

## Privacy Policy WHAT DO WE DO WITH INFORMATION YOU PROVIDE?

**Why?** As an online portal, we collect and provide information to and from our users. In the course of providing such services, we may need to disclose private and/or nonpublic data about an animal's controlled substance prescription history to other registrants and our agents (like our internet service provider) to fully perform such services on your behalf. We regard the medical record of a pet to be private and nonpublic data.

**What?** The types of information we collect and share is that necessary to inform certified veterinary technicians and Minnesota-licensed veterinarians what controlled substances, if any, have or are currently prescribed to an animal, and includes, without limitation, a pet's name, species, breed, birthdate, sex, name, microchip identification number, and controlled drug prescription history. For general information we provide through our website, we may track your usage and access information through cookies, including IP address and/or location data.

**How?** We strongly believe that the foundation of all of our user relationships is based on a trust that we provide information requested by our users in a responsible manner. Our users trust us to comply with our privacy terms to protect confidential, nonpublic, and private information. Accordingly, we do not share nonpublic personal information about our users, unless required for the provision of services or as required or permitted by law.

Reasons we can share your personal information	Do We share?	Can You limit?
<u>For our everyday business purposes</u> – Maintaining our users accounts, and as necessary for identity verification.	YES	NO
<u>For our marketing purposes</u> – To offer our services to you.	YES	NO
<u>For joint marketing with other companies</u>	YES	YES
<u>For our agents' everyday business purposes on our behalf</u>	YES	NO
<u>For our agents' everyday business purposes not on our behalf</u>	NO	N/A
<u>For third parties to market to you using nonpublic information</u>	NO	N/A

**Contact Us** Email [vpmp@mvma.org](mailto:vpmp@mvma.org)

### Sharing practices

**How often do we notify you about our practices?** We provide this information through a link on our website and our registration. This Privacy Policy may be amended from time to time without direct notice.

**How do we protect your personal information?** We use commercially reasonable standard security measures, including computer safeguards, secured user accounts and confidentiality obligations with our agents.

**How do we collect your personal information?** We may collect user's non-public, personal information, for example, when they:

- Open a user account
- Communicate with us regarding services

**Why can't I limit all sharing?** We are permitted and in some instances required under state, federal or country law to use such information for our business needs; as noted above we have elected to not share such nonpublic personal information with third parties.

## Definitions

**Everyday business purposes** The actions necessary by us to provide information regarding a pet's controlled substance prescription history. At your option, you may also participate in our newsletter.

**Agents** Companies under contract with us to provide services on our behalf (e.g. our designated service providers).

**Third Parties** Companies not related by common ownership or control, and not under contract with us.

**Joint marketing** A formal agreement between third parties outside of the Company to market products or services to you.

**Restricted Parties** Our application and services are intended for adults age 18 or older. Our application and services are not intended or designed to attract attention of minors.