

## VETS FIRST CHOICE PRIVACY POLICY – PET OWNERS

**PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THIS SITE.**

Last Updated: November 15, 2017.

Direct Vet Marketing, Inc., on behalf of itself and as agent for its consolidated affiliates (hereinafter, “**Vets First Choice**,” “**we**,” “**us**,” “**our**”) provides our group of web sites including [www.vetsfirstchoice.com](http://www.vetsfirstchoice.com) and other affiliated websites, and our mobile applications and all content and services available through our web site and our mobile applications (collectively, the “**Site**”) subject to this policy (“Privacy Policy”) along with the [Vets First Choice Pet Owner Terms of Service](#) (the “**Terms of Service**”).

The information we gather from our customers assists us in improving your user experience. When you access our Site, you agree to allow us to collect, use, and disclosure personal and non-personal information in accordance with this Privacy Policy. If you do not agree with these terms, you do not have permission to use the Site or to provide any information to us.

### **1. General Privacy.**

We store and use any information you provide to us when you use the Site or provide to us in other ways. You can always choose not to provide the information, but if you don't provide it, you may not be able to use certain parts of the Site. You are responsible for ensuring the accuracy of the information you submit to us. Inaccurate or out of date information will affect the information you receive when using the Site, our ability to contact you and our ability to provide services to you.

### **2. The Information We Gather.**

We gather the following personal and non-personal information about users:

(i) Automatic Information. This includes which pages of the Site were visited, the order in which the pages of the Site were visited, and the hyperlinks which were “clicked,” IP addresses and the general geographic location of the IP address, operating system, and browser software used by each Site user, and cookies. This type of data allows us to serve you better and more efficiently, personalize your experience with the Site and services offered on the Site, determine the length of time each user spends at any particular area of the Site, and ascertain the specific functionality that users choose to use. Cookies also may be used to facilitate a user's log-in. If you reject our cookies, certain of the functions and conveniences of the Site may not work properly, but you do not have to accept our cookies in order to use portions of the Site.

(ii) Information You Provide to Us. We collect personal information from users at several different points on this Site, including, when you create an account, order from the online store, utilize social media and live chat, subscribe to e-mail newsletters, send e-cards or e-mail, participate in contests, sweepstakes and other promotions, or

participate in online polls and surveys. This type of information may include, your name, mailing address, e-mail address, telephone number, credit card information, and password. You acknowledge and agree that you are required to provide accurate and current information when registering for an account on our Site.

(iii) Mobile Information. When you use or download our mobile apps or subscribe to SMS text alerts, we may receive information about you including your location from your mobile device, including the unique identifier for your mobile device. We may use this information to provide location-based services, advertising, search results, or other personalized content directly to you. You can turn off location services on your device when accessing our Site.

(iv) Newsletter Subscriptions. When you subscribe to our newsletter, we use contact information collected during subscription to send you the newsletter.

(v) Promotions. Any information you provide related to a contest, sweepstakes or other promotion to us or any third party administering the promotion is subject to the terms and conditions of that promotion, and we may collect and use this information, as may the third party administering the promotion. This type of information may include your name, mailing address, e-mail address, and telephone number.

(vi) Direct Communications with Us. When you send an e-mail message to or otherwise contact us, we may use the information provided by you to respond to your communication and/or as described in this Privacy Policy and archive this information.

**3. Use of the Information We Gather Through the Site.** We use, collect and aggregate information collected from the Site for the following purposes:

(i) To build higher quality, more useful services, including by performing statistical analyses of the collective characteristics and behavior of our users, and by measuring demographics and interests regarding specific areas of the Site;

(ii) To share with third parties, including our business partners, vendors and suppliers that provide us with technology, services, and/or content related to better operation and maintenance of the Site;

(iii) As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, your information may be part of the transferred assets; and

(iv) To share with government authorities in response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us. We also may share information when we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of the Site, our users, customers, or others; and in connection with our Terms of Service and other

applicable agreements. In the event that we are legally compelled to disclose your information to a third party, we will attempt to notify you unless doing so would violate law or a court order. We reserve the right to report any suspected illegal activity to, and cooperate with, law enforcement individuals or entities for investigation or prosecution.

(v) Sometimes we send offers to our customers on behalf of our Site, our affiliate companies, or on behalf of other third-party partners or companies. If you do not want promotional offers, you can always adjust your preferences by unsubscribing.

