developing reports regarding website usage, activity, and statistics.
- Assisting users experiencing website problems.
- Enabling certain functions and tools on this website.
- Tracking paths of visitors to this website and within this website.

Your Personal Information

This website may include web pages that give you the opportunity to provide us with personal information about yourself. You do not have to provide us with personal information if you do not want to; however, that may limit your ability to use certain functions of this website or to request certain services or information. Cherry Blossom PACE defines "personal information" as information that we directly associate with or use to identify you. Personal information may include your address, phone number, email address, fax number, or information pertaining to a marketing program, online registration, or financial account when associated with a person's name. Our definition does not include "aggregate personal information," which is information that we collect about a group or category of persons or services, or "de-identified information," which is information from which we or our agents have removed any information that can be used to specifically identify a person. This Privacy Policy does not restrict or limit our collection or use of aggregate personal information or de-identified information.

We may use personal information for several purposes such as:

- To respond to an email or request from you;
- To contact you for a tour of our care centers;
- To administer surveys and promotions;
- Within the Company, and we may combine personal information that you provide us through our website with other information we have received from you, whether online or offline, or from other sources such as from our vendors;
- To provide you with information that we believe may be useful to you, such as information about health services provided by us or health products and services provided by other businesses;
- To perform analytics and to improve our products, websites, and advertising;
- To comply with applicable laws, regulations, and legal process;
- To protect someone's health, safety, or welfare;
- To keep a record of our transactions and communications; or

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- As otherwise necessary or useful for us to conduct our business, so long as such use is permitted by law.

We may use personal information to contact you through any contact information you provide through this website, including any email address, telephone number, cell phone number, text message number, or fax number. Please see the section below titled "Our Online Communications Practices."

Sharing Personal Information

We will only share your personal information with third parties as outlined in this policy and as otherwise permitted by law. We may share personal information if all or part of the Company is sold, merged, dissolved, acquired, or in a similar transaction.

We may share personal information in response to a court order, subpoena, search warrant, law, or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting activities that are illegal, violate our rules, or may be harmful to other visitors.

We may also share personal information with other third-party companies that we collaborate with or hire to perform services on our behalf. For example, we may hire a company to help us send and manage emails, and we might provide the company with your email address and certain other information in order for them to send you an email on our behalf. Similarly, we may hire companies to host or operate some of our websites and related computers and software applications.

Access and Retention of Personal Information

Cherry Blossom PACE does not maintain your personal information in a form that you can access or update, and some items may not be changed. Accordingly, we will determine and may limit what may be accessed by you and how, and we may keep a record of changes (including deletions) and disclose them for compliance or other lawful purposes. We keep your personal information for as long as we think is necessary or advisable, and we reserve the right to retain it to the full extent not prohibited by law. You may review your personal information that is readily accessible or request that it be updated by contacting our Cherry Blossom PACE Customer Service Center using one of the methods listed under the "How to Contact Us" section below.

Website and Information Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect the information that you provide on this website. However, no security system is impenetrable, and we cannot guarantee the security of our website, nor can we guarantee that the information you supply will not be intercepted while being transmitted to us over the Internet. We are not liable for the illegal acts of third parties such as criminal hackers.

Our Online Communication Practices

We may send electronic newsletters and other communications such as, marketing communications on a periodic basis to various individuals and organizations. We may also send email communications regarding topics such as general health benefits, website updates, health conditions, and other general health topics. We offer you appropriate

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consent mechanisms, such as opt-out for marketing and certain other communications. See below for the specific instructions by category or contact us as described below in the section "Contact Us." Please be aware that opt-outs may not apply to certain types of communications such as account status, website updates, or other communications.

Opt-Out Process:

Emails: To opt out of receiving marketing materials via email, use the method provided and contact our Cherry Blossom PACE Compliance ActionLine by calling (855) 722-2819 or completing the online form at [Cherry Blossom PACEcare.ethicspoint.com](http://CherryBlossomPACEcare.ethicspoint.com).

Printed Materials: To opt out of receiving printed marketing materials at your postal address, such as catalogs, flyers, or postcards, contact our Concerto Health Compliance ActionLine by calling (855) 722-2819 or completing the online form at [Cherry Blossom PACEcare.ethicspoint.com](http://CherryBlossomPACEcare.ethicspoint.com).

Voice or Text Messages: To opt out of receiving voice messages by telephone, you may follow the instructions stated in the pre-recorded voice message or text message or contact our Concerto Health Compliance ActionLine by calling (855) 722-2819 or completing the online form at [Cherry Blossom PACEcare.ethicspoint.com](http://CherryBlossomPACEcare.ethicspoint.com).

Information for Children Under 13

We will not intentionally collect any personal information from children under the age of 13 through our website without receiving parental consent. If you think that we have collected personal information from a child under the age of 13 through this website, please contact us immediately.

Contact Us

To contact us regarding this policy and our related privacy practices, please contact us at:

Cherry Blossom PACE.
Attn: Customer Service Center
21750 Hardy Oak Blvd. Ste 104

San Antonio, TX 78258-4946

ActionLine: (855) 722-2819

Email:

If you believe we or any company associated with us has misused any of your information, please contact us immediately and report such misuse.

Effective Date

The Effective Date of this Privacy Policy is October 21, 2020.

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