

Privacy Policy

The Home Care Alliance of Massachusetts is committed to protecting the privacy of our online visitors and members. As part of our commitment to privacy, we have adopted this online Privacy Policy. By using the Alliance's website or communicating with the Alliance by email, you agree to the terms of this Privacy Policy.

This Privacy Policy applies to all transactions made and data gathered on any website registered to or maintained by the Alliance.

Registering and Logging On

We do not collect personally identifiable information about individuals – such as name and postal or email address – except when it is provided by such individuals.

Many sections of the Alliance's website are accessible without registering or submitting any personally identifiable information. However, in order to access sections of the website designated as "Members Only," you must register and you or your company must be a member of the Alliance. Members are required to provide personally identifiable information including name, a user name, password, email address, mailing address, telephone number, and other information. We store this information in a personal profile on our secured server to facilitate members' interactions with the Alliance and to enhance our services to them.

Alliance members may review, correct, update or change their personal profile at any time by logging on to the Member Resource Center page and selecting Update Profile at the bottom right.

Use of Cookies

The Alliance's website requires the use of cookies to enable Alliance members to register or log on. These cookies give Alliance members immediate access to the "Members Only" sections of the website and help us serve Alliance members better each time they return to our website. We do not use cookies for visitors who view the public sections of our website without logging on.

Uses of Personally Identifiable Information

The Alliance collects and uses your personal data only to the extent it is needed to conduct transactions that you initiate. The Alliance will not release personal data to unaffiliated third parties unless you request it, the data is provided as part of a transaction that you initiate, or the disclosure is required by law. The personal information you provide will be retained only for as long as reasonably necessary to fulfill the purposes for which it was collected or as required by law.

Conducting Business On-line

The Alliance will ask you to provide personally identifiable information necessary to fulfill membership applications, registrations, or purchases you initiate on the website. This is the same information requested when you conduct any of these transactions in person, by telephone, or by mail. When you make a payment online, your credit card information will be temporarily stored on a secured server and transmitted electronically to a reputable third-party vendor for processing.

The Alliance uses reasonable means to assure the privacy of personal data provided to it. The Alliance does not provide any absolute guarantees relative to the security of such data but endeavors to use all reasonable commercial means to assure the security of personal data.

We will retain the personally identifiable information you provided with your order for our records and to facilitate customer service. For online orders, we also require your email address so you can receive order confirmation and so we can communicate with you if we have difficulty processing your order.

Ensuring Data Accuracy

The Alliance strives to maintain the accuracy of the personal data stored on our website by providing mechanisms to allow members to review, edit, and correct their personal data. All such changes by members are reviewed by Alliance staff; however, the Alliance cannot be responsible for inaccurate data provided by members.

Emails and Newsletters

The Alliance regularly sends email newsletters and other notices to our members, including emails specific to subgroups of members based on membership type or professional function. Members can subscribe or unsubscribe to an email newsletter at any time by submitting a request to the Alliance or by replying to an email with a request to unsubscribe. The Alliance also maintains a number of functional list serves on the website to which members may subscribe.

Copyrights and Trademarks

The content of the Alliance's website is copyrighted. Visitors may download or print the materials on the site for personal or non-commercial uses. Materials on the site may not be modified, reproduced, distributed, or used for any public or commercial purposes without prior written consent from the Alliance. Unauthorized use of any materials on the site may violate copyright, trademark and other laws.

Third party links are provided as a convenience to our users. The Alliance does not control and is not responsible for any of these sites or their content. The presence of these links does not indicate any endorsement by the Alliance of the site.

Explicit permission is required to use the Alliance logo.

Changes to this Policy

The Alliance may revise this Privacy Policy at any time. Any changes that materially affect how we handle personally identifiable information will be posted prominently on the main page of the website.

Additional Information

If you have questions or concerns regarding this Privacy Policy, you should first contact us by email to info@hcalliancema.org, by telephone to 617/482-8830, or by mail to Home Care Alliance of MA, 31 St. James Ave., suite 780, Boston, MA 02116.