

Sunrise Senior Day Care

PRIVACY POLICY | EFFECTIVE AUGUST 19, 2026

Sunrise Senior Day Care (“Sunrise,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we may collect, use, retain, and disclose information obtained through our website and related contact forms, email, telephone calls, text messages, and online conversations.

Scope. This policy applies to website activity and related communications. Service, participant, or client records may be governed by separate agreements, confidentiality practices, or legally required notices.

Information We May Collect

We may collect information that you voluntarily provide, including:

- Your name, telephone number, email address, and mailing address
- Information submitted through contact, tour, enrollment-inquiry, employment, or volunteer forms
- Messages, questions, and other communications you send to us
- Information about the programs or services in which you are interested
- Information about a prospective participant when you are authorized to provide it
- Any other information you choose to provide

Our website and service providers may also automatically collect limited technical information, including:

- IP address and approximate location
- Browser, device, and operating-system information
- Pages viewed and links selected
- Referring website
- Date, time, and duration of a visit
- Website performance and security information

How We May Use Information

- Responding to inquiries and returning requested calls or messages
- Providing information about programs, availability, tours, transportation, or enrollment
- Communicating with prospective participants, families, caregivers, or authorized representatives
- Processing employment or volunteer inquiries
- Operating, maintaining, securing, and improving our website
- Understanding general website traffic and visitor activity
- Preventing fraud, misuse, or security incidents
- Maintaining appropriate business and communication records
- Protecting the rights, safety, and property of Sunrise, its participants, personnel, and others
- Complying with legal, licensing, regulatory, insurance, contractual, or governmental requirements
- Carrying out other purposes disclosed when information is collected or authorized by you

Providing information through the website is voluntary, but we may be unable to respond to or complete a request without certain information.

Calls, Text Messages, and Online Conversations

We may use telephone numbers, emails, messages, and conversations to respond to inquiries, provide requested information, schedule tours or assessments, coordinate next steps, and conduct related business activities.

We do not sell private communications or telephone numbers to third parties for their own independent marketing. We may disclose communications to authorized personnel or service providers when reasonably necessary to respond to a request, operate our communications systems, maintain records, protect health or safety, investigate misuse, or comply with law.

Emails, ordinary text messages, online chats, and standard website forms may not be encrypted. Please do not use these methods to submit detailed medical, financial, Social Security, or other highly sensitive information unless Sunrise has provided an approved secure method.

If you agree to receive text messages, message and data rates may apply. Message frequency may vary. You may opt out of promotional text messages by replying STOP. Opting out does not prevent non-promotional messages when permitted by law.

Cookies and Similar Technologies

Our website may use cookies, pixels, logs, analytics tools, and similar technologies to enable website functions, remember preferences, measure traffic and performance, understand website use, diagnose technical problems, maintain security, prevent misuse, and improve our website and communications.

Some technologies may be provided by website hosting, analytics, communications, mapping, video, or security vendors. Those providers may process technical information according to their own terms and privacy practices.

You may block or delete cookies through your browser settings. Some features may not function properly if cookies are disabled. Where required by applicable law, we will provide additional choices concerning nonessential cookies or covered data processing.

How Information May Be Disclosed

- Employees and authorized personnel
- Website hosting, technology, analytics, communications, scheduling, security, professional-advisory, and other operational service providers
- An authorized family member, caregiver, guardian, or representative
- Government agencies, regulators, licensing bodies, auditors, insurers, courts, or law-enforcement authorities when required or permitted by law
- Parties necessary to protect health or safety, prevent fraud or abuse, establish or defend legal rights, or complete a business transaction subject to applicable law
- Other parties for a purpose disclosed when information is collected or authorized by you

We may also use or disclose aggregated or de-identified information that does not reasonably identify an individual.

Health and Participant Information

Please do not submit detailed health information through an ordinary website form, online chat, text message, or unsecured email.

Limited health-related information voluntarily submitted through the website may be used to understand and respond to your inquiry. Health information collected during assessment, enrollment, or participation may be subject to separate confidentiality practices and federal or state laws.

This website Privacy Policy is not a HIPAA Notice of Privacy Practices and does not determine whether Sunrise is a HIPAA-covered entity or business associate. When a separate Notice of Privacy Practices is legally required, that notice governs applicable Protected Health Information.

Data Retention

We may retain information for as long as reasonably necessary to respond to inquiries, administer website operations, maintain business records, resolve disputes, protect against fraud, enforce agreements, and meet legal, licensing, insurance, or regulatory requirements.

Retention periods may vary depending on the information, why it was collected, and applicable requirements. We may delete, de-identify, or aggregate information when it is no longer reasonably needed.

Information Security

We use reasonable administrative, physical, and technical measures intended to protect information. However, no website, email, text-message system, internet transmission, or storage system can be guaranteed completely secure.

You are responsible for using reasonable care when deciding what information to send through unsecured communications.

Your Choices and Privacy Rights

Depending on where you live and whether an applicable privacy law covers Sunrise or the relevant processing, you may have rights concerning certain personal information, such as requesting access, correction, deletion, or a copy.

Some requests may be denied or limited when an exception applies, information must be retained, or we cannot reasonably verify the requester's identity or authority.

You may unsubscribe from promotional emails using the instructions in the message or by contacting us. We may continue to send replies and other non-promotional communications relating to your requests or relationship with Sunrise.

Children's Privacy

Our website is intended for adults seeking information about services, employment, or volunteer opportunities. It is not directed to children under 13, and we do not knowingly solicit personal information online directly from children under 13.

A parent or legal guardian who believes a child submitted personal information may contact us to request review or removal.

Third-Party Websites and Services

Our website may include links, maps, videos, social-media features, or other services operated by third parties. Their privacy and security practices are governed by their own policies. We are not responsible for the content or practices of services we do not control.

Changes to This Policy

We may revise this Privacy Policy periodically to reflect changes in our website, practices, services, technology, or legal obligations. The revised policy will be posted on this page with an updated effective date.

Your continued use of the website after an updated policy is posted will be subject to the revised policy to the extent permitted by law.

Contact Us

Questions or requests concerning this Privacy Policy may be directed to:

Sunrise Senior Day Care

2500 S. Sheridan Blvd.

Denver, CO 80227

Telephone: 303-226-6882

Email: info@sunrisesdc.com

Texas Location

3845 N. Garland Ave.

Garland, TX 75040