

WEB SITE PRIVACY POLICY

1. Introduction

This Privacy Policy applies only to the publicly available portions of the Web site www.stmonicasseniorliving.com (the "Site").

By using the Site you represent that you (1) are of legal age to use the Site and to create binding legal obligations for any liability you may incur as a result of use of the Site; and (2) have read this Privacy Policy and consent to the use of your personal information in accordance with this Privacy Policy.

Please read this policy to understand the following:

- What types of personal information may be collected at this Site.
- Use of cookies.
- How the collected personal information is used.
- Who may have access to the information collected.
- Security procedures used to protect the data and information collected.
- Children's privacy policy.
- How to correct or cancel any information collected.

By using the Site, you consent to the collection and use of your information by St. Monica's Senior Living, Inc. ("St. Monica's") as set forth in this policy. If St. Monica's decides to change this policy, such changes will be posted on the Site, so please check periodically to ensure that you have the most current policy. If you do not wish to abide by any changes to this policy, discontinue using the Site.

2. Types of Information Requested

Except as disclosed in this Privacy Policy, St. Monica's does not collect any identifiable information about visitors to this Site.

2.1 Passive Information

A. Web Logs

St. Monica's maintains standard logs that record data about all visitors to this Site. These logs may contain:

- (1) The internet domain name from which you access www.stmonicasseniorliving.com.
- (2) Your IP address.
- (3) The type of browser and operating system you use.
- (4) The date and time you visited.
- (5) The pages that you saw on this Site.
- (6) The address of the Web site you linked here from.

B. Cookies

The use of Cookies is addressed below.

3. User Provided Information

In each of the following situations, we may ask for information such as your name, email address, phone number, address, and customer number, as well as other personal information needed to facilitate the transaction or service.

A. Surveys/Questionnaires

St. Monica's collects information, including address or email. When you complete a survey or other questionnaire with us.

B. Registration

St. Monica's collects information, including address, email and telephone number when you register for an event with us.

4. How Your Information is Used and Who has Access to Your Information

4.1 Uses for specific types of information

A. Web logs

St. Monica's uses Web log information to help us design the Site, to identify popular features, and to make the Site more useful for visitors. We do not normally try to identify individuals from Web logs. We don't consider Web logs to contain personal information because we don't normally use them in an identifiable way. However, we may use Web logs to identify any person attempting to break into or damage this Site, or to otherwise protect this Site.

B. Registration Information

St. Monica's may use your registration information to register you for an event.

C. Requests for Information

St. Monica's may use your requests for information to mail or email the requested information to you. None of your information will be shared with other entities.

D. Mail/Email Subscriptions

St. Monica's may use your subscription information to send you information about St. Monica's.

4.2 General uses for information

A. Respond to Requests/Improve Services/Demonstrate Quality

We may use personal information obtained from this Site to respond to requests, improve our services, and demonstrate the quality of our services to our auditors and agencies that have oversight of St. Monica's.

B. Monitor Site Traffic and Usage

St. Monica's intends to continue improving the content and function of the Site. For this reason, we monitor customer traffic patterns and site usage to help us improve the design and layout of the Site and provide content of interest to you.

C. General Usage

St. Monica's may store and disclose personal information as allowed or acquired by applicable law including making disclosures that are necessary or advisable to (a) protect the rights, safety or property of

users of the Site, the public, St. Monica's or third parties providing services to or for the Site; and (b) conform to legal or regulatory requirements.

4.3 Disclosures

A. Auditing, Legal, and Operational Services, etc.

St. Monica's may disclose personal data to any person performing audit, legal, operational or other services for the Site.

B. Demographic and statistical information

St. Monica's may share aggregated broad demographic and statistical information with trade associations or organizations, or with our business affiliates or advertisers. St. Monica's may also disclose aggregated user statistics in order to describe the Site to prospective business partners, advisors, and other third parties, and for other lawful purposes. This information is not linked to any personal information that can identify any individual person.

C. Public safety and violations of the law

St. Monica's may disclose personal data as it deems appropriate to protect the safety of an individual or for an investigation related to public safety or to report an activity that appears to be in violation of law if St. Monica's believes, in good faith, that the law permits it.

D. Protect the Web site

St. Monica's may use information to identify any person attempting to break into or damage the Site. St. Monica's may also disclose personal information when we have reason to believe that disclosing this information is reasonable to identify, contact or bring legal action against someone who may be violating the Site's terms of use or may be violating the rights of St. Monica's or another or causing injury to or interference with the Site or other's property.

E. Transfer of Assets

In the unlikely event of bankruptcy St. Monica's may disclose personal information to any creditor that has rights.

F. Customer Profiling

St. Monica's may match user information with third party data to help us better understand our customers (customer profiling).

5. Cookies

5.1 What is a cookie?

When you come into the Site, our server attaches a small text file to your hard drive – a cookie. Your unique cookie identifies you whenever you enter the Site, so we can recall where you've previously been on the Site.

5.2 Generally, we use cookies to:

- A. Remind us of who you are and to access your account information in order to deliver to you a better and more personalized experience.
- B. Measure certain traffic patterns, which areas of the Site you have visited and your visiting patterns in the aggregate. This information is sometimes called a "click stream."

5.3 Monitoring and Accepting Cookies

You also have choices with respect to cookies. Most Web browsers automatically accept cookies, but by modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies you will be unable to use those services or engage in activities that require cookies to participate.

6. Privacy Policy Coverage

This privacy policy does not cover any information collection practices that take place outside of www.stmonicasseniorliving.com regardless of whether they are controlled by St. Monica's.

7. Contact Us

If at any time you wish to contact St. Monica's with a question or complaint or to exercise any of the rights set out in this Privacy Policy, you may do so by contacting St. Monica's by letter, telephone, fax or e-mail, using the contact information below:

St. Monica's Senior Living, Inc.
Attention: Privacy Officer
Address: 3920 N Green Bay Road
Racine, WI 53404
Telephone: 262-639-5050 ext. 150

Fax: 262-321-7167
Email: privacy@stmonicasseniorliving.com

8. Change Information

If you want to change any information collected by St. Monica's, contact us at the address shown above.

9. Opt Out

Requests to access, correct or delete your personally identifiable information may be submitted using the contact information in Section 7 (Contact Us) of this Policy. The type of information you can modify does not include information St. Monica's maintains for our internal business purposes.

10. Policy Changes

If we decide to change our policy, such changes will be posted here on the Web site, so please check back periodically to insure that you have the most current policy.

11. Security Used

St. Monica's protects the personal information it has collected by using industry standard security precautions against loss and unauthorized access, destruction, use, modification or disclosure of that information.

12. Volunteers

This Site provides an opportunity for those who wish to volunteer at St. Monica's by providing their name, address, and other contact information.

ST. MONICA'S REGARDS THIS INFORMATION AS PRIVATE AND CONFIDENTIAL AND WILL NOT DISCLOSE IT TO ANY THIRD PARTY (EITHER BY SALE, RENTAL, DISCLOSURE WITHOUT CHARGE, ETC.) WITHOUT THE PRIOR WRITTEN PERMISSION OF VOLUNTEER, UNLESS SUCH DISCLOSURE IS REQUIRED BY LAW OR REGULATION.

