

Privacy Policy

Bouquet Homes Assisted Living | bouquethomes.com

Effective Date: April 4, 2026

Bouquet Homes Assisted Living

Bouquet Homes Assisted Living ("Bouquet Homes," "we," "us," or "our") is committed to protecting the privacy and security of the personal information you share with us, both through our website and in the course of providing care at our residences. This Privacy Policy explains how we collect, use, store, and share information, and describes your rights regarding that information.

1. Scope of This Policy

This Privacy Policy applies to:

- Visitors to our website at bouquethomes.com and all associated pages.
- Prospective residents and their family members who contact us by phone, email, or through website features.
- Current and former residents of The Primrose, The Snowberry, and future Bouquet Homes residences.
- Employees and job applicants who interact with our website or submit information to us.

This Policy distinguishes between two categories of information: (a) general website visitor data, and (b) resident health and personal care information, which is subject to additional protections under the Health Insurance Portability and Accountability Act (HIPAA) and applicable Texas law.

2. Information We Collect

2.1 Information You Provide Directly

We may collect personal information you voluntarily provide when you:

- Contact us by email at hello@bouquethomes.com or by phone at 512-551-3502 or 903-337-1003.
- Request a tour of The Primrose or another Bouquet Homes residence.
- Submit an inquiry through our website's community assistant chat tool.
- Apply for employment by submitting your information through LinkedIn or our website.
- Subscribe to or engage with our blog content.

This information may include your name, phone number, email address, relationship to a prospective resident, the nature of your care inquiry, and any other information you choose to share.

2.2 Information Collected Automatically

When you visit our website, we and our third-party service providers may automatically collect certain technical information, including:

- Your Internet Protocol (IP) address and approximate geographic location.
- Browser type, operating system, and device identifiers.
- Pages you visit on our site, time spent on each page, and referring URLs.
- Date and time of your visit.
- Interactions with website features such as buttons, links, and the community assistant chat tool.

2.3 Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your browsing experience, analyze site traffic, and understand how visitors interact with our content. Cookies are small data files stored on your device. We may use:

- Strictly necessary cookies, which are required for the website to function and cannot be disabled.
- Analytics cookies (such as those provided by Google Analytics or similar services), which help us understand website usage patterns.
- Functional cookies, which remember your preferences and improve your experience.

You may disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of this website. Our website does not currently respond to browser "Do Not Track" signals.

2.4 Resident and Care-Related Information

In connection with providing assisted living and memory care services at our residences, we collect detailed personal and health information about residents, including medical history, care needs assessments, medication records, emergency contact information, financial information relevant to residency agreements, and information about daily care activities. This information is collected directly from residents and their authorized representatives, healthcare providers, and other sources as authorized by the resident or their legal representative.

3. How We Use Your Information

3.1 Website Visitor Information

We use information collected from website visitors to:

- Respond to your inquiries about our homes, services, and availability.
- Schedule and confirm tours of The Primrose, The Snowberry, or The Bluebell.
- Send information about Bouquet Homes that you have requested.
- Improve our website content, navigation, and user experience.
- Understand how our website is used and optimize our online presence.
- Comply with applicable legal obligations.

3.2 Resident Information

We use resident information to:

- Provide, coordinate, and improve individualized care and support.
- Develop and update personalized care plans in consultation with residents and their families.

- Manage medications, health monitoring, and coordination with healthcare providers.
- Communicate with family members and authorized representatives regarding the resident's care.
- Fulfill regulatory requirements under Texas assisted living facility licensing rules.
- Process billing and manage residency agreements.
- Ensure the safety and well-being of all residents and staff.

4.HIPAA and Health Information

To the extent that Bouquet Homes functions as a covered entity or business associate under HIPAA in connection with the health information of our residents, we comply with applicable HIPAA requirements. Protected Health Information (PHI) collected in the course of providing care is governed by a separate Notice of Privacy Practices provided to residents at the time of admission, which describes in detail your rights regarding your health information and our obligations as a care provider.

General website visitor information is not subject to HIPAA. However, if you submit health-related information about yourself or a loved one through our website (for example, through an inquiry or chat message), we treat that information with the same care and discretion we apply to resident information.

