

PRIVACY NOTICE

Effective Date: September 5, 2023

Last Reviewed on: September 5, 2023

Midwest Veterinary Partners, LLC d/b/a Mission Veterinary Partners, its affiliates, and subsidiaries (“MVP”, “we”, or “our”) provides this Privacy Policy (“**Notice**”) to provide you with notice of how we gather, use, and share your personal information. This Notice applies to data gathered from you when you visit this website (the “**website**”) or engage with us on social media; shop with our third-party partners or veterinary affiliates; visit any of our pet resorts, veterinary hospitals, or clinics; participate in any of our programs or events; or when you apply for a job or externship at Clinic (collectively the “**Services**”). If you wish to access this Notice in an alternate format or require an accommodation to access this Notice, please contact us at: marketing@mvetpartners.com.

Our website may include links to websites and/or applications operated and maintained by third parties. Please note that we have no control over the privacy practices of websites or applications that we do not own. We encourage you to review the privacy practices of those third parties.

- [Overview of Personal Information Collection and Usage](#)
- [How We Collect Your Personal Information](#)
- [Purposes for Collection and Use of Your Information](#)
- [How We Disclose Your Personal Information](#)
- [Data Retention Policies](#)
- [How We Protect Your Personal Information](#)
- [Cookies and Similar Online Tracking Technologies](#)
- [Children’s Privacy](#)
- [Communicating With Us](#)
- [Changes to This Policy](#)

Overview of Personal Information Collected

We collect information you provide directly to us. For example, we collect information when you create an account, fill out a form, participate in a survey, review, contest, or promotion, make a purchase, apply for a job, upload your resume, communicate with us via third party social media sites, request customer support, or otherwise communicate with us. The types of information we may collect include your name, email address, postal address, phone number, credit card and other payment information, age, location, your pet's information (name, breed, date of birth, gender, etc.), and any other information you choose to provide.

In addition, when you access our website, use our Services, or transact business with us, we automatically collect information about you, including:

- **Transactional Information:** When you make a purchase or return, we collect information about the transaction, such as product details, purchase price, payment details, and date and location of the transaction.
- **Log Information:** We collect information related to your access to and use of the Services, including the type of browser you use, app version, access times, pages viewed, your IP address, site interaction data, and the page you visited before navigating to our Services.
- **Session Replay Information:** We use session replay software to collect information on how customers navigate our website and to improve its functionality.
- **Device Information:** We collect information about the computer or mobile device you use to access our Services, including the hardware model, operating system and version, unique device identifiers, and mobile network information.
- **Visual Information:** We utilize cameras in our stores for security purposes and to measure and observe customer traffic patterns to improve our stores and services. We do not collect any biometric information.
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and our service providers) use different technologies to collect information, including cookies, web beacons, and other tracking mechanisms. Cookies are small data files stored on your hard drive or in your device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that may be used in our Services or emails and help deliver cookies, count visits, and help us understand usage and campaign effectiveness. For more information about cookies and how to disable them, see [Cookies and Similar Online Tracking Technologies](#) below.

How We Collect Your Personal Information

We collect categories of your personal information from the sources described above. These sources of information include:

- **Directly from You.** We collect personal information you provide, such as when you make a purchase; register for an account or create a profile; contact us; respond to a survey; book a reservation; make an appointment for in-store or virtual services; RSVP for an event; interact with us in store (including in-store digital experiences); participate in a sweepstakes, contest, or other similar campaign or promotion; respond to a survey; apply for a job; or sign up to receive emails, text messages, and/or postal mailings.
- **Automatically Collected Information.** When you visit our websites, open or click on emails we send you, or interact with our advertisements, we or third parties we work with automatically collect certain information using online tracking technologies such as pixels, web beacons, software developer kits, third-party libraries, and cookies. For more information, please see [Cookies and Similar Online Tracking Technologies](#) section below.
- **Through In-store and Other Offline Technologies.** We record customer service calls and maintain a transcript of chats for quality assurance. In certain locations, we may use Closed Circuit Television or CCTV in our stores for safety, security, fraud, loss prevention, and operational purposes.
- **Social Media Platforms and Networks.** If you interact with us on social media or use features, such as plugins, widgets, or other tools made available by social media platforms or networks (including Instagram, Facebook, or LinkedIn) in connection with our website, we collect information that you disclose to us, or that the social media platforms disclose to us. For more information about the privacy practices of those social media platforms, please review the privacy policies and settings of the social media platforms and networks that you use.
- **Other Sources.** For example, we may obtain information about you from other sources, such as our third-party veterinary service providers, data analytics providers, marketing or advertising service providers, fraud prevention service providers, vendors that provide services on our behalf, or publicly available sources. We also create information based on our analysis of the information we have collected from you. If you apply for a job with us, we will receive your application information from our job applicant processing partners.

