

Privacy Policy

Elmhurst Development, LLC d/b/a Elmhurst Group ("Elmhurst," "We," or "Us") respect your privacy and are committed to protecting it through our compliance with this Privacy Policy. For this reason, we want you to be familiar with how we collect, use, and disclose information about you.

This Privacy Policy describes how Elmhurst collects, uses, and processes personally identifiable information we learn about individuals ("you," "your") when:

- You visit or use services available on www.elmhurstgroup.com ("Website");
- You communicate with us via the online message function; or
- You represent a Business Partner or other company doing business with Elmhurst.

By continuing to use this website, you acknowledge and agree to all of the practices described herein, as well as our terms of use and conditions, which are incorporated herein by reference. If you do not agree with the terms in this Privacy Policy, please do not use our website or services and do not provide your personally identifiable information to us. We may make changes in this Privacy Policy, so be sure to reread it from time to time. Changes to this Privacy Policy will be posted on our Website and are effective when posted. Your continued use of our Website or communications with us following the posting of any changes constitutes your acceptance of our Privacy Policy as revised. Therefore, please read this policy carefully.

Elmhurst cannot provide any assurances that the contents of your electronic communications will not become known or accessible to third parties, due to the nature of electronic communications. THE INTERNET IS NOT SECURE. WE HIGHLY RECOMMEND AND ADVISE YOU NOT TO PROVIDE ANY CONFIDENTIAL OR SENSITIVE INFORMATION OVER THE INTERNET. IF YOU CHOOSE TO DO SO, IT IS AT YOUR OWN RISK! ANY UNLAWFUL OR CRIMINAL CONTENT PROVIDED WILL BE SUBJECT TO LAW ENFORCEMENT REVIEW.

What is Personal Identifiable Information?

We use the term "personally identifiable information" in this Privacy Policy to refer to information that identifies, relates to, describes, or is reasonably capable of being associated or linked, or could reasonably be linked, directly or indirectly, with you.

This Privacy Policy does not cover the following information:

- publicly available information
- aggregated, pseudonymized or anonymized information
- information collected by third-party websites or social media you reach by navigating from links on our Website.

Information Collection, Use, and Disclosure

Elmhurst obtains information voluntarily from online visitors to

- fulfill online requests,
- inform them of programs and events via the newsletter
- improve the site
- improve our own marketing campaigns
- comply with applicable laws and regulations or law enforcement requirements.

Elmhurst will take reasonable steps to protect the integrity and confidentiality of personally identifiable information, which has been obtained through this website. Elmhurst may only disclose personally identifiable information in accordance with law and it will only be used for the purpose it was collected. Information collected voluntarily from our website visitors may be shared with Business Partners, such as third-party marketing companies we work with, and used to develop or improve our programs and services. We may use certain tracking technologies and pixels as described in the section below, “How We Use Cookies, Pixels and other Tracking Technologies,” which may collect some types of personally identifiable information for our website users. The information sent to Elmhurst’s Business Partners for survey purposes will be aggregated, de-identified and screened before it is shared with them.

We may collect the following types of information from our website visitors:

- Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data, including your IP address, the date and time you accessed or left the website, and which pages you viewed. As noted above, some parts of our website use cookies and other tracking technologies to collect this information about your general internet usage, including while logged into a certain social media platform. See section below “How We Use Cookies, Pixels and other Tracking Technologies” to learn more.
- Information that you provide directly to us by filling in the “contact-us” form on our Website, such as your name, e-mail address, telephone number, and any message you submit to us.

We do not request information that is considered sensitive personal information under the laws of some states (“**Sensitive Information**”). We ask that you not send or disclose any Sensitive Information to Elmhurst.

By submitting a telephone number or e-mail address to Elmhurst, you agree that a representative of Elmhurst, or a third party acting on our behalf, can contact you at the e-mail address or phone number you provide. Additional consent is not required to receive these services.

