

# VALA Privacy Policy

Virginia Assisted Living Association, Inc. (VALA)

[www.valainfo.org](http://www.valainfo.org)

*as of January 1, 2020*

The Virginia Assisted Living Association (VALA) is committed to respecting the privacy rights of anyone who chooses to access this site or any of VALA's social media platforms ("users"). Anyone that does not agree to each of this Privacy Policy should cease and desist usage of this Site or any of VALA's social media platforms (Site).


## 1. Information Collection, Use, and Sharing

VALA uses information provided on a voluntary basis by users and through public information channels. VALA will not sell the information to other individuals or organizations. VALA will use the information to process requests for information or services. VALA will only share information provided through public information channels or information that has been authorized to be shared by the user to third party individuals or organizations for referral of business services or industry support activities. VALA may use statistical information collected to analyze behavior of users to the Site.

## 2. User Access To and Control Over Information

Users may opt out of future contacts from VALA at any time. Users may contact VALA at the e-mail address or telephone number provided on the Site to verify data maintained by VALA, change/correct any data maintained by VALA, and to express any concern regarding the storage and usage of data by VALA.

## 3. Security

VALA takes precautions to protect users' information. VALA uses encryption when receiving and transmitting sensitive information. Users may verify the encryption by looking for the lock icon  in the website address bar. (The icon may look slightly different than the one posted in this document.) VALA encourages all users to use caution when providing personal information online, as there is always a risk that it may be collected and used by people unknown to the user. VALA strives to protect the information its users, but cannot guarantee the security of all information disclosed online, but recognizes that the user is disclosing information at their own risk.

## 4. Registration

In order to use the internal features of the Site, a user must first complete the registration form. During registration, the user is required to provide certain information (such as name and e-mail address). The user may also provide additional information to be used by VALA.

## 5. Cookies

VALA uses "cookies" on the Site. A cookie is a piece of data stored on a site visitor's hard drive to help improve the user's access to the Site and to identify repeat visitors to the Site. Some of our business partners may use cookies on their websites, and VALA has no access to or control over the usage of cookies on those websites.

## 6. Links

The Site contains links to other websites. Please be aware that VALA is not responsible for the content or privacy practices of such other websites. VALA encourages users to be aware when they leave the Site and to read the privacy statements of any other website.

## 7. Policy Modifications

VALA reserves the right to, at its sole discretion, at any time, to change the VALA Privacy Policy. The user should periodically review the VALA Privacy Policy to verify agreement.