Purposes for Collection and Use of Your Information

We use the information we collect to deliver the products and services you request and customize your experience with us. We also use the information for the following purposes:

- **Core Business Functions.** We use personal information to support core business functions, including to maintain records related to business process management; loss and fraud prevention, and to collect amounts owing to us; and to provide and maintain the functionality of our website, including identifying and repairing errors or problems.
- **Providing Products and Services.** We use your personal data to provide you with the products and services you request from us. This includes storing and retrieving personal data as needed by our customers, processing transactions with customers and business partners, using your personal data to communicate with you, to provide customer service, and for any other purposes that our customers request.
- **Job Applicant Screening.** If you have consented to Clinic performing a background check in the employment process, we may also use your government identification number, and/or any other required identifier. The results of such background check will only be used for the purposes you consented to and will be kept strictly confidential. Please note that you are under no obligation to provide us with your government identification number (this is entirely optional) but failing to do so may hinder your ability to be employed by Clinic. Notwithstanding anything to the contrary in this Notice, in the event you choose to provide your government identification number, we will not use or disclose it except as necessary for the purpose of running a background check.
- **Marketing, Analytics, and Personalization.** We use your personal data for marketing and promotional purposes, such as to send marketing, advertising, and promotional communications by email, text message or postal mail (such as trend alerts, promotions, new product launches, and event invitations); to show you advertisements for products and/or services tailored to your interests on social media and other websites; and to administer our sweepstakes, contests, and other similar promotions. We also use personal information to conduct research and analytics, including to improve our product offerings and services; to understand how you interact with our website, advertisements, and communications with you to determine which of our products or services are the most popular, and to improve our website and marketing campaigns; to personalize your experience, to save you time when you visit our website, and to customize the marketing and advertising that we show you; to provide services, to better understand our customers' needs, and to provide personalized recommendations about our products and services. See [Cookies and Similar Online Tracking Technologies](#) below for additional information.

- **Legal Obligations.** We use personal information to comply with our legal or regulatory obligations, to establish or exercise our rights, to defend against legal claims, to enforce our agreements, and as otherwise required or permitted by law.

How We Disclose Your Personal Information

In addition to the specific situations discussed elsewhere in this privacy policy, we disclose personal information in the following circumstances:

- **Corporate Affiliates.** We may disclose personal information with our corporate affiliates, including our parent company, sister companies, and subsidiaries. Such corporate affiliates process personal information on our behalf as our service providers, where necessary to provide a product or service that you have requested, or in other circumstances with your consent as permitted or required by law.
- **Service Providers.** We may disclose personal data to our vendors, consultants, and service providers who perform certain services necessary to run our business (for example, data hosting and development, data analysis, customer service, legal, accounting, consulting, auditing, and other services) and assist us with our compliance requirements.

We disclose certain personal information to service providers that perform services to support our core business functions and internal operations including: providing veterinary services, such as appointment scheduling and pharmacy services; fulfilling orders; delivering packages; complying with your request for the shipment of products to or the provision of services by an intermediary; sending postal mail, e-mails, and text messages; analyzing customer data; providing marketing assistance; processing credit card and debit card payments; investigating fraudulent activity; conducting customer surveys; and providing customer service.

- **Social Media Platforms and Networks.** Our website has features such as, plugins, widgets, and/or other tools made available by social media platforms and networks that may result in information being collected or disclosed between us and such parties. Their use of your information is not governed by this Notice.
- **Legal Process.** We may disclose personal information in response to subpoenas, warrants, court orders, government inquiries, or investigations; or to comply with relevant laws and regulations. We may also disclose information to establish, exercise, or protect the rights of our company, employees, agents, and affiliates; to defend against a legal claim; to protect the safety and security of our visitors; to detect and protect against fraud; and to take action regarding possible illegal activities or violations of our policies.

- **Transfer of Control.** We may disclose personal data 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 Clinic’s assets, whether as a going concern or as part of bankruptcy, liquidation, receivership, or similar proceeding in which personal data held by Clinic are among the assets to be transferred.
- **Other Instances.** We may use your personal information for other purposes consistent with your reasonable expectations. We may ask if you would like us to disclose your information with other third parties who are not described elsewhere in this Notice.