In order to provide you timely, efficient service in a cost-effective manner, information you provide Elmhurst may be transferred to the appropriate Elmhurst department or authorized staff member who requires access to the information for business purposes so services or information you requested can be delivered.

Automated Online Data Collection

Data about your device and online activities is collected automatically when you visit our Website, including:

- We may collect your device identification and Internet Protocol (IP) address, the type of browser and operating system you use, access times and the possible physical location of your device (as determined, for example, using satellite, cell phone tower or WiFi signals).
- We and our Business Partners, such as analytics and digital advertising companies, collect Internet Usage Data transmitted by cookies and similar tracking technologies placed on your device or web browser. If you choose to be signed into a social media account while browsing our Website, you may be authorizing social media companies to use cookies to track information and send the collected information to Elmhurst. This authorizes Elmhurst to collect and use that information in accordance with this Privacy Policy. For more information about how we use these technologies and how you may manage their use, see the “How We Use Cookies, Pixels and other Tracking Technologies” section.

Third-Party Website Links

When appropriate, Elmhurst may share Internet links to third party websites that may be of interest to you. Elmhurst is not responsible for the privacy practices, availability, accuracy, or content of any website not owned or operated by Elmhurst. These links are provided to our online visitors as a convenient way to access helpful resources. A link to another website does not imply an endorsement by Elmhurst. Links to external websites will be evaluated periodically for appropriateness and may be removed at any time. We encourage online visitors to read the privacy statements of third-party websites they may visit. Elmhurst does not accept responsibility or liability for such third-party websites’ policies whatsoever as we have no control over them.

How We Use Cookies, Pixels and other Tracking Technologies

A “cookie” is a piece of text which asks permission to be placed on your device’s hard drive. Once you agree, this cookie file is stored on the hard drive of your device. They help us to improve our website. They present the content from our website in the most effective manner for you and your device. We also use cookies to aggregate user statistics and improve website functionality.

Additionally, certain parts of our website also work with third-party products or services (“**Service Providers**”) to offer and present our website to you. These Service Providers may include but are not limited to Google Analytics, Google Advertising, Bing advertising, Yoast Search Engine Optimization (“SEO”) and/or other Service Providers who help us track and analyze our website user activity, measure the effectiveness of our advertising and fundraising efforts, and support the optimization of our digital campaigns.

Our website uses cookies, tracking pixels and related technologies that are set by Elmhurst or by our Service Providers. The information collected through these cookies and other tracking technologies is stored and retrievable either for the duration of the website visit (known as “session cookies”), or until some later point in time set by our website (known as “persistent cookies”).

Examples of information we and our Service Providers collect through the use of these technologies may include how often someone visits our website and how they interact with our website. We and our Service Providers use this information in the aggregate to understand how our visitors as a group use different resources and to help us improve our website. We and our Service Providers may also collect information about the activity of individual website users.

Most internet browsers accept cookies by default, but you can modify your browser preferences to block or restrict cookies if you do not want your web browsing activity tracked. Please note that some cookies are necessary for our website to operate and, as such, cannot be declined. However, such cookies do not collect any personally identifiable information. If you choose, you may use the [Digital Advertising Alliance \(DAA\) WebChoices Tool](#) to globally opt-out of third-party tracking via website cookies. There are also a variety of other tools publicly available to manage cookies and similar technologies that collect information related to your use of our website. To learn more about cookies and modifying your browser settings related to these cookies you can review guidance from the Federal Trade Commission (“FTC”).

We are not responsible for the effectiveness or compliance of third party opt-out mechanisms or programs. Please note that if you delete your cookies or upgrade your browser after having opted out, you will need to opt out again. Your opt-out is specific to the browser you are using and the device from which you access the Site. Therefore, if you use multiple browsers or devices you will need to opt out on each browser or device. You can access the information on our website without enabling cookies in your browser, but disabling cookies may result in a diminished ability to take advantage of the services and related informational content on our website.

