

Privacy Notice

At The Life Center, we value your privacy and are committed to protecting your personal information. This privacy notice explains how we collect, use, share, and safeguard your data when you visit our website and use our services. By using our site, you agree to the terms outlined in this notice.

Data sharing and disclosure

We do not share or sell your personal data with third parties for marketing or promotional purposes. We may share your data with third parties only in the following circumstances:

- **Service Providers:** We may use third-party companies to help with our operations, such as IT service providers.
- **Legal Compliance:** We may release your information if required by law or in response to valid requests by public authorities.
- **Protection:** To protect our rights, property and safety, or that of our clients or others.

Purpose of data use

We use the information we collect for the following purposes:

- **Identity Data:** First and last name.
- **Contact Data:** Email address, phone number and delivery address.
- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- **Customer Support and Communications Data:** Your preferences in receiving information from us and your communication preferences when we send you updates, educational materials or respond to your questions.
- **Service Improvements:** To enhance the usefulness of our website and services based on your feedback and usage patterns.

Methods of data collection

- **Direct Interactions:** You provide your personal data when you fill out forms, create an account, request our services, request information and/or educational materials or give us feedback.
- **Automated Technologies:** As you interact with our website, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this data using cookies, server logs and other similar technologies.

How we use your personal data

We use your personal data for the following purposes:

- **SMS Program:** If you opt into our SMS program, we will send you messages regarding our services, updates, policies and other information related to your needs. You can opt out at any time.
- **Communications:** To communicate with you about our services.
- **Client Support:** To respond to your questions and provide support.

Data storage, maintenance and protection

We use appropriate security measures to protect your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. These measures include:

- **Data Encryption:** Encrypting personal data to protect it from unauthorized access.
- **Access Controls:** Limiting personal data access to authorized personnel only.
- **Regular Security Assessments:** Conducting regular security assessments to identify and mitigate potential security vulnerabilities.

Your rights

You have the following rights regarding your personal data:

- **Access:** You can request access to the personal data we hold about you.
- **Make a Correction:** You can request correction of any incomplete or inaccurate data we hold about you.
- **Request Erasure:** You can request deletion of your personal data where there is no valid reason for us to continue to hold it.
- **Objection:** You can object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party), and there is something about your particular situation that makes you want to object to processing on this ground.
- **Restriction:** You can request restriction of processing your personal data.
- **Limit What We Share:** We are not required to agree to your request and may decline your request for a change.
- **File a complaint:** If you have a complaint that is not resolved to your satisfaction, you can contact or make an online submission at <https://hhs.texas.gov/about-hhs/your-rights/office-ombudsman>

Opt-out options

You have the right to opt out of receiving communications from us at any time by:

- **SMS:** Replying “STOP” to any SMS message you receive from us.
- **Email:** Clicking the “unsubscribe” link in any email you receive from us.
- **Account Settings:** Updating preferences in your account settings on our website.

Changes to the terms of this notice

We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request in our office and on our website.

- **Our Contact Information:** The Life Center
Office: 432.683.6072

Date of Notice: February 2025