Privacy Policy

Effective date: October 1, 2026

This policy applies to the Regency Home Care website, including www.regencyhomecarenw.com.

Eastmain, LLC \dba\ Regency Home Care respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website, contact us, request information, or choose to receive text messages from us.

1. Information We Collect

We may collect information you provide directly, including your name, phone number, email address, address, relationship to the person needing care, general service needs, preferred contact method, and information you choose to include in an inquiry or message.

We may also collect limited information automatically through the website, such as device and browser information, IP address, pages viewed, referral source, and cookie or similar-technology data.

2. How We Use Information

We may use information to:

- Respond to inquiries, arrange assessments, and discuss or coordinate requested services;
- Communicate about appointments, scheduling, care inquiries, and service updates;
- Send marketing, sales, or outreach messages only when permitted by law and, for text messages, when you have opted in;
- Operate, secure, evaluate, and improve our website and services; and
- Meet legal, regulatory, recordkeeping, and fraud-prevention obligations.

3. Text Messaging and Mobile Information

If you opt in to text messages, Regency Home Care may send messages about appointments, scheduling, care inquiries, service updates, marketing, sales, and outreach. Message frequency varies. Message and data rates may apply.

You may opt out at any time by replying STOP. For assistance, reply HELP or contact us using the information below. Consent to receive text messages is not a condition of receiving information or purchasing services. We may use an automated system to send text messages where permitted by law.

Mobile opt-in data, text-message consent, and related records will not be shared with third parties or affiliates for their own marketing or promotional purposes. We may share this information with service providers that support our messaging program solely to provide those services and as otherwise required by law.

4. How We Share Information

We do not sell personal information. We may share information with service providers that help us operate our website, communications, scheduling, customer relationship management, analytics, or business operations; with professional advisers; when required by law; to protect rights, safety, or property; or in connection with a business transaction. These parties may use information only for the purpose for which it was shared, unless otherwise permitted by law.

5. Health and Sensitive Information

Please do not send emergency information or detailed medical information through a website form or text message. Text messages may not be secure. If you become a client, information related to services will be handled under the client documentation and applicable privacy laws. For an emergency, call 911.

6. Cookies and Analytics

We may use cookies and similar technologies to understand website activity and improve the website. You may be able to limit cookies through your browser settings. Limiting cookies may affect some website features.

7. Your Choices and Requests

You may ask us to update or correct contact information, stop marketing emails by using the unsubscribe link, stop text messages by replying STOP, or request information about our handling of your personal information. We will respond as required by applicable law.

8. Security and Retention

We use reasonable administrative, technical, and physical safeguards designed to protect information. No website, internet transmission, or electronic storage system is completely secure. We retain information only as long as reasonably necessary for the purposes described in this policy, including legal and operational requirements.

9. Children

Our website is not directed to children under 13, and we do not knowingly collect personal information from children under 13 through the website.

10. Third Party Links

Our website may link to third-party websites. Their privacy practices are governed by their own policies, and we are not responsible for their content or practices.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will post the updated version on this website and revise the effective date. Your continued use of the website after an update is posted is subject to the updated policy.

12. Contact Us

Questions about this Privacy Policy or our privacy practices may be directed to:

Phone	(971) 340-4829
Email	info@regencyhcnw.com
Mail	5200 Meadows Road, Suite 150, Lake Oswego, Oregon 97035