We also use services and tools provided by CallRail to track the voice calls we receive through the dedicated phone number posted on the Website.

The information collected by CallRail may include your phone number, the name displayed on the called ID and other data that may be correlated to CallRail’s business customer’s data resources.

Our Service Providers may acquire additional information about your activity on our website, including pages you visit, access times, visit duration, how you arrived at our websites and your IP address. An IP address is a number that identifies a device connected to the internet. For most devices, the IP address changes on at least a weekly basis. Our Service Providers may also acquire device identifiers and specific information about the browser you use. In some cases, this information may be unique to you.

We do not use flash cookies on our Site.

Additionally, our website uses pixels which are HTML code snippets that are loaded when a user visits a website or opens an e-mail. It is useful for tracking user behavior and activity. With a tracking pixel, advertisers can acquire data for online marketing, web analysis or e-mail marketing.

If such data is analyzed in a particular way, the data collected through these pixels can be used for other purposes as well, for example retargeting/behavioral advertising.

If you'd like to disable these tracking pixels, there are a number of ways in which you can prevent your data from being collected by tracking pixels:

- Set browser and e-mail settings to be as restrictive as possible such that external graphics are only supported after permission, and HTML e-mails are not supported. Appropriate firewall settings can also be used to do this.

Some browser extensions can be used to make tracking pixels visible (e.g. PixelBlock, uBlock Origin, HTTPS Everywhere, etc.).

For more information about how targeted advertising works, you can visit the [Network Advertising Initiative's \("NAI"\) educational page](#).

You can opt out of specific third-party targeted advertising by visiting the settings pages of those third parties, such as:

- GOOGLE: <https://www.google.com/settings/ads/anonymous>

Data Retention

We will retain Personally Identifiable Information for the period necessary to provide our services or fulfill the purposes for which it was collected, or as otherwise required by contract or law.

Your marketing Communications Choices

You can opt-out of receiving e-mail marketing communications or newsletters from us by following the "unsubscribe" instructions included in each of our e-mail marketing communications. You can also unsubscribe by e-mailing us at ask@Elmhurstgroup.com or contacting us as explained in the section "How to Contact Us." We will need to know the name and e-mail address that you want us to remove from our marketing database and add to our 'Do Not Contact' list. It may take up to ten days to process your request to unsubscribe from e-mail marketing messages. If you unsubscribe from marketing messages, we may still send e-mails to you that involve your orders or responses to your questions.

Security

To secure your information, we have put in place commercially suitable administrative, physical, electronic, and managerial procedures to safeguard the confidentiality, integrity and availability of your personal information appropriate to the nature of the personal information we collect.

Nonetheless, the transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically on our website, and transmission of such data is therefore entirely at your own risk.

Phishing Scam Awareness

Phishing is a technique used by online thieves to try to get you to disclose your personally identifiable information under false pretenses. Phishing scams begin with e-mail messages that appear to come from popular websites or websites that you trust. These messages may include logos similar to your bank or credit card company's logos. If you get an e-mail message asking for personally identifiable information, do not reply or click on the link in the message.

Elmhurst will never request an online visitor to provide personal, health or financial information by e-mail. Please notify us immediately if you receive an e-mail claiming to be from Elmhurst requesting personal, health or financial information.

Additional tips and resources about protecting yourself online can be found within [the AARP Cyber Safety Handbook \(PDF\)](#) or [the OnGuardOnline website](#). The handbook also has a number of useful tips regarding shopping safely on the Internet, handling junk e-mail and protecting your computer.

How to Contact Us

If you have any questions about this Privacy Policy, or want to obtain more information about Elmhurst's privacy practices, you can contact us:

- By U.S. postal mail:
Elmhurst Company
One Bigelow Square, Suite 630
Pittsburgh, PA 15219
- By telephone: 1 (412) 281-8731
- By e-mail: info@Elmhurstgroup.com

To learn more about changing your cookies preferences, see the Section called "Manage my Cookies Preferences."

