

Privacy Policy

Kind Heart Inc.

Effective Date: August 18, 2026

Last Updated: August 18, 2026

Kind Heart Inc. (“Kind Heart,” “we,” “us,” or “our”) provides in-home companion care, personal care, and respite care services to families in the Bay Area, California. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website at mykindheart.com (the “Site”), contact us, apply for a job with us, or otherwise interact with us.

This Privacy Policy applies to information collected through the Site. It does **not** cover the handling of protected health information related to the care services we provide to clients, which is addressed separately in our **Notice of Privacy Practices**.

By using the Site, you agree to the collection and use of information as described in this Privacy Policy.

1. Information We Collect

We may collect the following categories of information:

a) Information You Provide to Us

- **Contact information:** name, phone number, email address, mailing address
- **Care inquiry information:** details you share about yourself or a loved one when requesting care, including care needs, schedule preferences, and relevant health or mobility information you choose to share
- **Employment information:** if you apply for a position through our “Work with Us” page, we may collect your resume, work history, references, and related application materials
- **Communications:** information you provide when you contact us by phone, email, contact form, or otherwise

b) Information Collected Automatically

When you visit the Site, we and our service providers may automatically collect:

- **Device and usage data:** IP address, browser type, device type, operating system, pages viewed, time spent on pages, referring URLs, and general location (city/region level)
- **Cookies and similar technologies:** we use tools such as Google Tag Manager and related analytics/advertising technologies to understand Site usage and improve our services (see Section 5, “Cookies and Tracking Technologies”)

c) Information from Third Parties

We may receive information about you from third parties, such as referral sources, background check providers (for caregiver applicants), or business partners, consistent with applicable law.

2. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and provide information about our care services
- Match families with prospective caregivers
- Evaluate job applications and manage recruitment
- Communicate with you, including sending updates, scheduling calls, and responding to requests
- Operate, maintain, and improve the Site
- Analyze Site usage and marketing effectiveness
- Comply with legal obligations and protect the rights, safety, and property of Kind Heart, our clients, and others
- Send marketing communications, where permitted, which you may opt out of at any time

3. How We Share Your Information

We do not sell your personal information for money. We may share information as follows:

- **Service providers:** vendors who help us operate the Site, host data, process communications, conduct analytics, or perform background checks, under confidentiality obligations
- **Caregivers and care coordination:** information necessary to match and coordinate care between families and caregivers
- **Legal and safety purposes:** when required by law, to respond to legal process, or to protect the rights, property, or safety of Kind Heart, our clients, employees, or others
- **Business transfers:** in connection with a merger, acquisition, financing, or sale of assets, subject to standard confidentiality protections
- **With your consent:** for any other purpose disclosed to you at the time of collection or with your consent

4. Your Privacy Choices and Rights (California Law)

This Site is operated in California. California's privacy laws — principally the California Consumer Privacy Act as amended by the California Privacy Rights Act ("CCPA/CPRA") and the California Online Privacy Protection Act ("CalOPPA") — give California residents certain rights and impose certain obligations on businesses, depending on factors such as a business's size, revenue, and data practices.

Kind Heart is a small, locally-operated home care agency. Whether the full CCPA/CPRA framework legally applies to Kind Heart depends on statutory thresholds tied to revenue and data volume that may change over time. This Privacy Policy is intended to describe Kind Heart's privacy practices and to honor the rights described below for California users of the Site as a matter of policy, regardless of whether every threshold is met. It should not be read as a determination that any specific statute or regulation applies to every Kind Heart activity. Kind Heart recommends that applicability of the CCPA/CPRA, CalOPPA, and other privacy laws be reviewed periodically with qualified legal counsel as the organization's size, revenue, and data practices develop.

Categories of Personal Information Collected and Disclosed

We collect the categories of personal information described in Section 1 of this Policy (identifiers, care-inquiry and health-adjacent information you voluntarily provide, employment application information, and internet/device activity information). We disclose these categories only to the categories of recipients described in Section 3 ("How We Share Your Information") for the business purposes described in Section 2. **We do not sell personal information, and we do not share personal information for cross-context behavioral advertising.**

Your Privacy Rights

Depending on the law applicable to your information and circumstances, you may have the right to:

- **Know / Access** — request the categories and, where applicable, specific pieces of personal information we have collected about you, the sources, the purpose for collecting it, and the categories of third parties with whom it is disclosed
- **Delete** — request deletion of personal information we have collected from you, subject to applicable exceptions
- **Correct** — request correction of inaccurate personal information we maintain about you
- **Opt out of sale or sharing** — Kind Heart does not sell or share personal information; if that changes, we will provide a "Do Not Sell or Share My Personal Information" link on the Site
- **Limit use of sensitive personal information** — sensitive personal information (such as health or mobility information you share about a care recipient) is used only as reasonably necessary to respond to your inquiry or provide requested services
- **Non-discrimination** — we will not deny services, charge different prices, or provide a different level of service because you exercised a privacy right

If a particular privacy law grants additional rights or imposes additional requirements on Kind Heart, we will comply with that law to the extent applicable.

How to Submit a Request

You may submit a request regarding your personal information by:

1. **Email:** hello@mykindheart.com
2. **Phone:** (925) 744-0000

We will take reasonable steps to verify your identity before completing a request and will respond within the timeframe required by applicable law. You may designate an **authorized agent** to submit a request on your behalf by providing us with signed permission or, where required, proof of the agent's authority.

Direct Marketing Disclosures ("Shine the Light")

California law allows California residents to request certain information about disclosures of personal information to third parties for those third parties' own direct marketing purposes. We do not currently share personal information with third parties for their own direct marketing purposes. If this changes, you may submit a request using the contact information in Section 9.

"Do Not Track" Disclosure

Some browsers offer a "Do Not Track" signal. Because there is not yet a common industry standard for recognizing such signals, the Site does not currently respond to Do Not Track browser signals. We will update this section if that changes.

Marketing Communications

You may opt out of marketing emails by using the unsubscribe link in those emails or by contacting us directly. You may still receive non-marketing communications related to services you've requested.

Health-Related Information

To the extent information you share falls within the scope of California's Confidentiality of Medical Information Act or is addressed in our separate Notice of Privacy Practices, that information is handled under those protections, which may apply instead of the provisions above depending on the circumstances.

5. Cookies and Tracking Technologies

We use cookies, web beacons, and similar technologies (including through Google Tag Manager and connected analytics tools) to:

- Understand how visitors use the Site
- Remember preferences
- Measure the effectiveness of our content and marketing

You can control cookies through your browser settings. Disabling cookies may affect certain features of the Site.

6. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information we collect. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain each category of personal information only as long as reasonably necessary for the purpose it was collected and as required by applicable law. As a general matter: contact and care-inquiry information is retained for the duration of any prospective or active client relationship and for a reasonable period afterward for recordkeeping purposes; employment application information is retained consistent with applicable California recordkeeping requirements; and Site usage/analytics data is retained according to the retention settings of the analytics tools we use. After the applicable period, information is securely deleted or de-identified, unless a longer period is required to comply with legal, accounting, licensing, or reporting obligations, including obligations under our CDSS Home Care Organization license.

8. Children's Privacy

The Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided us with personal information, please contact us so we can address it.

9. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, contact us at:

Kind Heart Inc.

Serving the Bay Area, California

Phone: (925) 744-0000

Email: hello@mykindheart.com

10. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Last Updated" date. Your continued use of the Site after changes are posted constitutes acceptance of those changes.

This Privacy Policy works together with our separate Terms of Service, Notice of Privacy Practices, and Licensing & Compliance page, all linked in the footer of the Site.