Kith Elder Care, LLC Privacy Policy

Effective Date: October 16, 2026
Last Updated: November 3, 2026

1. Introduction

Kith Elder Care, LLC ("Kith Care," "KEC," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you share with us through our website, online forms, telephone communications, and text messaging services.

This Privacy Policy explains what personal information we collect, how we use it, when we may share it, and how we protect it. It also explains our practices regarding SMS (text message) communications and health-related information.

2. Personal Information We Collect

Depending on how you interact with Kith Care, we may collect the following types of information:

- **Contact information:** Name, mailing address, email address, telephone number, and preferred method of contact.
- **Client and service information:** Information you voluntarily provide about care management needs, requested services, appointments, scheduling, and service coordination.
- **Health-related information:** Information relevant to care management that you or your authorized representative provides, or that we receive from healthcare providers and other authorized sources.

- **Family and representative information:** Names and contact details of family members, caregivers, legal representatives, and other individuals involved in coordinating services.
- **Website and technical information:** IP address, browser type, device information, and website usage data, where collected through our website or service providers.
- **Communication preferences and consent records:** SMS opt-in status, the date and method of consent, messaging preferences, opt-out requests, and records of communications with us.
- **Other information:** Additional information you voluntarily provide when contacting us or requesting our services.

Please do not submit sensitive medical, financial, or other confidential information through general website forms or ordinary SMS unless we have confirmed that the communication method is appropriate.

3. How We Use Personal Information

We may use personal information to:

- Respond to inquiries and requests for information.
- Provide, coordinate, and manage elder care management services.
- Schedule appointments, visits, and consultations.
- Coordinate care with authorized healthcare providers, family members, caregivers, and representatives.
- Send service-related communications, including appointment reminders, scheduling updates, follow-up messages, and administrative notifications.
- Send SMS messages when you have provided the required consent.
- Respond to questions and requests for assistance.
- Maintain records of consent, communication preferences, and opt-out requests.
- Operate, maintain, and improve our website, services, and communications systems.
- Comply with applicable laws, regulations, contractual obligations, and legitimate recordkeeping requirements.

We do not make consent to SMS marketing a condition of purchasing services.

4. How We Share Personal Information

We do not sell personal information to third parties.

We may disclose personal information when reasonably necessary and permitted by applicable law to:

- **Service providers:** Companies that help us operate our business, such as website hosting providers, email and text messaging platforms, scheduling systems, and information technology providers.
- **Care coordination participants:** Family members, caregivers, healthcare providers, insurers, or authorized representatives when appropriate for the services requested and permitted by applicable authorization and privacy requirements.
- **Legal and regulatory authorities:** When disclosure is required by law, legal process, or a valid governmental request.
- **Business transaction participants:** In connection with a merger, acquisition, financing, or sale of business assets, subject to applicable legal requirements and safeguards.

We expect service providers to use personal information only as needed to perform authorized services for us and subject to appropriate contractual and legal protections.

SMS Consent and Mobile Information

Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party or affiliates for marketing purposes.

We may share information with service providers that facilitate the delivery of text messages on our behalf. These providers may process information only as necessary to provide messaging services and are not authorized to use SMS consent for their own marketing.

Text messaging opt-in records and consent information are not shared with third parties for their own promotional purposes.

5. SMS and Text Message Communications

If you opt in to receive text messages from Kith Care, we may collect and use your mobile telephone number, consent records, messaging preferences, and related communication information to deliver the messages you have requested.

Depending on your consent and relationship with Kith Care, messages may include appointment reminders, scheduling updates, service-related notifications, responses to inquiries, and other communications described at the point of opt-in.

Message frequency may vary. Message and data rates may apply.

You may opt out of SMS messages at any time by replying **STOP**. For assistance, contact us using the information provided on our website.

Opting out of text messages will not automatically discontinue other forms of communication or affect services you receive, although we may need to use another appropriate method to communicate necessary service information.

