

PRIVACY POLICY

Effective Date: 04/01/2025

Home Care Strategy Lab

www.homecarestrategylab.com

1. INTRODUCTION

Home Care Strategy Lab ("we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, and share information when you visit our website, engage with our podcast, sign up for communications, or interact with us. This policy is intended for users in all 50 U.S. states and includes specific disclosures for California residents under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA). By using our website, you agree to the terms of this Privacy Policy.

2. INFORMATION WE COLLECT

A. Information You Provide Directly

- Name and email address (e.g., via contact forms or newsletter signups)
- Survey responses or submitted feedback
- Communication records when you contact us

B. Information Collected Automatically

- IP address and geolocation data
- Browser type, device type, and operating system
- Pages viewed and time spent
- Referring URL and site interaction
- Cookies and similar tracking technologies

C. Information from Third Parties

- Podcast hosting or analytics platforms (e.g. Spotify, Apple Podcasts, Google Analytics)
- Advertising and sponsorship engagement data

3. HOW WE USE YOUR INFORMATION

We use collected information to:

- Deliver, operate, and improve our podcast and website
- Send newsletters, updates, or sponsor-related content
- Analyze site usage and listener engagement
- Comply with legal obligations
- Prevent misuse or unauthorized access

4. DISCLOSURE OF INFORMATION

We may share your information with:

- Service Providers: Email platforms, analytics services, podcast hosting tools
- Sponsors and Advertisers: Aggregated or anonymized listener insights (not personal identifiers)
- Legal Authorities: When required to comply with applicable laws or protect our rights
- With Your Consent: In any other situation where you expressly authorize sharing

We do not sell your personal information for monetary value.

5. COOKIES & TRACKING

We use cookies to:

- Recognize returning visitors
- Monitor website usage
- Personalize content or advertising

You can manage cookie preferences through your browser settings. Some features may not function properly if cookies are disabled.

6. DATA RETENTION & SECURITY

We retain your data only as long as necessary for business or legal purposes. We take reasonable measures to protect your data from unauthorized access, but no system can be completely secure.

7. YOUR RIGHTS (INCLUDING CALIFORNIA RESIDENTS)

If you are a California resident, you have the right to:

- Request to know what personal information we collect, use, and disclose
- Request deletion of your personal information
- Opt out of the sharing of personal information for cross-context behavioral advertising
- Not be discriminated against for exercising your privacy rights

To make a request, contact us at miriam@homecarestrategylab.com with “California Privacy Rights” in the subject line. We may verify your identity before fulfilling your request.

8. CHILDREN’S PRIVACY

Our content is not directed to children under 13. We do not knowingly collect data from children. If we become aware of such data, we will delete it immediately.

9. THIRD-PARTY LINKS

Our website may link to sponsor or partner websites. We are not responsible for the privacy practices of those third parties. Please review their privacy policies separately.

10. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the effective date updated. Your continued use of our site after changes are posted means you accept those changes.

11. CONTACT US

For any questions, requests, or concerns regarding this Privacy Policy:

Home Care Strategy Lab

Email: miriam@homecarestrategylab.com

Website: www.homecarestrategylab.com