For a copy of our Notice of Privacy Practices, please contact us at hello@bouquethomes.com or call 512-551-3502.

5.Information Sharing and Disclosure

Bouquet Homes does not sell your personal information. We do not share personal information with third parties for their own marketing purposes. We may share information in the following limited circumstances:

5.1 Service Providers

We may share information with trusted third-party service providers who assist us in operating our website, communicating with prospective residents and families, and managing our business operations. These providers are contractually required to use your information only as necessary to provide services to Bouquet Homes and to maintain appropriate security safeguards.

5.2 Care Coordination

We may share resident health and care information with physicians, nurses, specialists, hospice providers, pharmacies, and other healthcare professionals involved in a resident's care, as authorized by the resident or their legal representative, or as permitted or required by HIPAA and applicable Texas law.

5.3 Regulatory and Legal Requirements

We may disclose information as required by applicable law, regulation, or legal process, including to Texas Health and Human Services in connection with facility licensing and inspections, to the Texas Long-Term Care Ombudsman program (1-800-252-2412), or in response to a valid court order or government request.

5.4 Business Transfers

In the event of a merger, acquisition, sale of assets, or other business transition involving Bouquet Homes, personal information held by us may be transferred as part of that transaction, subject to the same privacy protections described in this Policy.

5.5 With Your Consent

We may share information with third parties in any other circumstance with your prior written consent.

6.Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, disclosure, alteration, or destruction. Our care managers and staff are trained on privacy and confidentiality obligations. Access to resident records and personal information is restricted to staff with a legitimate need to access it.

Please be aware that no method of transmission over the internet or electronic storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security. If you believe your information may have been compromised, please contact us immediately at hello@bouquethomes.com.

7.Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Policy, to comply with applicable legal obligations (including Texas assisted living facility recordkeeping requirements), and to resolve disputes or enforce our agreements. Resident care records are retained in accordance with applicable state and federal regulations governing assisted living facilities. Website visitor information is generally retained for a shorter period consistent with our operational needs.

8.Your Rights Regarding Your Information

Depending on your relationship with Bouquet Homes and applicable law, you may have the following rights regarding your personal information:

- Access: You may request access to the personal information we hold about you.
- Correction: You may request that we correct inaccurate or incomplete information.
- Deletion: You may request deletion of your personal information, subject to certain legal exceptions (including our obligation to retain resident care records).
- Restriction: You may request that we restrict certain uses of your information.
- Portability: Where technically feasible and legally required, you may request that we provide your personal information in a portable format.
- Opt-Out of Communications: You may opt out of receiving marketing or informational communications from us at any time by contacting us at hello@bouquethomes.com.

Residents also have rights specifically under HIPAA with respect to their Protected Health Information, as described in our Notice of Privacy Practices. To exercise any of the rights described above, please contact us at hello@bouquethomes.com or 512-551-3502.

9.Children's Privacy

Our website is not directed to individuals under the age of 18, and we do not knowingly collect personal information from minors. If you believe a minor has submitted personal information to us, please contact us at hello@bouquethomes.com so that we may delete it.

10.Third-Party Websites and Social Media

Our website contains links to third-party websites and social media platforms, including our pages on Instagram, Facebook, and LinkedIn. This Privacy Policy does not apply to those third-party sites. We encourage you to review the privacy policies of any third-party service you use. Bouquet Homes is not responsible for the privacy practices of third parties.

11.Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, applicable law, or operational needs. We will post the updated Policy on our website with a revised effective date. Your continued use of the website or our services following any update constitutes your acceptance of the revised Policy. For material changes affecting residents, we will provide notice through appropriate channels.

12.Contact Us Regarding Privacy

For questions, concerns, or requests related to this Privacy Policy or the handling of your personal information, please contact us:

Bouquet Homes Assisted Living

Email: hello@bouquethomes.com

Phone: 512-551-3502

The Primrose: 3602 Winding Way, Round Rock, TX

The Snowberry: 4318 W Crawford St, Denison, TX

For privacy concerns specifically related to resident Protected Health Information, please direct your inquiry to the Care Manager at the relevant Bouquet Homes residence.