Data Retention Policies

Clinic will retain personal information for as long as needed to provide our services. For example, if you are a customer, we keep information that personally identifies you as long as you are receiving our services. If you no longer receive services, we still may need that information for business and legal requirements, such as to comply with your state’s record retention regulations, protect against fraud, or respond to legal requests. Other information is deleted automatically after a set period of time, often set by law, unless we are legally required to hold it longer, such as for pending litigation. We destroy, de-identify, or anonymize the information when it is no longer needed in identifiable form.

How We Protect Your Personal Information

Personal information is maintained on our servers or those of our service providers, and is accessible by authorized employees, representatives, and agents as necessary for the purposes described in this Notice.

We realize that individuals trust us to protect their personal information. We maintain reasonable and appropriate physical, electronic, and procedural safeguards designed to help protect your personal information. While we attempt to protect your personal information in our possession, no method of transmission over the internet or security system is perfect, and we cannot promise that information about you will remain secure in all circumstances.

Cookies and Similar Online Tracking Technologies

We and our third-party partners and service providers (such as advertising and analytics providers) use pixels, web beacons, software developer kits, third-party libraries, cookies, and/or other similar online tracking technologies (collectively, “online tracking technologies”) to gather information when you interact with our website, and email communications. Some online tracking

technologies help us maintain the security of our websites and your account, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

“Cookies” are small amounts of data a website can send to a visitor’s web browser. They are often stored on the device you are using to help track your areas of interest. Cookies may also enable us or our service providers and other companies we work with to relate your use of our online services over time to customize your experience. Most web browsers allow you to adjust your browser settings to decline or delete cookies, but doing so may degrade your experience with our online services.

“First party” cookies are stored by the domain (website) you are visiting directly. They allow the website’s owner to collect analytics data, remember language settings, and perform useful functions that help provide a good experience. “Third-party” cookies are created by domains other than the one you are visiting directly, hence the name third-party. They may be used for cross-site tracking, retargeting, and ad-serving. Cookies generally fall into the following general categories:

We also permit third parties and service providers to use online tracking technologies on our website for analytics and advertising, including to help manage and display advertisements, to tailor advertisements to your interests, or to send abandoned shopping cart reminders (depending on your communication preferences). The third parties and service providers use their technology to provide advertising about products and services tailored to your interests which may appear either on our websites or on other websites.

Cookies generally fall into the following general categories:

- **Essential Cookies:** These cookies are technically necessary to provide website functionality. They are a website’s basic form of memory, used to store the preferences selected by a user on a given site. As the name implies, they are essential to a website’s functionality and cannot be disabled by users. For example, an essential cookie may be used to prevent users from having to log in each time they visit a new page in the same session.
- **Performance and Function Cookies:** These cookies are used to enhance the performance and functionality of a website, but are not essential to its use. However, without these cookies, certain functions (like videos) may become unavailable.
- **Analytics and Customization Cookies:** Analytics and customization cookies track user activity, so that website owners can better understand how their site is being accessed and used.
- **Advertising Cookies:** Advertising cookies are used to customize a user’s ad experience on a website. Using the data collected from these cookies, websites can prevent the same ad from appearing again and again, remember user ad preferences, and tailor which ads appear based on a user’s online activities.

Most web browsers automatically accept cookies but, if you prefer, you can usually modify your browser setting (or the settings on your mobile device, if applicable) to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the website and/or Services may not work or may not work as designed. Many of the third-party advertisers that place tracking tools on our Services and other services are members of programs that offer you the ability to opt out of the use of information about your web browsing behavior for purposes of showing ads that are targeted to your interests. You can learn more about the choices offered by these companies by visiting the [Network Advertising Initiative](#) (“NIA”) and the [Digital Advertising Alliance](#) (“DAA”).

Please note that opting-out of interest-based advertising by companies that participate in these programs does not mean that you will not receive advertising while using our website, Services, or on other websites or online services, nor will it prevent the receipt of interest-based advertising from third parties that do not participate in these programs. In addition, opting out may still allow the collection of usage data for certain purposes (e.g., research, analytics and for internal online services operation purposes).

If your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your opt out choices may not, or may no longer, be effective.

Children’s Privacy

Our website is not intended for or directed to children under the age of 16. We do not knowingly collect or disclose the personal information of children under the age of 16.

Communicating With Us

If you have any questions about our privacy or security practices, you can contact by e-mail:
marketing@mvetpartners.com

If we need, or are required, to contact you concerning any event that involves your personal information, we may do so by e-mail, telephone, or mail.

Changes To This Policy

We may revise this Notice from time to time as set forth below. We will provide additional notice, such as displaying a prominent notice on our website or sending an email to you, if we make any changes that materially affect your privacy rights.