

Privacy Policy

Effective Date: [June 2023]

Thank you for choosing Nurse Billboard ("we," "us," or "our"). We are committed to protecting your privacy and providing a secure platform for connecting caregivers and nurses with individuals in need of healthcare services in their homes and healthcare facilities. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use our app or website (collectively, the "Platform").

Please read this Privacy Policy carefully. By accessing or using our Platform, you acknowledge that you have read, understood, and agree to be bound by the terms of this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use our Platform.

1. Information We Collect

1.1 Personal Information

We collect personal information that you voluntarily provide to us when using our Platform. This includes, but is not limited to:

- Your name, contact information, and demographic details (such as your address, email address, phone number, and date of birth);
- Information related to your professional qualifications, experience, and skills;
- Background check information, including criminal record checks and employment history;
- Financial information, such as payment card details, necessary for processing transactions;
- Health-related information, including medical history, conditions, and treatment plans, as required for caregiving and nursing services;
- Information you provide when you communicate with us or our support team.

1.2 Non-Personal Information

We also collect non-personal information automatically when you use our Platform, which may include:

- Device information (e.g., IP address, device type, browser type, operating system);
- Log data (e.g., access times, app features used, pages viewed);
- Aggregated and anonymized data that does not personally identify you.

2. Use of Information

2.1 Provision of Services

We use your personal information to:

- Facilitate the matchmaking and scheduling of caregivers and nurses with individuals in need of healthcare services;
- Process payments and manage financial transactions;
- Communicate with you regarding your account, appointments, and service-related matters;
- Maintain and improve the quality and safety of our Platform and services.

2.2 Legal and Safety Purposes

We may use your information to comply with applicable laws, regulations, and legal processes, as well as to protect our rights, safety, and property, or that of our users and third parties.

2.3 Aggregated Data

We may use non-personal information and aggregated data for research, analysis, and marketing purposes, including improving our services, understanding user preferences, and enhancing user experience. Such information does not personally identify you.

3. Sharing of Information

3.1 Caregivers and Nurses

To fulfill your requests for caregiving and nursing services, we may share your personal information with caregivers and nurses who are registered on our Platform.

3.2 Service Providers

We may engage third-party service providers to assist us in operating our Platform and delivering our services. These service providers may have access to your personal information and are contractually obligated to protect your information and use it solely for the purposes of providing services to us.

3.3 Legal Compliance and Protection

We may disclose your personal information if we believe in good faith that such disclosure is necessary to comply with applicable laws, regulations, or legal processes, or to respond to valid requests from public and government authorities.

3.4 Business Transfers

In the event of a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of the transaction, subject to applicable privacy laws.

4. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. The specific retention period may vary depending on the nature of the information and the purpose for which it was collected.

5. Data Security

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, please note that no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee the absolute security of your information.

6. Your Rights and Choices

6.1 Access and Update

You have the right to access, update, and correct your personal information stored in our Platform. You can do this by logging into your account and modifying your profile settings. If you need assistance, please contact our support team.

6.2 Marketing Communications

You may opt out of receiving promotional communications from us by following the instructions provided in the communication or by contacting us directly. Please note that even if you opt out, we may still send you non-promotional messages relating to your account or our services.

6.3 Do Not Track Signals

Our Platform does not respond to "Do Not Track" signals from web browsers. However, you may adjust your browser settings to disable certain tracking technologies.

7. California Privacy Rights

If you are a California resident, you have certain rights under the California Consumer Privacy Act (CCPA) regarding your personal information. To exercise these rights, please refer to our separate California Privacy Notice, which is incorporated into this Privacy Policy.

7.1 Right to Know

You have the right to request information about the categories of personal information we collect, the sources from which we collect personal information, the purposes for collecting and using personal information, and the categories of third parties with whom we share personal information. You may submit a verifiable request for this information by contacting us through the methods provided in the "Contact Us" section below.

7.2 Right to Delete

You have the right to request the deletion of your personal information collected or maintained by us. Please note that certain exceptions may apply, where we may need to retain your personal information for legal or legitimate business purposes. To exercise your right to delete, please contact us through the methods provided in the "Contact Us" section below.

7.3 Right to Opt-Out of Sale

We do not sell your personal information to third parties for monetary or other valuable consideration. Therefore, there is no need to opt-out of the sale of personal information.

7.4 Non-Discrimination

We will not discriminate against you for exercising your rights under the CCPA. This means we will not deny you services, charge you different prices, or provide a different level or quality of services based on your CCPA rights.

8. Compliance with Laws

We comply with applicable laws and regulations governing the collection, use, and disclosure of personal information, including but not limited to California state and federal laws regarding home care, home health, and labor laws.

9. Changes to the Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our Platform or by other means. Please review this Privacy Policy periodically for any updates.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us through the in-app Help Desk or by email: info@nursebillboard.com

11. Mediation and Dispute Resolution

By using our Platform, you agree that any dispute, claim, or controversy arising out of or relating to this Privacy Policy or your use of the Platform shall be resolved through mediation, and you waive any right to initiate or participate in a lawsuit or class action against Nurse Billboard.

In the event of a dispute, both parties shall first attempt to resolve the matter informally through good-faith negotiations. If the parties are unable to reach a resolution through negotiation, either party may initiate mediation by providing written notice to the other party. The mediation shall be conducted in accordance with the rules and procedures of a mutually agreed-upon mediation provider.

The decision reached through mediation shall be final and binding on both parties. You understand and agree that by agreeing to mediation, you are waiving your right to a trial by jury or to participate in a class action lawsuit.

12. Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of the State of California, United States, without regard to its conflict of law principles.

13. Severability

If any provision of this Privacy Policy is found to be invalid, illegal, or unenforceable, the remaining provisions shall continue in full force and effect.

14. Entire Agreement

This Privacy Policy constitutes the entire agreement between you and Nurse Billboard regarding the collection, use, and disclosure of personal information through the Platform and supersedes any prior agreements or understandings, whether written or oral.

By using our Platform, you acknowledge and agree to the mediation and dispute resolution provisions outlined in this Privacy Policy. By using our Platform, you consent to the collection, use, disclosure, and protection of your personal information as described in this Privacy Policy.