Privacy Policy

Last Updated: March 10, 2026

Epcon Communities and Clarity Construction ("we," "us," or "our") operates the websites located at www.clarityconstruction.com (collectively referred to as the “Service” or the “Site”).

This Privacy Policy (the “Policy”) describe the types of information we collect about you, how we use that information, who we disclose it to, and certain rights and options you have regarding your information. This Policy applies to information we collect from you through our Services, as well as when you communicate with us, interact with us, or otherwise provide us with information..

By using our Service, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Services or provide us with your information.

Important Information About This Policy

While we always aim to provide complete and transparent information about how we process your personal information, we reserve the right to amend or update this Policy from time to time or to create additional policies in order to accurately reflect changed circumstances or new legal requirements. To assist us in ensuring that we can provide the most accurate information possible, we ask that you check this Policy for updates.

We also ask that where we have an ongoing relationship with you and any of the data you have provided becomes no longer accurate, that you keep us informed of this so we can amend our records accordingly.

INFORMATION WE COLLECTION AND USE

We collect different types of information to provide and improve our Service to you.

For the purposes of this Policy, "personal information" is any information that, either alone or in combination with other information, identifies, relates to, or can be used to contact a particular individual.

A. Information You Provide Directly

The personal information we collect directly from you may include the following categories:

- **Contact information**: First name, last name, mailing address, phone number, and email address.
- **Community preference information**: Details regarding the senior living community or communities in which you have expressed interest, including unit type or floor plan interest, price range, and timeline to move.

- **Communication information**: Copies of communications and inquiries you have submitted to us, including through inquiry forms available through our Services, or through phone, email, text message, or other means of communication.
- **Event information**: Information related to event registrations or attendance at community tours, open houses, or other events.
- **Service request information**: Information you provide in connection with service or maintenance requests
- **Marketing information**: Details regarding informational and promotional materials you may have requested or received from us, your receipt of promotional communications, and information on your marketing or communication preferences.

We collect this information when you fill in inquiry forms on our Site, request information from us, communicate with us (including by phone, email, text message, or otherwise), or otherwise provide us with personal information.

Please note that we may aggregate or anonymize the foregoing types of information such that they are no longer capable of identifying you, in which case they are no longer considered "personal information."

B. Information Collected via Chatbot

Our Site may include a chatbot feature that allows you to interact with us and submit inquiries. When you use our chatbot, we may collect any information you choose to provide during your interaction, including your name, contact information, and the content of your questions or comments. Please note that any information you submit through the chatbot will be processed in accordance with this Policy.

C. Automatically Collected Usage and Device Information

Like most websites, we use various technologies to collect certain types of information about users of our Site. These technologies include:

- **Cookies**: Cookies are small text files that can be used by websites to make a user's experience more efficient. Our Site uses cookies to, among other things, automatically recognize you when you return to our Site, store information regarding your preferences, and analyze traffic to our Site. Please note that where cookies are essential to the operation of our Site, if disabled, you may not be able to enjoy certain features of the Site. For further information about cookies, including how to refuse cookies, please visit www.allaboutcookies.org.
- **Pixels, tags, web beacons, and other technologies**: Our Site may use "pixels," "tags," "web beacons," or other similar technologies. These technologies are small pieces of code that run when a website page or email is loaded. They are used to monitor the behavior of the visitor or email recipient, such as what icons were clicked or whether links in an email were opened, and gather analytics. Pixels work in conjunction with cookies to let us know what portions of our Site are of interest to you and to help us provide you with tailored information from our Site. We use tracking pixels for marketing and remarketing purposes. If you turn off cookies, the pixels, tags, and web beacons we use may still detect certain information about your interaction with our Site and disregard

any cookie-prohibitive markers or signals. Please note that the vendors that supply us these pixels, tags, web beacons, or similar tracking technologies may collect your personal information simultaneously with our collection of such information and may use the information for their own purposes.

TRACKING & COOKIES

As described above, we use cookies and similar tracking technologies, including pixels used for marketing and remarketing purposes.

Depending on your browser or device, you may have the option to set the browser to accept all cookies, reject all cookies, notify you when a cookie is set, or delete cookies. Each browser and device are different, so we recommend you evaluate the tools and settings available in your browser or device, as well as any available instructions for the same. Please note that if you disable or delete cookies, you may not be able to access or use certain features of the Site.

Please note that our Site does not currently respond to "Do Not Track" signals, and such signals will not impact the operation of our Site.

ANALYTICS

We may use analytics and advertising providers to help us understand website traffic and advertising performance. These providers may include:

- Google Analytics
- Meta (Facebook & Instagram)
- Google Ads
- Other advertising platforms

These services help us understand website traffic and advertising performance. You may opt out of Google Analytics by installing Google's browser add-on.

We may use remarketing services to advertise to you after you visit our Site. We and our third-party vendors use cookies to inform, optimize, and serve ads based on your past visits to our Site. We may advertise on platforms including Google, Facebook, Instagram, and other advertising networks.

