

The United Methodist Retirement Homes, Inc.
Affiliated Communities
Internet Privacy Statement

The United Methodist Retirement Homes, Inc. (UMRH) is committed to protecting your privacy while developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the UMRH Web sites and governs data collection and usage. By using the UMRH Web sites, you consent to the personal data-gathering practices described in this statement. This UMRH Internet Privacy Statement covers six sites: UMRH, Croasdaile Village, Cypress Glen, Quail Haven Village, Wesley Pines and Wesley Ridge - hereafter referred to as the "UMRH web sites."

Collection of your Personal Information

UMRH collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. UMRH also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites. There is also information about your computer hardware and software that is automatically collected by UMRH. This information can include your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by UMRH to identify new needed services, answer your questions, forward you materials and information and to provide general statistics regarding use of the UMRH Web site. Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through the UMRH CONTACT US form, others in our organization may see it.

UMRH encourages you to review the privacy statements of the Web sites you choose to link to from the UMRH web sites so that you can understand how those Web sites collect, use and share your information. UMRH is not responsible for the privacy statements or other content on Web sites outside of the UMRH web sites.

Use of your Personal Information

UMRH uses your personally identifiable information to inform you of products or services available from UMRH and its affiliates. UMRH may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered. UMRH does not sell, rent or lease its customer lists to third parties. UMRH may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, UMRH may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to UMRH, and they are required to maintain the confidentiality of your information. UMRH does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent. UMRH keeps track of the Web site pages our customers visit within UMRH, in order to determine what UMRH services are the most popular. This data is used to deliver customized content and advertising within UMRH to internal customers whose behavior indicates that they are interested in a particular subject area. UMRH will disclose your personal information on UMRH web sites, without notice, only if required to do so by law or in the good

faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on UMRH or the site; (b) protect and defend the rights or property of UMRH; or?, (c) act under exigent circumstances to protect the personal safety of users of UMRH, or the public.

Use of Cookies

The UMRH web sites use “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize UMRH’s pages, or register with a UMRH site or services, a cookie helps UMRH to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same UMRH web site, the information you previously provided can be retrieved. This allows you to easily use the UMRH features that you customized. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the UMRH Web site.

Security of your Personal Information

UMRH secures your personal information from unauthorized access, use or disclosure. UMRH secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Changes to this Statement

UMRH will occasionally update this Statement of Privacy to reflect company and customer feedback. UMRH encourages you to periodically review this Statement to be informed of how UMRH is protecting your information.

Contact Information

UMRH welcomes your comments regarding this Statement of Privacy. If you believe that UMRH has not adhered to this Statement, please contact UMRH at webmaster@umrh.org and we will use reasonable efforts to promptly determine and remedy the problem and inform you of the status of your inquiry.

bsp 6/18/2008