

Care and Heart

General Marketing Privacy Policy

Draft for review | Prepared October 12, 2026

Scope

Care and Heart values your privacy. This policy describes how we handle personal information collected through marketing inquiries, website contact forms, advertising lead forms, email sign-ups, and direct communications about our services. It covers general marketing information; health care records and patient intake information are subject to separate notices where applicable.

Information We Collect

We collect information you choose to provide, such as your name, email address, phone number, city or ZIP code, interest in our services or caregiver opportunities, and the contents of your inquiry. We also keep communication preferences and records of consent or opt-out requests.

How We Use Information

We use your information to respond to inquiries, explain our services, follow up on requests, and send marketing communications where permitted and consistent with your preferences. We may also use inquiry and campaign information to understand which outreach is effective and improve our communications. Marketing consent is optional and is not a condition of purchasing or receiving services.

Sharing Information

We do not sell the contact information you submit through our marketing forms or provide it to other businesses for their own direct marketing. Vendors supporting our forms, email delivery, contact management, or hosting may process information as needed to perform services for us. We may disclose information when required by law or necessary to protect legal rights or security. Mobile numbers, SMS opt-in data, and messaging consent are not shared with third parties or affiliates for their own marketing or promotional purposes.

Your Marketing Choices

You can stop marketing emails by using the unsubscribe option in the email or contacting Albert@careandheart.com. We honor email opt-out requests within 10 business days. You may also contact us to update your communication preferences. Opting out of marketing does not prevent responses to inquiries you initiate or necessary service communications.

SMS Communications

Our SMS program is used only for appointment scheduling, reminders, and follow-ups, not marketing. Text messaging is governed by our separate Care and Heart Appointment SMS Privacy Policy and Appointment SMS Terms and Conditions. SMS messages require the applicable consent. Reply STOP to unsubscribe from the SMS program and HELP for assistance. Message frequency varies; message and data rates may apply.

Website and Third-Party Platforms

Third-party websites, social media platforms, and advertising platforms operate under their own privacy policies. This policy covers information provided to Care and Heart. If our website uses analytics cookies, advertising pixels, or similar tracking, those practices and available controls must be described in a separate website tracking notice.

Security, Retention, and Requests

We use reasonable safeguards to protect marketing information and retain it only as needed for the purposes described here, applicable recordkeeping obligations, and honoring opt-outs. Contact us to request access, correction, or deletion of your marketing information, subject to applicable law and any required retention.

Changes

We may update this policy and show the revised effective date. Changes do not automatically expand your marketing consent; additional consent will be obtained when required.

Contact Us

Care and Heart

Email: Albert@careandheart.com | Phone: (313) 992-2499

Website: <https://www.careandheart.com>