

The Senior Bounce Back Project Privacy Policy

We take privacy with the utmost importance.

Last Updated: April 9, 2026

Who We Are

The Senior Bounce Back Project is operated by Senior Housing Alternatives, a Tennessee nonprofit organization dedicated to helping seniors maintain independence and age successfully through programs for seniors and those that work with them.

Organization: Senior Housing Alternatives

Program Name: The Senior Bounce Back Project

Contact: bouncebackbeds@gmail.com

Address:

The Senior Bounce Back Project
620 Cherokee Blvd #206
Chattanooga, TN 37405

Information You Provide to Us:

When you request additional information, we collect:

- **Name**
- **Email address**
- **Phone Number**
- **Company / Facility Name**

Information Automatically Collected:

When you visit our website, we may automatically collect:

- **Technical information:** IP address, browser type, device type, operating system
- **Usage information:** Pages visited, time spent on pages, links clicked
- **Cookies and similar technologies:** Small files stored on your device to improve your experience

How We Use Your Information

We use your information to:

Communication:

- Respond to your questions and support requests
- Send occasional updates about new resources or programs (you can unsubscribe anytime)

Improve Our Services:

- Understand how people use our website and videos
- Identify technical issues
- Improve program content and delivery

Research and Reporting:

- Analyze program effectiveness (in aggregate, anonymized form)
- Report to grant funders on program reach and impact
- Conduct research on senior independence and aging

We Will Never:

- Sell your personal information to third parties
- Share your information with marketers
- Send you spam
- Use your information for purposes unrelated to our mission

Third-Party Services We Use

To deliver our program, we work with trusted third-party services:

Form Collection:

We use Typeform to collect information requests. Typeform processes your responses according to their privacy policy.

Video Hosting:

We use YouTube to host our video content. When you watch videos, YouTube may collect viewing data according to their privacy policy.

Website Analytics:

We use Google Analytics to understand how visitors use our website. Google Analytics collects anonymized usage data. You can opt out of Google Analytics [here](#).

Advertising (if applicable):

If you arrived at our site through a social media ad, those platforms may use cookies to measure ad effectiveness. You can control ad personalization in your personal settings for those particular social media applications.

All third-party services are contractually obligated to protect your information and use it only for the purposes we specify.

How We Protect Your Information

We take reasonable measures to protect your personal information:

- **Secure connections:** Our website uses SSL encryption (https)
- **Limited access:** Only authorized staff have access to personal information
- **Secure storage:** Information is stored on secure servers
- **Regular reviews:** We regularly review our security practices

However, no internet transmission is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

Your Rights and Choices

You Have the Right To:

Access Your Information

Request a copy of the personal information we have about you.

Correct Your Information

Update or correct inaccurate information.

Delete Your Information

Request that we delete your personal information (subject to legal obligations to retain certain records for grant reporting).

Unsubscribe

Unsubscribe from our emails at any time using the unsubscribe link in any email.

Opt Out of Cookies

Most browsers allow you to control cookies through settings. Note that disabling cookies may limit website functionality.

To Exercise Your Rights:

Email us at bouncebackbeds@gmail.com with your request.

Information Retention

We retain your information for as long as:

- You are actively participating in our program
- We need it to provide services you've requested
- Required by law or for legitimate research purposes
- Needed for grant reporting and program evaluation

If you request deletion, we will delete or anonymize your information within 30 days, except where retention is required by law or for legitimate nonprofit purposes (such as grant reporting with anonymized data).

Children's Privacy

Our program is designed for adults aged 21 and older. We do not knowingly collect information from anyone under 18. If we discover we have inadvertently collected information from someone under 18, we will delete it promptly.

Grant-Funded Program Disclosure

This program is funded by grants to support senior independence. As part of grant requirements, we may share:

- **Anonymized, aggregate data** (e.g., "50 Assisted Living communities participated in the program")
- **De-identified demographic information** (with all personal identifiers removed)
- **Program effectiveness metrics** (completion rates, geographic distribution)

We NEVER share personally identifiable information with grant funders without your explicit consent.

Changes to This Privacy Policy

We may update this privacy policy periodically. When we do:

- We will update the “Last Updated” date at the top
- Significant changes will be communicated via email
- Continued use of our services after changes constitutes acceptance

We encourage you to review this policy periodically.

Questions or Concerns

If you have questions about this privacy policy or how we handle your information:

Email: bouncebackbeds@gmail.com

Mail:

Senior Housing Alternatives
620 Cherokee Blvd #206
Chattanooga, TN 37405

We will respond to privacy inquiries within 30 days.

Your Trust Matters

As a nonprofit organization, we take your privacy seriously. We collect only the information necessary to provide our program and help seniors age successfully. We will never sell your information or use it in ways that don't align with our mission.

Thank you for trusting us with your information.