

## **Privacy Policy and Notice of Privacy Practices**

Effective 2/25/26

Elder Care Advocacy Services, Inc. (“ECAS,” “we,” “our,” or “us”) is committed to safeguarding the privacy, confidentiality, and security of personal information entrusted to us. This Privacy Policy and Notice of Privacy Practices describes how we collect, use, disclose, safeguard, and retain Personal Information and Protected Health Information in connection with our guardianship and care management services and through our website, [www.ecasinc.org](http://www.ecasinc.org). By accessing our website or engaging our services, you acknowledge and agree to the practices described in this document.

For purposes of this Policy, “Personal Information” means information that identifies or could reasonably identify an individual, including but not limited to names, addresses, dates of birth, contact information, government-issued identifiers, Social Security numbers, financial account information, insurance information, and similar data. Due to the nature of our services, we may also receive, create, or maintain health-related information that constitutes Protected Health Information (“PHI”) as defined under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”), where applicable. We limit uses and disclosures to the minimum necessary to accomplish the intended purpose.

We collect Personal Information and PHI for legitimate business, fiduciary, and legal purposes. These purposes include providing guardianship and care management services; fulfilling court-appointed duties; coordinating medical, residential, and supportive care; communicating with authorized family members and representatives; managing financial responsibilities associated with guardianship; complying with court orders and regulatory obligations; maintaining accurate records; improving operational processes; and communicating service-related updates or newsletters where individuals have opted to receive such communications. We do not sell, rent, lease, or otherwise monetize Personal Information.

Personal Information may be collected directly from clients, wards, family members, or authorized representatives through interviews, written communications, intake documentation, telephone conversations, and email correspondence. In the course of providing services, we may also collect information from third parties, including healthcare providers, hospitals, rehabilitation facilities, pharmacies, attorneys, financial institutions, courts, and government agencies. Where practicable, we collect information directly from the individual or their authorized representative; however, in guardianship matters, information is often obtained from multiple authorized sources as necessary to fulfill legal and fiduciary responsibilities.

Through our website, we collect limited information such as names, email addresses, telephone numbers, and messages submitted through contact forms, as well as email addresses submitted for newsletter subscriptions. We do not collect medical information, Social Security numbers, or financial account information through the website. Our website utilizes Google Analytics to collect aggregated, anonymized data regarding website usage, including device type, browser type, and general usage patterns, for the purpose of improving website functionality and user experience.

We may use and disclose Personal Information and PHI without written authorization when permitted or required by law. Such uses and disclosures may include coordination of care with healthcare providers; communication with hospitals, residential facilities, therapists, and pharmacies; financial management activities related to guardianship responsibilities; administrative and operational activities necessary to manage our services; compliance with court orders, subpoenas, and other lawful processes; mandatory reporting obligations; and circumstances involving public health or safety concerns. Uses and disclosures not otherwise permitted by law will be made only with appropriate authorization, which may be revoked in writing to the extent permitted by law.

We engage certain third-party service providers to assist in delivering services and managing business operations. These providers include case management software platforms, secure document storage services, email communication platforms, and website analytics providers. Subcontracted care managers and authorized personnel may also have access to Personal Information as necessary to perform their professional responsibilities. We require individuals and service providers with access to sensitive information to maintain confidentiality and to use such information solely for authorized purposes.

We implement reasonable administrative, technical, and physical safeguards designed to protect Personal Information and PHI from misuse, loss, unauthorized access, alteration, or disclosure. Access to sensitive information is restricted to authorized personnel and subcontractors who require such access to perform their duties. While we take commercially reasonable steps to safeguard information, no method of electronic transmission or storage is completely secure. Accordingly, we do not warrant or guarantee absolute security and disclaim liability to the fullest extent permitted by law for unauthorized access or disclosure except where such liability cannot be limited under applicable law.

In accordance with applicable law, we are required to maintain the privacy of Protected Health Information, provide notice of our privacy practices, and notify affected individuals in the event of a breach of unsecured PHI when required by law. We are obligated to abide by the terms of this Notice currently in effect.

Individuals whose information we maintain may have certain rights under applicable law, including the right to request access to Personal Information or PHI, request correction or amendment of inaccurate information, request restrictions on certain disclosures where legally permissible, request confidential communications, and receive an accounting of certain disclosures of PHI. Requests must be submitted in writing and may require verification of identity. We reserve the right to deny requests to the extent permitted by law and may charge a reasonable administrative fee for copies of records where allowed.

Elder Care Advocacy Services, Inc. DBA ECAS Inc respects your privacy. By opting into our SMS messaging service, you agree to the following terms regarding how we handle your data. When you sign up for SMS updates, we may collect your name, email address, mailing address, and mobile phone number. This information may be collected through our website contact form, email communications, rental agreements, or third-party reservation systems.

We use your information solely for the purpose of sending customer care and conversational messages. We protect your data using secure storage measures designed to prevent unauthorized access. Your information will be retained for as long as you remain subscribed to our SMS service, and you may request deletion at any time.

Please note that message and data rates may apply. Your mobile carrier may charge fees for sending or receiving text messages, particularly if you do not have an unlimited texting or data plan. Messages are recurring, and frequency may vary.

If you need assistance, you may contact Elder Care Advocacy Services, Inc. DBA ECAS Inc at +1 (215) 434-1444, +1 (215) 486-2678, or +1 (866) 251-6832, or by email at [hmedvic@ecasinc.org](mailto:hmedvic@ecasinc.org). You may opt out of receiving SMS messages at any time by texting, emailing, or replying STOP or CANCEL to any of the phone numbers listed above or to [hmedvic@ecasinc.org](mailto:hmedvic@ecasinc.org). After you unsubscribe, you will receive one final confirmation message, and your number will be removed from our list within 24 hours. You may also reply HELP at any time to receive additional assistance, including our phone number, email, and website information.

Elder Care Advocacy Services, Inc. DBA ECAS Inc does not share your data with third parties for marketing purposes and will not sell, rent, or share collected mobile numbers. All sharing referenced in this policy excludes mobile opt-in and consent; opt-in information is never shared with any party for any purpose.

ECAS retains records for as long as necessary to fulfill legal, regulatory, and fiduciary obligations, including court-related matters, and may retain records indefinitely where appropriate. Retention is based on legitimate legal, regulatory, and operational considerations.

This Privacy Policy and Notice of Privacy Practices may be updated from time to time to reflect changes in legal requirements or business practices. Any revised version will be posted on our website with an updated effective date and will apply to all information maintained by ECAS.

If you believe your privacy rights have been violated, you may file a complaint with Elder Care Advocacy Services, Inc. using the contact information below or with the U.S. Department of Health and Human Services. We will not retaliate against you for filing a complaint.

All questions, requests, or complaints regarding this Privacy Policy and Notice of Privacy Practices should be directed to our Privacy Officer, listed below:

**Hannah Medvic**

Elder Care Advocacy Services, Inc.

P.O. Box 319

Jamison, PA 18929

Email: [hmedvic@ecasinc.org](mailto:hmedvic@ecasinc.org)

Phone: 215-357-7200