6. Protection of Health Information and Care Management Authorization

Kith Care recognizes the sensitive nature of personal and health-related information and is committed to protecting the confidentiality and security of information entrusted to us.

Health Information We Receive

To assist with care management, Kith Care may receive personal and health-related information directly from clients, their authorized representatives, healthcare providers, hospitals, rehabilitation facilities, and other appropriate sources.

With appropriate permission or other lawful authority, this information may include admission and discharge records, medical histories, physical examinations, consultation reports, laboratory results, physician orders and progress notes, nursing notes, rehabilitation and therapy records, diagnoses, treatment information, and other records relevant to coordinating and managing an individual's care needs.

Certain records may contain particularly sensitive information, including information concerning mental health, substance use disorders, HIV, or genetic testing. Such

information will be handled in accordance with applicable privacy laws, authorization requirements, and other legal protections.

How We Use Health Information

Kith Care uses health-related information to support the services requested by clients, which may include:

- Understanding an individual's care needs, preferences, and circumstances.
- Coordinating services and communicating with authorized healthcare providers and care team members.
- Supporting care planning, monitoring, and follow-up.
- Assisting with transitions between healthcare settings and community-based services.
- Communicating with authorized family members, caregivers, and representatives as appropriate.
- Maintaining records necessary to provide and administer care management services.

Kith Care provides geriatric care management services and does not provide medical treatment through these services. Medical services are provided by independent healthcare practitioners and providers.

Authorization to Obtain and Disclose Health Information

Kith Care may request a signed authorization from a client or an authorized personal representative when needed to obtain health information from healthcare providers or to permit particular uses or disclosures of that information.

The authorization identifies the information that may be disclosed, the parties authorized to disclose and receive it, and the purpose of the disclosure. Clients may be asked to sign a separate authorization for these purposes.

A client may revoke an authorization in writing, subject to applicable law. Revocation does not affect actions already taken in reliance on the authorization before the revocation was received, where permitted by law.

The signed authorization and any applicable restrictions govern the specific information and disclosures covered by that document. This Privacy Policy does not replace a required authorization or expand the permissions granted by one.

Confidentiality and Legal Protections

Kith Care uses reasonable administrative, technical, and organizational safeguards to protect confidential information against unauthorized access, use, or disclosure.

To the extent applicable to Kith Care's activities, Kith Care complies with relevant federal and state privacy and security requirements, including HIPAA where applicable. Additional legal protections may apply to certain categories of sensitive health information.

Kith Care shares health-related information only as permitted by applicable law, the client's authorization or other lawful authority, and the purposes for which the information is used.

7. Cookies and Website Technologies

Our website or its service providers may use cookies and similar technologies to maintain website functionality, understand website traffic, and improve the user experience. You may be able to manage cookies through your browser settings.

8. Data Security and Retention

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, use, disclosure, or loss.

We retain personal information for as long as reasonably necessary for the purposes described in this policy, including service delivery, recordkeeping, legal compliance, and dispute resolution.

No website, electronic communication method, or storage system can be guaranteed to be completely secure.

9. Your Choices and Privacy Requests

You may contact us to request access to, correction of, or deletion of personal information, subject to applicable law and any record-retention requirements.

You may also withdraw your SMS consent at any time by replying STOP to a text message.

10. Third-Party Websites and Services

Our website may link to websites or services operated by third parties. Their privacy practices are governed by their own policies, and we encourage you to review those policies before providing information.

11. Children's Privacy

Our services are intended for adults and individuals involved in arranging or receiving elder care management services. We do not knowingly collect personal information directly from children through our website for independent marketing purposes.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website with a revised effective or last-updated date.

13. Contact Us

For questions about this Privacy Policy or our privacy practices, contact:

Kith Elder Care, LLC
Website: https://kithcare.com
Email: liz@kithcare.com
Telephone: 215-880-3541