

VETSOURCE PRIVACY POLICY

Last Updated: August 7, 2023

This Privacy Policy explains how Strategic Pharmaceutical Solutions Inc., doing business as Vetsource, VetSuccess Inc., V2P2, LLC doing business as Vet2Pet and/or its or their Affiliates (collectively referred to as “Vetsource,” “we,” “our,” or “us”) collects, uses, and discloses information about you. This Privacy Policy applies when you use our websites and mobile applications where this Privacy Policy is posted (collectively referred to as “Web Platforms”), as well as if you subscribe and/or purchase online products and services linking to this Privacy Policy, contact our customer service team, or otherwise interact with us (collectively, our “Services”).

We may update this Privacy Policy from time to time. If we make updates to this Privacy Policy, we will notify you by revising the date at the top of the Privacy Policy and adding a statement to our homepage or sending you a notification. We encourage you to check this Privacy Policy whenever you use any of our Services or otherwise interact with us to stay informed about our Privacy Policy and the choices available to you. You should not use our Services if you have any objections to our Privacy Policy, which is binding upon all users of our Services. If you have a question about how your personal information is being used, please [contact us](#).

We do not offer our Services to, nor do we intentionally collect or retain personal information from children who are younger than 18 years of age. If you believe your child may have submitted personal information and would like such information deleted, please [contact us](#) and we will terminate that account and delete all personal information related to him/her to the extent feasible.

NOTICE AT COLLECTION & TABLE OF CONTENTS

We may collect or process various categories of personal information. The sections titled “[Collection of Information](#)” and “[Your Privacy Rights](#)” contain information on the categories of personal information collected and/or whether we sell or share personal information. As an overview, we collect identifiers; personal information found in customer records; commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies; characteristics of protected classifications under California or federal law; Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with an internet website, application, or advertisement; professional or employment-related information; sensitive personal information; and inferences drawn from any of the information identified in this subdivision.

If you have a request regarding your information and would like to exercise your rights under applicable law, please contact us through the methods provided in the [Your Privacy Rights](#) section below. To exercise your right to ask that we do not sell, share, or use your personal information for targeted advertising or to limit the use of your sensitive personal information, please [contact us](#). We also recognize the Global Privacy Control opt-out preference signal in a frictionless manner. The Global Privacy Control is available [here](#). The Global Privacy Control applies to devices, so additional devices may need to have the Global Privacy Control activated.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information provided directly from practice owners, corporate owners, practice managers, veterinarians, and practice personnel we support (“Veterinary Healthcare Professionals”) and from practice’s clients or anyone else who visits our Services (“Users”) (where Veterinary Healthcare Professionals and Users are collectively referred to as “you” or “your”). The information we collect depends on the products and services you have purchased, how you choose to communicate with us, and/or what you do when you visit or use our Web Platforms. For example, you share information directly with us when you create an account, fill out a form, submit or post content through our Services, make a purchase, communicate with us via third-party platforms, participate in a contest or promotion, request customer support, or otherwise communicate with us. You have choices about the information we collect. When you are asked to provide personal information, you may decline. However, if you choose not to provide information that is necessary to provide a product or service, you may not be able to use some of our products or services.

Personal information is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual, device, or household. The types of personal information we may collect include your name, email address, postal address, phone number, license number, financial information, and any other information you choose to provide.

Automatically Collected Information

We automatically receive certain types of information when you interact with our Services including:

- **Activity Information:** We may collect information about your activity on our Services, such as your movements on and around our Web Platforms. Further, this may include without limitation which links you click on and information that you type into our online. We may utilize session replay technology during these interactions to monitor and record mouse clicks and movements, keystrokes, and pages and content viewed by you. This is all information collected directly from you and your interactions with our websites and their features. Please discontinue use of our Services if you do not consent to our collection of such information.

