

## Pet Practice Partners

### Privacy Policy

Effective Date: January 19, 2022

Pet Practice Partners (“**Pet Practice Partners**,” “**we**,” “**us**,” or “**our**”) respects your privacy and we are committed to protecting it through our compliance with this Privacy Policy (the “**Policy**”).

This Policy describes the types of information we may collect from you or that you may provide when you visit our Website, access our Services, establish an account, and provide Content, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Policy applies to information we collect:

- On our Website.
- In e-mail and other electronic messages between you and us.
- When you use our Service, such as create an Account, etc.

It does not apply to information collected by:

- use offline or through any other means, including on any other website operated by us or any third party (including our affiliates and subsidiaries); or
- any third party, including through any application or content (including advertising) that may link to or be accessible from our Website.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website, and/or our Service. By accessing or using our Website, and/or Services and/or by establishing an Account, you agree to this Policy.

This Policy is part of our Terms of Service Agreement. Any capitalized term not defined herein will have the same meaning as ascribed to it in our Terms of Service Agreement. From time to time, we reserve the right to modify or amend the terms of our Policy. Such modifications will be in accordance with our respective Terms of Service Agreement.

BY ACCESSING OUR WEBSITE, AND/OR BY USING OUR SERVICE, YOU AGREE TO AND ACCEPT THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY OR OUR APPLICABLE TERMS OF SERVICE AGREEMENT, PLEASE DO NOT ACCESS OUR WEBSITE, AND SERVICES AND/OR CREATE AN ACCOUNT.

#### 1. TERRITORIAL SCOPE

Our Website, and the Services are available for use only in the United States of America (the “**U.S.**”).

#### 2. MINORS AND CHILDREN UNDER THE AGE OF 13

Our Website, and Services are not directed at or intended for minors and children under age 18. Further, we do not knowingly collect personal information from children under age 13. If we determine that a customer is under the age of 18, we will immediately terminate the associated account and delete any information provided. If you believe we might have any information from or about a child under 18, and especially information from or about a child under 13, please contact us at office@petpracticepartners.com.

#### 3. INFORMATION WE COLLECT ABOUT YOU

We collect Personal Information (defined below) and information that is not Personal Information (“**Non-Personal Information**,” together with Personal Information, “**Information**”) regarding our Customers of the Service. For the purposes of this Policy, “Personal Information” means the information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to a person or a household. We may combine Non-Personal Information with Personal Information, and in those circumstances, we will treat the combined information as Personal Information. We collect several types of Personal Information from and about our Customers of our Website, and Service, including the following information:

- First and Last Name
- Email Address
- Phone Numbers
- Partial Postal Addresses (State of Veterinary License and Country)
- Date of Birth
- Account-specific information including Login Name and Screen Name for SkyPrep, a third party service through which we provide some learning tools to Customers. We do not control SkyPrep and are not affiliated with them. To contact SkyPrep about your data privacy rights, email [privacy@skyprep.com](mailto:privacy@skyprep.com).
- Geolocation Information
- Name of Employer and/or Job Title
- Veterinary License Number

#### 4. HOW WE COLLECT YOUR INFORMATION

We collect your information from various sources that may include, for example, the following:

- **You Directly.** Information you provide directly when you use or otherwise interact with our Website, and/or Service; establish an online account; submit your Content; contact us; provide us feedback and/or submission; interact with other customers on the Website.
- **Your Browser or Device.** Information collected automatically as a result of your interaction with us and your use of the Service. The information that we automatically collect, include your IP Address, geolocation information (which may include specific longitude and latitude), time zone, usage times and volume, and information about the device you are using (for example, device type, device ID, characteristics and status, browser type, screen size, internet bandwidth, and operating system and application), language preference, URL click stream, or information that we collect through our marketing activities, We use Google Analytics to collect such data. Terms of Service for Google Analytics are available here: <https://www.google.com/analytics/terms/us.html>.

We may also use cookies to collect the above information. Cookies are small files of letters and numbers stored on your browser or device that enable the cookie owner to recognize the device when it visits websites or uses online services. The website you visit may set cookies directly, known as first-party cookies, or may trigger cookies set by other domain names, known as third-party cookies. While we may automatically use some cookies that are strictly necessary to provide the services you request or enable communications, we request your consent for all of our other cookie uses.

We may use the following types of cookies:

- Strictly necessary cookies. Our Website requires the use of these cookies to properly operate or provide necessary functions relating to the services you request. They include, for example, cookies enabling you to securely log into our Website. These are persistent cookies that generally last 15 days.
- Analytical/performance cookies. These cookies allow us and our third-party service providers to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us improve how our website works by, for example, ensuring that customers can easily find what they need on our website. These cookies generate aggregate statistics that are not associated with an individualized profile, and are persistent cookies that generally last 30 days, but may last up to 2 years.
- Functionality cookies. These cookies enable helpful but non-essential website functions that improve your Website experience. By recognizing you when you return to our Website, they may, for

example, allow us to personalize our content for you, greet you by name, or remember your preferences. These are persistent cookies that generally last 30 days but may last up to 1 year.

