



**Last updated: 11/22/2023**

This Privacy Policy applies to myPetPath, a Delaware corporation ("We," "Our," "Us"). This Privacy Policy explains how we collect, use, and share the personal information that we gather on the subdomains and websites on [www.mypetpath.com](http://www.mypetpath.com) (the "Sites") or through your use of our products and services. By continuing to use our Sites, you agree to the terms of this Privacy Policy.

## **1. What Types of Personal Information Do We Collect?**

**Information You Give Us.** You may give us information by signing up for an online account, entering information through our app, online forms or surveys, or contacting us by phone or email for information or customer service.

The categories of information include:

- Contact information, such as name, email, and telephone number.
- Online identifiers, such as IP address, cookies, username, and password.
- Health information provided by you, such as the name of your veterinary care team, date of your treatment, condition and procedure name, and information regarding your physical recovery process.
- Demographic information such as pet's age, date of birth, and weight

**Information We Automatically Collect.** Like many website operators, we collect information that your browser sends whenever you visit our website.

This includes Log Data, such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Sites that you visit, the time and date of your visit, the time spent on those pages and other statistics, and whether you reached our page via a social media or email campaign. This information may be collected via several technologies, including cookies, web beacons, clear GIFs, canvas fingerprinting and other means.

**Information We Collect From Third Parties.** If you access our Sites through third parties (e.g., Facebook or Google), or if you share content from our Sites to a third party social media service, the third party service will send us certain information about you if the third party service and your account settings allow such sharing. The information we receive will depend on the policies and your account settings with the third-party service.

## **2. How Do We Use Personal Information?**

We use your personal information as follows:

- To provide you with the services on our platform, which involves a recovery management and support tool for you and your pet.
- To market our products and/or services to you

- To facilitate communication between you and us, your pet's veterinary care team, as authorized by you
- To analyze Sites usage and improve the services offered
- For market research, project planning, troubleshooting problems
- For detecting and protecting against error, fraud or other criminal activity

### 3. How Do We Share Personal Information?

**Affiliates and Service Providers.** We share your information with our third-party service providers and any subcontractors as required to offer you our products and services.

**Members of Veterinary Care Team.** We may share your information with your pet's treating provider, hospital, caregivers, or other members of your pet's veterinary care team, as authorized by you. This may include providing the data to your veterinary provider's electronic medical record systems.

**Third Party Links and Websites.** Our Sites may contain links to and from the websites of third parties. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any data to these websites.

**Disclosures Required by Law.** We may be required to disclose your data in response to lawful requests by public authorities, including to meet law enforcement requirements. We may be under a duty to disclose or share your personal information in order to comply with any legal obligation, to enforce or apply our terms and conditions and other agreements, to protect our rights, property, or safety, or to protect the rights, property, or safety of others. This includes exchanging information with other companies and organizations for the purposes of fraud protection.

### 4. How Do We Respond to 'Do Not Track' Signals?

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. DNT is a way for users to inform websites and services that they do not want certain information about their webpage visits collected over time and across websites or online services. We do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

### 5. Cookies

To make our Sites and services work properly, we sometimes place small data files called cookies on your device. A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, shopping cart, or other preferences) over a period of time, so you do not have to keep re-entering them whenever you come back to the site or browse from one page to another.

### 6. Your Privacy Choices

Please contact us if you would like to request access and/or make any changes to your personal information.

**Marketing Opt-Out:** We may use your personal information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe instructions provided in any email we send, or you can contact us using the contact details provided in the “Contact Information” section below. You will still continue to receive service-related messages concerning products and services you have purchased (unless we have indicated otherwise).

**Exercising Your Privacy Rights.** If you are a California consumer, you have the right to access, correct, and, in certain circumstances, delete the information you have provided to us. In addition, you have the option to set retention policies for information provided by you on the Sites. We understand you may have additional rights in your jurisdiction. You may contact us directly at any time about exercising your data protection rights. We will consider your request in accordance with applicable laws.

**Do Not Sell My Personal Information.** California consumers have the right to opt out of the sale of the consumer’s personal information. We do not sell your personal information to third parties.

**Third Party Marketing.** California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information to third parties for the third parties’ direct marketing purposes. We do not disclose your personal information to third parties for the third parties’ direct marketing purposes.

## **7. International Transfers of Data**

These Sites are intended for United States audiences only. Any data that you provide to us may be accessed, shared or processed by our offices, located in the United States, and service providers located in the United States, if such data transfer is necessary for the specific purpose for which you submitted your data (such as the provision of goods or services under a written contract).

## **8. Children’s Privacy**

The Sites are not directed at individuals under the age of 16. We do not knowingly collect personal information from children under 16. If you become aware that a child has provided us with personal information, please contact us using the contact details provided in the “Contact Information” section below. If we become aware that a child under 16 has provided us with personal information, we will take steps to delete such information.

## **9. Change of Control**

Personal information may be transferred to a third party as a result of a sale, acquisition, merger, reorganization or other change in control. If we sell, merge or transfer any part of the business, part of the sale may include your personal information.

## **10. How Do We Protect Personal Information?**

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information. For example, when possible, we use encryption to transfer and store data. We further limit access to this data using access controls and confidentiality commitments.

However, no website, application, or transmission can guarantee security. Thus, while we have established and maintain what we believe to be reasonable procedures to protect the confidentiality, security, and integrity of personal information obtained through the Sites, we cannot ensure or warrant the security of any information you transmit to us.

## **11. Policy Changes**

We may change our Privacy Policy at any time. We encourage you to periodically review this Privacy Policy to ensure you are familiar with the most current version.

## **12. Contact Information**

If you wish to contact us or have any questions about or complaints in relation to this Privacy Policy, please contact us at the following contact details:

Alex Ehrich (info@mypetpath.com)  
1953 Cobalt Dr, Carlsbad, CA 92009