- **Transactional Information:** When you make a purchase or return, we may collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Internet or Other Electronic Network Activity Information:** Depending on the Services sought or used, we may collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, internet service provider (“ISP”), browser type, and app version. We may also collect information about your activity on our Services, such as access dates and times, pages viewed, referring/exit pages, links clicked, clickstream data, and the page you visited before navigating to our Services.
 - **Precise Geolocation Information:** In accordance with your device permissions, we may collect information about the precise location of your device. This is sensitive personal information. You may stop the collection of precise location information at any time (see the [Your Options](#) section below for details).
 - **Information Collected by Cookies and Similar Tracking Technologies:** We (and our service providers) use tracking technologies, such as session and persistent cookies and web beacons, to collect information about you. Cookies are small data files stored on your hard drive or in 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 we use on our Services and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see our [Cookie Policy](#) and the [Your Options](#) section below.

Information Collected from Other Sources

We may obtain information from third-party sources. For example, we may collect information about you from licensure verification services, advertising networks, external data analytics providers, and mailing list providers. Additionally, if you create or log into your account through a third-party platform (such as Facebook or Google), we may have access to certain information from that platform (for example, name and email address), in accordance with the authorization procedures determined by the platform. By using social login, you agree to provide Vetsource access to this information solely for the purpose of creating or logging into a Vetsource account.

- **Disconnecting Social Login and Deleting Associated Data:** You may delete the association between your social login account (Facebook or Google) and Vetsource account, and delete the data collected for the purpose of creating this account, using the following instructions:
 - Visit your Vetsource practice website.
 - Navigate to the Account link and select Profile → Personal Details.
 - Sign in with the appropriate ‘Sign in with [social account]’ link.
 - Click on the ‘Disconnect from [social account]’ button.

Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your location based on your IP address or infer that you are looking to purchase certain products based on your browsing behavior and past purchases.

Please see our [Your Privacy Rights](#) section for more information on our information collection practices.

USE OF INFORMATION

We use the information collected for the following business and commercial purposes:

Business Purposes:	Commercial Purposes:
<ul style="list-style-type: none">● Provide Services and customer service – We process your transactions and populate your customer database for you to easily write prescriptions, place orders, track order history, provide loyalty stamps, provide reminders, schedule appointments, deliver analytics, and provide other services. Additionally, the information you provide helps us to provide and respond to your customer service requests.● Maintain and improve products and Services – Information you provide helps us maintain, improve, and personalize our products and Services as well as your experiences with such products and Services. It may also be used to facilitate contests, sweepstakes and promotions and process and deliver entries and rewards and personalize and improve the Services and provide content or features that match user profiles or interests.● Process transactions and send you related information, including confirmations, receipts, invoices, customer experience surveys, and recall notices – We may use the information Users provide to fulfill that order and provide ongoing support and information related to the product and/or Services ordered.● Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect our rights and property and the rights and property of others.	<ul style="list-style-type: none">● Communicate with you – We may use your information to share information about products, services, and events offered by us and others and provide news and information that we think will interest you (see the Your Options section below for information about how to opt-out of these communications at any time). Additionally, we may send you technical notices, security alerts, and support and other administrative messages.● Administer loyalty programs, rebates or discounts.● Monitor and analyze trends, usage, and activities in connection with our products and Services.● Personalize the advertisements you see on third-party platforms and websites (for more information, see the Advertising and Analytics section below).● Personalize the advertisements you see when you use our products and Services based on information provided by our advertising partners.