- **Third-Party Service Providers.** Information we may collect about you from our third-party service providers. Currently we use SkyPrep for our online learning management system. Please review SkyPrep's privacy policy, which is available here: <https://skyprep.com/privacy-policy/>. Currently we also use Formidable Forms for other data-driven web applications. Please review Formidable Forms' privacy policy, which is available here: <https://formidableforms.com/privacy-policy/>
- **Otherwise in accordance with our agreements with you.** Information as described elsewhere in this Policy, any applicable terms, or at the time such information is collected.

## 5. HOW WE USE YOUR INFORMATION

We use information that we collect about you or that you provide to us, including any Personal Information:

- To present our Website and its contents to you, as applicable.
- To provide you with our Service.
- To provide you with information, products or services that you request from us.
- To notify you about changes to our Website or any additional services that we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- To improve your experience.
- To build your profile and associate database for you to properly access our Services, Website.
- Provide customer support.
- Internal recordkeeping.
- Market research.
- Investigate, deter, and protect against fraudulent, unauthorized or illegal activity.
- Inform you about promotions, events, and news related to our Service, Website.
- In any other way we may describe when you provide the information.
- Contact you with respect to our Service, Website.
- To fulfill any other purpose for which you provide it.

## 6. DISCLOSURE OF YOUR INFORMATION

We may disclose aggregated information about our Customers and information that does not identify any individual, without restriction.

We may disclose Personal Information that we collect, or you provide as described in this Policy:

- To our employees on a need to know basis.
- To our affiliated companies on a need to know basis.
- In anonymized and/or aggregated form to contractors, service providers and other third parties, such as our payment processing partners, we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy,

liquidation or similar proceeding, in which Personal Information held by us about our Website Service, and Customers is among the assets transferred.

- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law or legal process, including responding to any government or regulatory request.
- To enforce or apply other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect our rights, property, or safety, or the rights, property, or safety of our customers or others.
- To a parent company, a purchaser of all or substantially all of our assets, or to any successor by way of merger, acquisition, consolidation, or similar transaction.

## 7. CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

We strive to provide you with choices regarding the information you provide to us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Website may then be inaccessible or not function properly.
- Disclosure of Your Information for Third-Party Advertising.** We do not sell, trade, or otherwise transfer your Personal Information unless we provide you with advance notice. However, this does not include website hosting partners and other third parties who assist us in operating our Website, conducting our business, or servicing, so long as those parties agree to keep your information confidential.
- We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the [NAI's website](#).

## 8. THIRD PARTY LINKS ON OUR SITE

Our Website may contain links to other third-party websites for your convenience. We are not responsible for the privacy policies and practices of other third parties and any information you submit to a third party is subject to their privacy policy. Once you leave our Website, or are redirected to a third-party website, application, or other online service, we encourage you to read the privacy policy applicable to that third party.

## 9. OPT-OUT OF COMMUNICATIONS WITH PET PRACTICE PARTNERS

- E-mail Contact.** You may opt-out of receiving promotional e-mail communication from us by sending us an e-mail at [office@petpracticepartners.com](mailto:office@petpracticepartners.com), or by clicking the "unsubscribe" button at the bottom of our emails that we send to you. Please note that you will not be able to opt-out of transactional e-mail communication, such as communication related to your account activities.
- Push Notification.** You can opt out of receiving push notifications through your device settings. Please note that opting out of receiving push notifications may impact your use of the Website, and/or Service.

## 10. YOUR CALIFORNIA PRIVACY RIGHTS

We do not sell, trade, or otherwise transfer to outside third parties your Personal Information. California Civil Code Section § 1798.83 permits customers of our Website, and/or Services that are California residents to request certain

information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [office@petpracticepartners.com](mailto:office@petpracticepartners.com).

Further, the California Consumer Privacy Act of 2018, as amended (Cal. Civ. Code §§ 1798.100 to 1798.199) (“CCPA”), does not apply to us. If you have any questions or concerns about the CCPA or its non-applicability to us, please do not hesitate to e-mail us at [office@petpracticepartners.com](mailto:office@petpracticepartners.com).

## **11. DATA PROCESSING AND SECURITY**

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, and/or Service, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Information, by encrypting data in transit, we cannot guarantee the security of your Personal Information transmitted to our Website, and/ or Service. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Data that you provide is hosted on dedicated servers of our third-party partners.

## **12. CHANGES TO OUR PRIVACY POLICY**

**1.1.** We may need to modify the terms of this Policy and we encourage you to review this Policy regularly. In the event, we modify the terms of this Policy, such modifications shall be binding on you only upon your acceptance of the modified Policy. We will inform you about the modifications via email or comparable means within 15 days of making such a modification a reasonable time period. We will also post the modified version on this page and indicate at the top of the page when this Policy was last updated. Your continued use of the Website or the Services shall constitute your consent to such changes. Your continued use of the Website, or the Service means that you accept all modified terms of the Policy.

## **13. CONTACT INFORMATION**

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at: [office@petpracticepartners.com](mailto:office@petpracticepartners.com).

**PLEASE NOTE: IF YOU USE OUR WEBSITE, AND/OR OUR SERVICE YOU HAVE AGREED TO AND ACCEPTED THE PRACTICES DESCRIBED IN THIS POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS POLICY OR OUR TERMS OF SERVICE PLEASE DO NOT USE OUR WEBSITE, OR SERVICE.**

Archived Versions of Privacy Policy