

## **Privacy Statement**

This Privacy Statement is effective as of September 25, 2023.

### **Our Commitment to Privacy**

Thank you for visiting the Personal Care Attendant (“PCA”) Referral Directory Website (the “Site”) operated by the Personal Care Attendant Workforce Council (“PCA Workforce Council,” “our,” “we,” or “us”) of the Commonwealth of Massachusetts. The PCA Workforce Council was created under M.G.L c. 118E, sections 70-75 to assist MassHealth PCA Consumers and PCAs through the Council’s mission to promote the availability of quality of long-term, in-home, personal care. This Site, located at <https://www.masspcadirectory.org>, is established under M.G.L. c. 118E, section 72(a)(3) and is intended to make it easier for MassHealth PCA Consumers to post job listings and find workers, while enabling PCAs to view job listings and apply for available jobs.

This Privacy Statement applies to personal information collected on this Site and describes the types of information collected, how that information is used, and the choices users have about collection and use of this information. This Privacy Statement does not govern privacy practices associated with offline activities, websites other than this Site, or products and services not available or enabled via this Site, except as expressly set forth in this Privacy Statement.

### **Information We Collect**

To take advantage of most of our Site’s features, such as posting or searching job listings, you will be asked to provide personal information as part of the Site registration process. This personal information is provided voluntarily by you, the user, to communicate with the Site or to post or search job listings available through the Site.

We clearly identify data you must provide to access the services or information you request. During the Site registration process, the Site may ask that you provide personal information, such as your first and last name, mailing address (including ZIP/Postal code), phone number, MassHealth ID number, or other personal information. Providing this information is optional, but failure to do so will limit the services available to you.

The Site will collect other personal information that a MassHealth PCA Consumer or PCA job applicant may voluntarily provide to the Site when choosing to use the job listing services available on the Site. This may include, but is not limited to, specific information you may provide regarding care needs or care delivery, medical conditions, health, lifestyle, diet, and other relevant personal information relating to care needs or care delivery.

This information is collected solely for purposes related to the services and information provided by the PCA Workforce Council. Additionally, the Site collects (but does not track) cookies.

## **How We Use the Information We Collect**

By providing your mailing address (including ZIP/Postal Code), you consent to the Site sharing this information with Google LLC (“Google”). The Site uses the Google Maps API service, which verifies mailing address information and converts it to latitude and longitude to be used in the Site’s mapping features. Specifically, the Site uses this service to notify each registered PCA job applicant of the registered PCA Consumers who are requesting services within the PCA job applicant’s specified service area. By providing your mailing address, you agree to be bound by the [Google Maps Platform Terms of Service](#) and [Google’s Privacy Policy](#).

Except as otherwise stated in this Privacy Statement, we share information provided by registered PCA job applicants only with registered MassHealth PCA Consumers on our website. If you are a PCA job applicant, you consent to this information sharing by registering for use of our service or website. We do not share this information with outside unaffiliated parties without your permission.

By default, except as otherwise stated in this Privacy Statement, we share job listing information provided by registered MassHealth PCA Consumers only with registered MassHealth PCA job applicants on our website. If you are a MassHealth PCA Consumer, you consent to this information sharing by registering for use of our website and by providing information for inclusion in a job listing. We do not share this information with outside unaffiliated parties without your permission.

MassHealth PCA Consumers also may choose to have their job listing information shared with the Massachusetts Rehabilitation Commission (MRC) and/or MassHire. Information shared with MRC would be provided only to MRC consumers referred for job placement. Information shared with MassHire would be published on its public website and may be shared with MassHire recruiters. We recommend that MassHealth PCA Consumers review the privacy policies/statements of MRC and MassHire.

Personal information provided during the Site registration process, such as MassHealth ID number, is used to verify an individual’s identity, and is not used for any other purpose and is not shared with third parties.

We use email addresses to communicate with and to identify registered MassHealth PCA Consumers and PCA job applicants. Email addresses are not used for any other purpose and are not shared with third parties, except where PCA Consumers have given permission to share information with the Massachusetts Rehabilitation Commission and/or MassHire.

We may disclose your information to our agents, affiliates, and contractors to allow them to perform certain functions relating the administration and maintenance of this Site or other activities related to your use of the Site and services offered. We may also use or disclose your information pursuant to a court order, to comply with applicable law, to comply with MassHealth program requirements or for other purposes with your consent.

Choosing to provide personal information to the Site, whether we request it or not, constitutes consent to the collection and sharing of the information for the reasons requested. For example, the Site may use your information to, among other things: provide the information or service you

request or otherwise respond to your inquiries; improve the content, navigation, and efficiency of the Site; and to notify you of changes to this Privacy Statement or to other policies that may affect you and your use of the Site.

Any information you choose to share in a public forum, including in job postings, cannot in any way be kept private. Think carefully about the information you choose to share in any public forum on the Site, including job postings (members of the public may register to access the MassHealth PCA job postings). Others can access this information and use it for purposes outside of the purview of the PCA Workforce Council.

### **Personal Information of Children Under 13**

The Site is not directed toward children under 13 years of age, nor do we knowingly collect information from children under the age of 13.

## **Security**

The Site has implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The collection of personal information through this Site, and the use, disclosure (sharing) and protection of that information, are also subject to applicable federal and state law including, without limitation, the "Fair Information Practices Act" (Massachusetts General Laws Chapter 66A) and Massachusetts General Law Chapter 93H.

When registering for access to a secure area of the Site, you will need to provide your email address and select a password. We recommend that you do not divulge your password to anyone. We will never ask you for your password in an unsolicited phone call or in an unsolicited email. Also, remember to sign out of the registered Site and close your browser window when you have finished your work. This is to ensure that others cannot access your personal information and correspondence when accessing your computer.

We retain information for as long as necessary to fulfill the purposes for which you provided the information, to comply with law legal obligations, to resolve disputes, to enforce agreements and similar essential purposes.

## **Links**

Our Site may contain links to other sites. Links do not imply endorsement by the PCA Workforce Council. Please be aware that these other sites are not subject to this Privacy Statement and we are not responsible for the privacy practices of such other sites. We recommend that you review the privacy policies/statements of those sites when you visit them.

## **Changes to this Privacy Statement**

We will occasionally update this Privacy Statement. When we do, we will also revise the "effective" date at the top of the Privacy Statement. Please check the Site from time to time for the most current version of our privacy statement. Your continued use of the Site after we have notified you of changes as described above constitutes your acceptance of the changes.

## **Contact Information**

If you have any questions or concerns about this Privacy Statement, please feel free to contact us.

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