<ul style="list-style-type: none"> ● Debug to identify and repair errors in our products and Services. ● Comply with our legal and financial obligations. ● Carry out any other purpose described to you at the time the information was collected. ● Process employment applications. ● Perform a contract with you. 	
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DISCLOSURE OF YOUR INFORMATION

We may disclose information about you as follows or as otherwise described in this Privacy Policy. Examples of such disclosure include:

- With Veterinary Healthcare Professionals to enable the provision of services and care to their clients.
- Between and among our current and future parents, subsidiaries, and affiliates (i.e., Vetsource Vet Success and Vet2Pet) under common control or ownership to provide you with a range of benefits, to allow us to improve our services, and to develop detailed analyses and reports (“Analytics”).
- With our vendors, service providers, consultants, and affiliates to perform services for us, such as companies that assist us with web hosting, data integration, shipping and delivery, payment processing, fraud prevention, customer service, and marketing and advertising.
- Vetsource’s sale of products to you with distributors and manufacturers who track your purchases (and/or prescribed orders) in order to count these sales towards your purchase goals and pay commissions to their representatives.
- Publicly on our Services, if you submit a product review, photo (e.g., “Selfie Shots”), or content to be shared on or posted to public areas of our Services. Please note that any information you include in a message you post to any public posting area is available to anyone with Internet access. If you don't want people to know your email address, for example, don't include it in any message you post publicly. PLEASE BE EXTREMELY CAREFUL WHEN DISCLOSING ANY INFORMATION IN PUBLIC POSTING AREAS. WE ARE NOT RESPONSIBLE FOR THE USE BY OTHERS OF THE INFORMATION THAT YOU DISCLOSE IN PUBLIC POSTING AREAS.
- If you choose to use integrations we offer on our Services, such as sharing your location through our Google Maps integration, we may share certain information with the integration partners.
- With your permission or at your direction, third parties for their own services and marketing purposes. You may withdraw your permission or modify your direction at any time by contacting privacy@vetsource.com. The Web Platforms may offer opportunities to participate in additional services provided or sponsored by other industry partners or to use embedded links to visit sites and applications that we do not own or control. By participating in these services or using the embedded links, you give us permission to transfer your information to such industry partners. Please note, such programs, sponsorships, and partners data collection, use, and sharing will not be governed by this Privacy Policy and, instead, will be governed by their own policies. We encourage you to be aware of when you leave our Web Platforms and to read the privacy statements of each and every website that collects personal information.

- With our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements;
- If we believe your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect our rights, property, and/or safety or that of our users, the public, or others.
- In connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company. If transferred in such a case, your information would remain subject to this Privacy Policy or a privacy policy that, at a minimum, protects your privacy to an equal degree as this Privacy Policy.
- With your consent or at your direction.

We also disclose aggregated or de-identified information that cannot reasonably be used to identify you (“Anonymized Data”). We maintain and use all de-identified information in de-identified form. We do not attempt to reidentify it except to ensure our de-identification processes are in compliance with applicable law. We solely own all rights to Anonymized Data and may make use of Anonymized Data as we deem appropriate including, but not limited to:

- Provide industry analytics - to monitor and analyze trends, usage, and activities in connection with our Services; to research and develop detailed analyses and reports; to conduct internal record keeping; and to make commercially available to third parties.
- Benchmark services - to provide you insight into how you are performing against other Veterinary Healthcare Professionals to power practice-level decisions to support the administration of your business and provide your clients better care.
- Report sales - with distributors and manufacturers for their own services and market analysis purposes;

DO NOT TRACK

Do Not Track is an optional setting that enables you to express your preferences regarding the collection of information about your online activities over time and across third-party websites. Your browser sends Do Not Track signals to the websites you visit expressing your preference not to be tracked., Because there is no industry-standard approach to responding to Do Not Track signals, we do not process or respond to all Do Not Track signals. However, we recognize the GPC.

ANALYTICS

We allow others to provide analytics services on our behalf across our Web Platforms. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. We and others may use this information to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our products and Services, and better understand your online activity. For more information about interest-based ads, or to opt-out of having your web browsing information used for behavioral advertising purposes, please visit www.aboutads.info/choices in the United States or <http://www.youronlinechoices.eu/> in the European Union. Your device may also include a feature (“Limit Ad Tracking” on iOS or “Opt-Out of Interest-Based Ads” or “Opt-Out of Ads

Personalization” on Android) that allows you to opt-out of having certain information collected through mobile apps used for behavioral advertising purposes.