If you need to access this Privacy Policy in an alternative format because of a disability, please contact us as explained in "How to Contact Us."

Children's Privacy

The Website is not intended for, and Elmhurst does not knowingly collect or sell personal information from, children under 16 years of age without appropriate parent or other consent. If we learn that personal information from individuals under 16 years of age has been collected without appropriate consent, we will take reasonable measures to promptly delete that information from our records. If you become aware of any personally identifiable information we have collected from children under age 16, please contact us as explained in "How to Contact Us."

Policy Modifications

Elmhurst reserves the right to change this policy at any time, without advance notice. However, if Elmhurst makes any material changes to this policy, we will notify you by posting a notice on our website. Please review this policy periodically to keep informed of any changes or updates. Any dispute arising out of the use of this website shall be governed by the laws of the Commonwealth of Pennsylvania.

Indemnification

YOU ACKNOWLEDGE YOU ARE USING THIS WEBSITE AT YOUR OWN RISK. THIS WEBSITE IS PROVIDED BY ELMHURST ON AN “AS IS” AND “AS AVAILABLE” BASIS, AND WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED. YOUR SOLE REMEDY FOR DISSATISFACTION WITH THIS WEBSITE, WEBSITE-RELATED SERVICES, AND/OR HYPERLINKED WEBSITES IS TO STOP USING THE WEBSITE AND/OR THOSE SERVICES.

YOU UNDERSTAND AND AGREE THAT YOU ARE PERSONALLY RESPONSIBLE FOR YOUR BEHAVIOR ON THIS WEBSITE OR THE BEHAVIOR OF PERSONS UNDER YOUR CONTROL SUCH AS MINOR CHILDREN. YOU AGREE TO INDEMNIFY, DEFEND AND HOLD HARMLESS ELMHURST, ITS AFFILIATES, SUBSIDIARIES, STAFF, BUSINESS PARTNERS, LICENSORS, EMPLOYEES, AGENTS, AND ANY THIRD-PARTY INFORMATION PROVIDERS TO THE SERVICE FROM AND AGAINST ALL CLAIMS, LOSSES, EXPENSES, DAMAGES AND COSTS (INCLUDING, BUT NOT LIMITED TO, DIRECT, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY AND INDIRECT DAMAGES), AND REASONABLE ATTORNEYS’ FEES, RESULTING FROM OR ARISING OUT OF YOUR USE, MISUSE, OR INABILITY TO USE THIS WEBSITE.

Copyright and Trademark

All content on this website is the exclusive property of Elmhurst unless noted otherwise and is protected by copyright laws. Elmhurst’s marks include, but are not limited to, the Elmhurst logo. The trademarks, service marks, and logos of other organizations used on this website are the property of their respective owners. Online visitors may print or download information from this website for personal, non-commercial use only. The contents of this website may not be distributed, modified, reproduced, or used, in whole or in part without the prior written consent of Elmhurst. Requests can be sent to: info@Elmhurstgroup.com

In accordance with the Digital Millennium Copyright Act, 17 U.S.C. § 512 (the DMCA) Elmhurst is registered as a Service Provider with the United States Copyright Office. Notifications of copyright infringement claims occurring within the Elmhurst network should be reported to: info@Elmhurstgroup.com.

Any such notice must be in writing, and must include the following information as required by the DMCA:

- A physical or electronic signature of the copyright owner or the person authorized to act on its behalf

- A description of the copyrighted work claimed to have been infringed
- A description of the infringing material and information reasonably sufficient to permit Elmhurst to locate the material
- Your contact information, including your address, telephone number, and e-mail
- A statement by you that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law
- A statement that the information in the notification is accurate, and under the pains and penalties of perjury, that you are authorized to act on behalf of the copyright owner.

Thank you for your interest in Elmhurst.

Effective Date: October 7, 2024