

## Privacy Policy for Presbyterian Homes and Housing Foundation of Florida, Inc.

At Presbyterian Homes and Housing Foundation of Florida, Inc. (PHHF), we are committed to protecting your privacy. This policy outlines how we collect, use, and protect personal information provided by visitors to our website ([www.phhf.com](http://www.phhf.com)) and through our services.

### 1. Information We Collect

We collect personal information in the following ways:

- **Google Analytics:** We use Google Analytics to collect information about website visitors, including IP address, browser type, pages visited, and time spent on our website. This data helps us improve our website and services. It is collected anonymously and cannot be used to identify you personally.
- **Key Texting (SMS Communication):** We use an opt-in service that allows property managers to communicate important information to residents via text messaging. This service requires your explicit consent to receive SMS messages. **We do not share SMS (text messaging) opt-in information with any third parties.**
- **Comment Forms:** Our website contains comment forms where users can submit inquiries or feedback to our property administrators. These forms collect your name, email address, and the content of your message. This information is used solely for responding to your inquiry and is not shared with any third parties.

### 2. How We Use Your Information

We use the personal information we collect to:

- Improve our website and services.
- Communicate important information to residents who have opted into our SMS messaging service.
- Respond to inquiries submitted through our website's comment forms.

### 3. Data Sharing

We respect your privacy and are committed to ensuring that your personal information is not shared without your consent. Specifically:

- **Google Analytics Data:** This data is used internally to analyze website traffic and is not shared with third parties beyond Google's standard practices.
- **SMS Opt-In Information:** **We do not share SMS (Text Messaging) opt-in information with any third parties.**
- **Comment Form Information:** Information submitted via the comment forms is used solely for internal communication and is not shared outside of PHHF.

## **4. Data Security**

We take appropriate measures to protect the personal information you provide through our website and services. However, no transmission over the internet or electronic storage method is completely secure. While we strive to protect your data, we cannot guarantee absolute security.

## **5. Your Rights**

You have the right to request access to or deletion of any personal information we have collected from you. If you wish to opt out of our SMS messaging service or have any concerns regarding the data we collect, please contact us at [insert contact information].

## **6. Changes to this Privacy Policy**

We may update this policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. The most current version will always be available on our website.

## **7. Contact Us**

If you have any questions about this privacy policy, please contact us at:

Presbyterian Homes and Housing Foundation of Florida, Inc.  
1050 Burlington Avenue North  
St. Petersburg, FL 33705  
Phone: 727-894-0368