We also work with third parties to serve ads to you as part of customized campaigns on third-party platforms (such as Facebook and Instagram). As part of these ad campaigns, we or the third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us to learn about your interests and serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

EXTERNAL LINKS

We are not responsible for the practices employed by websites linked to/from our site nor the information contained therein. Often links to other websites are provided solely as a way for the user to obtain information that may be useful to them. To better protect your privacy, we recommend that you review the privacy policy of any third-party website you visit.

SECURITY

The security of your personal information is important to us. We follow generally accepted industry standards and have implemented suitable physical, electronic, and administrative procedures to protect the personal information submitted to us, both during transmission and once we receive it, and to guard it from loss, misuse, or alteration. Please note that while we take reasonable precautions, no data transmission or use of online platforms is 100% safe.

Consequently, we cannot ensure or warrant the security of any information you transmit to us, and you understand that any information that you transfer to us is done at your own risk. If we learn of a security system breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Services or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the Services. We may post a notice via our Services if a security breach occurs. We may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

KEEP PASSWORDS PRIVATE

If you register with our Services, you are responsible for maintaining the security of your password at all times. You are responsible for activity occurring while logged into your account.

YOUR OPTIONS

Account Information

You may update and correct certain account information at any time by logging into your account or emailing your account manager (for veterinary practices) or emailing us at privacy@vetsource.com (for pet owners). If you are a pet owner and wish to deactivate your account, please email us at privacy@vetsource.com.

Precise Geolocation Information

When you first launch any of our mobile apps that collect precise geolocation information, you will be asked to consent to the app's collection of this information. If you initially consent to our collection of such location information, you can subsequently stop the collection of this information at any time by changing the preferences on your mobile device. You may also stop our collection of this location information by following the standard uninstall process to remove all of our mobile apps from your device. If you stop our collection of this location information, some features of our Services may no longer function properly.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services. For more information about cookies and how to disable them, see our [Cookie Policy](#).

Communications Preferences

You may opt-out of receiving text messages or promotional emails from us by following the instructions in those communications or by managing your communication preferences in your account settings menu. If you opt-out, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

Mobile Push Notifications

With your consent, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES

Vetsource is headquartered in the United States, and we have operations and service providers in the United States, Canada, and other countries. Therefore, we and our service providers may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. By using the Services, you acknowledge this transfer, which may not offer the same level of data protection as the country where you reside, in accordance with the terms of this Privacy Policy and you do not require separate notification of each such transfer that occurs.

If you are visiting our Services from a location outside of the U.S., your connection may be through and to servers located in the U.S. Any information you provide during your visit will be processed and maintained on our server and other internal systems located within the U.S. or otherwise as described above. You acknowledge you understand that by providing your personal information to us, your personal information (i) will be used for the uses identified in accordance with this Privacy Policy, and (ii) may be transferred to the U.S. as indicated above, in accordance with applicable law. For example, where personal information is transferred from the European Economic Area to areas which have not been determined to have an adequate level of protection, we take measures designed to transfer the information in accordance with lawful requirements, such as standard contractual clauses. Please contact us for more information and to receive a copy of the standard contractual clauses we may utilize.

YOUR PRIVACY RIGHTS

In the preceding 12 months, we have collected the following categories of personal information: identifiers; personal information found in customer records; commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies; characteristics of protected classifications under California or federal law; Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with an internet website, application, or advertisement; professional or employment-related information; sensitive personal information; and inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. For details about the precise data points we collect and the categories of sources of such collection, please see the [Collection of Information](#) section above and the table below. We collect personal information for the business and commercial purposes described in the [Use of Information](#) section above. In the preceding 12 months, we have disclosed the following categories of personal information for business and commercial purposes to the following categories of recipients:

Categories of Personal Information	Source of Collection	Is this information sold, shared, or disclosed and for what purpose?	Categories of Recipients
<p>Identifiers, such as name, postal address, email address, telephone number, physical characteristics or description, and IP address.</p> <p>Customer records, such as, financial information, transactional information, and other information about your transactions with us.</p> <p>Commercial information, such as records of products or services purchased.</p> <p>Characteristics of protected classifications under California or United States’ federal law, such as disability for purposes of accommodation.</p> <p>Internet or other electronic network activity information, such as browsing history, search history, and information related to an individual’s</p>	<p>These are sourced directly from you or indirectly from you (e.g., from observing your actions on the Services).</p>	<p>We collect, sell, share, and disclose identifiers for all the business and commercial purposes listed in the Use of Information section above. We do not sell or share your personal information except as otherwise noted herein.</p> <p>We may also disclose this information for additional, specified purposes provided at the time of collection. You have the right to limit the use or disclosure of your sensitive personal information via the “Your Privacy Choices” option.</p>	<p>Members of the Vetsource family of companies, data processor and analytics providers and other service providers, consultants, affiliates, manufacturers, integration partners, lawyers, data aggregators, professional advisors, operating platforms, government entities, vendors, customer service partners such as shipping and fulfillment providers and rebate processors</p>

<p>interaction with an internet website, application, or advertisement.</p> <p>Professional or employment-related information, such as level of education obtained, current place of employment, and license number.</p> <p>Sensitive personal information, such as precise geolocation information, and mobile device information.</p> <p>Inferences, such as information used to create a profile about an individual's preferences.</p>			
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We may also disclose aggregated or de-identified information, which cannot reasonably be used to identify you. We process, maintain, and use this information only in a de-identified fashion and will not attempt to re-identify such information except as permitted by law.

Retention: We store personal information associated with your account for as long as your account remains active. If you close your account, we will delete your personal information within 90 days. We store other personal information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Depending on where you reside, the rights available to you may differ in some respects. Vetsource will respond to any rights request on a case-by-case basis in accordance with local legal regulations. Subject to certain limitations including your jurisdiction of residence, you may have the following rights:

- (1) **Right to know** more about the categories and specific pieces of personal information we collect, use, disclose, and sell. Our list of service providers who may receive your personal information can be requested by [contacting us](#);
- (2) **Right to deletion or erasure ('right to be forgotten')** of your personal information. Examples of when this right may apply include without limitation when your personal information is no longer necessary for the purposes for which it was processed, you withdraw your consent on which the processing is based, you object to the processing and there are no overriding legitimate grounds for the processing, your personal information has been unlawfully processed, and your personal information has to be erased for compliance with a legal obligation to which we are subject;
- (3) **Right to correct, rectify, or complete** your personal information if inaccurate or incomplete;

(4) **Right to opt-out of sale, sharing, and targeted advertising.** You have the right to “opt-out” of the sale or sharing of your personal information to third parties, or the right to opt-out of the use of your personal information for purposes of targeted advertising. We do not sell the personal information of individuals under 18. To exercise these opt-out rights, you may submit a request by [contacting us](#). We also recognize the Global Privacy Control opt-out preference signal. The Global Privacy Control applies to devices and individual browsers, so additional devices and browsers may need to have the Global Privacy Control activated;

(5) **Right to consent and/or limit our use of your sensitive personal information** to that which is necessary to perform services, provide the goods reasonably expected, or as authorized under applicable regulations. To exercise this right, you may [contact us](#). To stop sharing precise geolocation through a mobile app, please update your mobile device settings:

- On an iPhone, go to Settings > Privacy > Location Services > and choose an app. Select the app > tap on "location." Scroll down and slide the "Precise Location" toggle to Off.
- On an Android, go to Location Services > Google Location Accuracy. Toggle Improve Location Accuracy to off;

(6) **Right to data portability.** You have the right to receive your personal information in a portable format. You have the right to send that personal information to another controller if the processing is based on appropriate consent or contract, and is carried out by automated means;