**4. Cookies and Web Beacons.** We use cookies and web beacons on our site and in our emails to you. Cookies are unique identifiers that is transferred to your computer or mobile device to provide you with personalized features, advertising, and storage of items in your shopping basket when you are browsing the Site. Cookies may be used in many ways: they allow us to verify the login status of customers using products or services linked directly with our website, track point of entry to point of registration for those users participating in our affiliate signup programs, and track and measure the success of a particular marketing campaign. Cookies also allow us to track overall site usage and determine areas users prefer, enabling us to make your visit to our website easier by recognizing you when you return and helping to provide you with a customized experience. You have the ability to accept or decline cookies by modifying the settings in your browser. If you choose to disable cookies, you may still use our Site; however, you may have limited access to some areas within our Site. For more information on how to manage cookies, click [here](#). We also provide you with an option to opt-out of receiving certain cookies associated with our online advertising. Flash cookies are also created by certain content on our pages using Adobe® Flash®, such as product tutorials. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored. Cookie management tools provided by your browser will not remove Flash cookies. To learn how to manage privacy and storage settings for Flash cookies click [here](#). When we send you emails, we may include a web beacon to allow us to determine the number of people who open our emails. When you click on a link in an email, we record this individual response to allow us to customize our offerings to you.

Some of our web pages, emails, and other online content may contain electronic images known as web beacons, also known as single-pixel GIFs, which are invisible graphical images. These web beacons allow us to count users who have visited our web pages, seen our ads, or opened our email. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed, and a description of the page on which the Web Beacon resides (the URL).

**5. Linked Sites and Social Media.** Our Site may contain links and/or references to web sites and other services operated by third party companies that we believe may be of interest to you. We do not endorse, do not control, and are not responsible for the privacy practices of these third-party sites. Through the Site, you can also choose to access certain social media platforms that are owned and/or controlled by third parties, including, without limitation, Facebook, Instagram, and Twitter. When you elect to access and use any third-party website or social media platform, you will be sharing your information with

those sites. The information that you share will be governed by the privacy policies and terms of service of the providers of such third-party website or social media platform. We have no control over, or liability or responsibility for the privacy practices or other actions of third-party sites, including social media, that may be enabled within and/or otherwise accessible through the Site.

**6. Security.** The security and confidentiality of your personal information is extremely important to us. We have implemented technical, administrative, and physical security measures to protect your personal information from unauthorized access and improper use. From time to time, we review our security procedures in order to consider appropriate new technology and methods. Despite our efforts to protect your personal information, there is always some risk that an unauthorized third party may find a way around our security systems or that transmissions of your information over the internet will be intercepted. In effort to protect your personal information, we have taken, or have taken through our service providers, the following steps:

(i) Requiring both a personal username and a password in order for you to access your Personal Information;

(ii) Using firewalls to protect information held in our servers;

(iii) Utilizing Secure Socket Layer (SSL) encryption in transmitting personal information to our servers.

(iv) Monitoring the limited number of personnel who have potential access to personal information; and

(v) Routinely backing up the systems to protect the integrity of personal information.

**7. Changes to This Privacy Policy.** Our Site and our business may change from time to time. As a result, at times it may be necessary for us to make changes to this Privacy Policy. We reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. If we make any material changes to this Privacy Policy, we will provide a notice on our Site prior to the changes becoming effective. Please review this Privacy Policy periodically, and especially before you provide any personal information. This Privacy Policy was last updated on the date indicated above. Your continued use of our service after the effective date of any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

**8. Children's Privacy.** We do not sell products on this Site for purchase by children under the age of 18. Children under 18 years of age may only use this Site with the authorization of a parent or legal guardian. We do not knowingly collect personal information from children without the consent of the child's parent or legal guardian.

**9. Accessing, Changing or Deleting Your Personal Information.** If you would like to change, update, or delete your information from our systems, you can e-mail us at any time at [support@vetsfirstchoice.com](mailto:support@vetsfirstchoice.com). Vets First Choice reserves the right, from time to time, to re-contact former users of the Site.

**10. Conditions of Use.** If you choose to visit our Site, any dispute over privacy is subject to this Privacy Policy and Terms and Conditions of Use, including limitations on damages, resolution of disputes, and application of the laws of the State of Main. If you have questions or concerns about privacy on this Site, please do not hesitate to contact us at: Vets First Choice, 7 Custom House Street, Suite 5 Portland, ME 04101, or email us at: [Legal@vetsfirstchoice.com](mailto:Legal@vetsfirstchoice.com). We change this Privacy Policy and Terms and Conditions of Use at any time. You should check our Site periodically for notices and conditions for the most recent changes. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you, your account, and your activities on the Site.

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