How We Use Information

We may use the personal information identified above for the following purposes:

- Respond to inquiries and communicating with you about our senior living communities and services.
- Contacting you after you submit an inquiry form, including by phone, text message, or email.
- Sending you promotional or informational communications and solicitations such as

newsletters or marketing materials.

- Customer relationship management, including managing our interactions with you and your interest in our communities.
- Providing and optimizing your experience on our Site and ensuring that our content is presented to you in the most effective manner.
- Preventing and detecting fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the Site.
- Enforcing our agreements with you and others, complying with our legal or regulatory obligations, and defending or advancing legal claims.
- Notifying you about changes to our services or material changes to this Policy.
- Performing other functions as otherwise described to you at the time of collection or to which you otherwise consent.

We may send you direct marketing communications from time to time including news, updates, and other announcements relating to our services and senior living communities. We will only send marketing messages where the law allows us to do so. If you no longer wish to receive marketing communications from us, you can unsubscribe from our marketing communications using the functionality in the communication you have received (e.g., the "Unsubscribe" link at the bottom of an email) or by contacting us at the information provided below.

DISCLOSURE OF DATA

When the information we collect about you is aggregated, anonymized, or otherwise does not identify you, we may use that information for any purpose or disclose it to third parties, to the extent permitted by applicable law.

In addition, we may disclose your personal information in good faith to the following types of third parties:

- Service providers we use to facilitate our business operations and administer our services and communications. These third parties have access to your personal information to perform specific tasks on our behalf. For example, our service providers include IT and system administration providers, data storage providers, customer relationship management vendors, and communications platforms.
- Call tracking and messaging platform providers, as described in the "Text Messaging Communications" section below.
- Marketing and advertising vendors that may assist with lead generation, marketing automation, advertisement placement and targeting, and marketing campaigns and communications.
- Regulatory and governmental authorities, law enforcement agencies, and courts, as necessary to comply with applicable laws and regulations, respond to a subpoena, search warrant, or other lawful request for information, or to otherwise protect our rights.

- Our professional advisors, such as lawyers, accountants, and other similar advisors.
- Buyers or other successors prior to or in the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred.
- Other parties for any purpose we disclose at the time you provide the information.

We do not sell your personal information. We do not share your personal information with third parties for their direct marketing purposes. We do not transfer your personal information outside of the United States.

THIRD-PARTY SERVICES

Our Site may contain links to third-party websites or services. Such third-party websites and services have separate privacy policies that you should review. We cannot take responsibility for the content of linked websites or those companies' data-handling practices. We encourage you to review the privacy policies and terms of use of any third-party website or service with which you interact.

TEXT MESSAGING COMMUNICATIONS

When you submit an inquiry form on our Site, you may have the option to provide your phone number and consent to receive communications from us by phone call or SMS text message. Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. SMS consent is not a condition of purchase.

Message and data rates may apply depending on your mobile carrier and service plan.

You may opt out of receiving SMS messages at any time by replying “STOP”. After texting “STOP,” you will receive one final confirmation message and will no longer receive SMS messages from us unless you opt in again. If you need assistance, you may reply "HELP" to any message or contact us using the information provided below.

SECURITY OF DATA

We use appropriate administrative, technical, and physical measures to protect your personal information from loss, theft, and unauthorized use, disclosure, or modification. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee or warranty the security of any information you transmit to us and you do so at your own risk.

USER CHOICES

We respect your right to make choices about the ways we collect, use, and disclose your information. We try to offer you meaningful choices regarding your personal information. Some choices you have regarding personal information include the following:

- **Marketing Communications**: You may choose to opt out of marketing emails or communications by using the "Unsubscribe" link found at the bottom of such emails or communications, or by contacting us at the information provided below.
- **Cookies**: Depending on your browser or device, you may have the option to set the browser to accept all cookies, reject all cookies, notify you when a cookie is set, or delete cookies. Each browser and device are different, so we recommend you evaluate the tools and settings available in your browser or device, as well as any available instructions for the same. Please note that if you disable or delete cookies, you may not be able to access or use certain features of the Site.
- **Text Messages**: You may opt out of receiving text messages at any time by replying "STOP" to any message you receive from us.
- **Declining to Provide Information**: You can choose not to provide us with information we may request, but that may result in you being unable to use certain features of the Site, request information about our services, or initiate other transactions with us.
- **Updating Your Information**: We take reasonable steps to keep your personal information accurate and complete. You can access or update your personal information, including contact information, by contacting us at the information provided below.

CHILDREN'S PRIVACY

Our Service is a general audience Site and is not directed or intended for individuals under 18 years of age. We do not knowingly collect Personal Data from children. Should we discover that a child under the age of 18 provided his or her personal information through our Site, we will use that information only to respond to that child and inform them that we cannot process their request.

CONTACT US

If you have any questions about this Privacy Policy, please contact:

Epcon Communities and Clarity Construction

2900 Justin Dr Suite L Urbandale, IA 50322 helloosc@clarityconstruction.com 515-585-8505