(7) **Right to object to certain processing. We will stop processing the personal information unless we have compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defense of legal claims. Regarding the use of personal information being processed for direct marketing purposes, including profiling, you may object at any time;**

(8) **Right not to be subject to a decision based solely on automated processing,** including profiling, except under certain exceptions under local law;

(9) **Right to withdraw consent at any time.** Where the processing of personal information is based on your consent, you may have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before withdrawal;

(10) **Right to request anonymity.** This means that your personal information would not be collected or processed. If you choose to exercise this right, we may not be able to provide you with some or all of our Services;

(11) **Right to not be discriminated against for exercising these rights.** You may make these requests by emailing us at privacy@vetsource.com. We will verify your request by asking you to provide information related to your recent interactions with us, such as items contained within your most recent order or the veterinary practice you and your pet visit. We will not discriminate against you if you exercise your rights under the CCPA.

(12) **Right to lodge a complaint with the Data Protection Authority.** If you have a concern about our processing of personal information that we are not able to resolve, you have the right to lodge a complaint with the Data Protection Authority where you reside. Contact details for your Data Protection Authority can be found using the links below:

For individuals in the EEA: https://edpb.europa.eu/about-edpb/board/members_en

For individuals in the UK: <https://ico.org.uk/global/contact-us/>

For individuals in Switzerland: <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>

If we receive your request from an authorized agent, we may ask for evidence that you have provided such agent with a power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. If you are an authorized agent seeking to make a request, please [contact us](#).

There may be circumstances in which we are not legally required to comply with your request because of a relevant legal exemption provided for under applicable law. We will not discriminate or retaliate against you for exercising your privacy rights.

Please note, we strive to respond to your request within 45 days of receiving a verifiable consumer request; however, we reserve the right to respond within 90 days when reasonably necessary.

If you would like to exercise any of these rights, please [contact us](#).

Shine the Light

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please email us at privacy@vetsource.com and write "Request for California Privacy Personal Information" in the email's subject line.

Financial Incentives

We may offer various financial incentives such as discounts, gift cards, or other benefits from time to time, primarily requesting identifiers and contact information as part of an offer, though we may also request information from your customer records. The terms of the financial incentive, including the personal information requested in connection with the offer will be provided at the time you sign up for the financial incentive. In calculating these offers, we consider the expenses related to the offer and the value of your data. The value of your personal information is reasonably related to the value of the offer or discount presented to you. You may withdraw from any of the financial incentives at any-time by following the instructions provided. For offers involving your e-mail, you may unsubscribe. For offers involving text messaging, you may text STOP. For all other offers, you may follow the instructions provided with the offer.

ADDITIONAL DISCLOSURES FOR INDIVIDUALS IN EUROPE

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, you have certain rights and protections under the law regarding the processing of your personal information and this section applies to you.

Legal Bases for Processing

When we process your personal information, we will do so in reliance on the following lawful bases:

- To perform our responsibilities under our contract with you (e.g., processing payments for and providing the products and services you requested).
- When we have a legitimate interest in processing your personal information to operate our business or protect our interests (e.g., to provide, maintain, and improve our products and services, conduct data analytics, and communicate with you).
- To comply with our legal obligations (e.g., to maintain a record of your consents and track those who have opted out of marketing communications).

- When we have your consent to do so (e.g., when you opt-in to receive promotion text messaging from us). When consent is the legal basis for our processing your personal information, you may withdraw such consent at any time.

Data Retention: We store personal data associated with your account for at least as long as your account remains active and for a certain period of time thereafter, after which point it will be deleted or archived in accordance with applicable law. To determine that period, we take into account a number of factors, including our legal and regulatory obligations (such as financial reporting obligations) and whether we may need to retain personal information to resolve disputes, make and defend legal claims, conduct audits, pursue legitimate business purposes, and/or enforce our agreements.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at privacy@vetsource.com or toll-free (877) 738-4443.