

Privacy Policy for E.M.C. Health Services LLC

Effective Date: February 23, 2026

E.M.C. Health Services LLC ("EMC", "we", "us", or "our") operates the website located at www.emchomecare.com (the "Website"). We are a family-owned non-medical home care agency based in New Castle, Pennsylvania, providing compassionate in-home support services including assistance with activities of daily living, companionship, wellness checks, transportation, facility advocacy, patient advocacy, and end-of-life support.

Your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our Website, submit inquiries via our Contact Us page, download resources like referral forms from our Professional Referral page, or interact with us online. By using the Website, you agree to the practices described in this Policy.

1. Information We Collect

We collect information in the following ways:

- **Information You Provide Voluntarily** When you use our Contact Us page to submit an inquiry (via the online form), email us, or interact with us online (including emailing a completed referral form), we may collect:
 - Your name
 - Email address
 - Phone number
 - Mailing address (if provided)
 - Details about your inquiry or the needs of you or your loved one (e.g., type of care requested, such as companionship, transportation, or end-of-life support)

Our Professional Referral page offers a downloadable referral form (PDF) with no required personal information to access or download it. If you choose to email us a completed form or related details, the information in your email/message will be collected as described above. We only collect what is necessary to respond to your request or provide information about our services.

- **Automatically Collected Information** When you visit the Website (including pages like Contact Us or Professional Referral), we may automatically collect:
 - IP address
 - Browser type and version

- Device information
- Pages visited, time spent on pages, and referring/exit pages
- Basic usage data via tools like Google Analytics (or similar services)

We may use cookies and similar technologies for site analytics, functionality (e.g., remembering preferences), or form handling. The Website may integrate tools such as Google Forms, Typeform, or other plugins (e.g., WordPress form or download plugins) for contact submissions or resource delivery. These tools may set cookies or collect standard analytics data. You can manage or disable cookies through your browser settings.

We do not knowingly collect personal information from children under 13 years of age. Our Website is not directed at children.

2. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries submitted via the Contact Us form, email, or other means; provide details about our home care services; discuss potential care needs; or send requested resources like referral forms.
- Improve the Website's functionality, content, and user experience.
- Analyze site usage trends (anonymously where possible).
- Comply with legal obligations or protect our rights.

We do not use your information for automated decision-making, profiling, targeted advertising, or marketing unrelated to our services.

3. Sharing Your Information

We do not sell your personal information to third parties. We may share information only in limited circumstances:

- With trusted service providers (e.g., web hosting, email services, form processors like Google Forms or Typeform, analytics providers like Google, or plugins) who help operate the Website—they are contractually required to keep information confidential and use it only for the services they provide.
- If required by law, such as in response to a subpoena, court order, or government request.

- To protect the rights, property, or safety of EMC, our users, or the public (e.g., fraud prevention).

4. Data Security

We take reasonable measures to protect your information, including secure forms (SSL encryption on contact submissions) and access controls. However, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security.

5. Data Retention

We retain your information only as long as necessary to fulfill the purposes outlined in this Policy (e.g., to respond to your inquiry or provide a referral) or as required by law. Inquiry and email data is typically kept for 2-3 years unless you request deletion.

6. Your Choices and Rights

- You can opt out of email communications by using any unsubscribe link or contacting us.
- You may request access to, correction of, or deletion of your personal information we hold (subject to legal exceptions).
- To exercise these rights, ask questions, or if you have concerns about forms, downloads, or submissions, contact us at the details below. We will respond within a reasonable time.

(Note: Pennsylvania does not currently have a comprehensive consumer data privacy law granting broad rights like access/delete/opt-out for small businesses. If such a law is enacted in the future, we will update this Policy accordingly.)

7. Third-Party Links and Services

Our Website may contain links to third-party sites (e.g., resources or partners). We are not responsible for their privacy practices. Review their policies before providing information.

8. International Users

Our Website is hosted in the United States and intended for U.S. users (primarily Pennsylvania residents). If you access from outside the U.S., your information may be transferred to and processed in the U.S.

9. Changes to This Privacy Policy

We may update this Policy from time to time. Changes will be posted here with an updated effective date. Continued use of the Website after changes constitutes acceptance.

10. Contact Us

For questions about this Privacy Policy, your information, Contact Us submissions, referral downloads, or anything else, contact:

E.M.C. Health Services LLC New Castle, PA Email: info@emchomecare.com Phone: [Insert your business phone number]

Thank you for trusting us. We handle your information with the same care and respect we provide to our clients and their families.