

SCOPE OF THIS NOTICE

Please read this privacy notice (“**Notice**”) carefully to understand our policies and practices regarding your Personal Data and how we will treat it. This Notice applies to individuals (“**you**”) who interact with *Animal Rescue Connections*. This Notice explains how your Personal Data is collected, used, and disclosed by *Animal Rescue Connections*, a U.S. non-profit organization and also includes third parties acting on our behalf (collectively “*Animal Rescue Connections*”, “**We**”, “**Us**”). It also tells you how you can access and update your Personal Data and make certain choices about how your Personal Data are used.

This Notice covers both our online and offline data collection activities, including Personal Data that We collect through our various channels such as websites, emails, third-party social networks, points of sale and events. Please note that We might combine personal data from different sources (website, offline event). As part of this, We may combine information from third parties with information We already have.

If you do not provide necessary Personal Data to Us (We will indicate to you when this is the case, for example, by providing this information in our adoption application forms), We may not be able to provide you with certain goods and/or services.

1. PERSONAL DATA THAT WE COLLECT ABOUT YOU

We collect various types of information from you, as described below.

Personal contact information. This includes any information you provide to Us that would allow Us to contact you, such as your name, postal address, e-mail address, social network details, or phone number.

Demographic information & interests. Any information that describes your demographic or other characteristics such as your date of birth, age or age range, gender, government-issued identification number (e.g., driver’s license), and geographic location (e.g., zip code). It may include information about work status and information when you inquire about adopting a pet. In some cases, this could include information that you give Us about someone else (e.g., emergency contact name, phone number, email address). It may also include information about your pets and pet preferences.

Market research & consumer feedback. Any information that you share with Us about your experience of using our products and services.

Consumer-generated content. Any content that you create and then share with Us on third-party social networks or by uploading it to one of our websites, including the use of third-party social network apps such as Facebook. Examples include photos, videos, personal stories, or other similar media or content. Where permitted, We collect and publish consumer-generated content in connection with a variety of activities, including website community features, consumer engagement, and third-party social networking.

Third party social network information. Any information that you share publicly on a third-party social network or information that is part of your profile on a third-party social network (such as Facebook) and that you allow the third-party social network to share with Us. Examples include your basic account information (e.g., name, email address, gender, birthday, current city, profile picture, user ID, list of friends, etc.) and any other additional information or activities that you permit the third-party social network to share. We receive your third-party social network

profile information (or parts of it) every time you download or interact with an *Animal Rescue Connections* web application on a third-party social network such as Facebook, every time you use a social networking feature that is integrated within an *Animal Rescue Connections* site (such as Facebook Connect) or every time you interact with Us through a third-party social network. To learn more about how your information from a third-party social network is obtained by *Animal Rescue Connections* or to opt out of sharing such social network information, please visit the website of the relevant third-party social network.

Payment and Financial information. Any information that We need in order to fulfill an order, or that you use to make a purchase, such as your debit or credit card details (cardholder name, card number, expiration date, etc.) or other forms of payment (if such are made available). In any case, We or our payment processing provider(s) handle payment and financial information in a manner compliant with applicable laws, regulations and security standards such as PCI DSS.

2. HOW WE COLLECT PERSONAL DATA ABOUT YOU

We collect information directly from you. For example, We collect information when you adopt an animal from Us, when you sign up for our emails, and from printed or digital registrations and similar forms that We collect via, for example, postal mail, and other promotions or events. We collect information if you fill out a survey or contact Us through our websites, via email or through social media.

We get information about you from other sources. For example, social media platforms may give Us information about you. We may get information about your interactions with our ads on third-party sites.

3. PERSONAL DATA OF CHILDREN

We do not knowingly solicit or collect personal data from children below the age of 13. If you are a parent or legal guardian and think that your child under 13 has given Us information, you can contact Us in writing or by email as provided below under the section titled CONTACT. Please mark your inquiries “COPPA Information Request.” You can learn more about how to protect children’s privacy online by visiting the Federal Trade Commission’s webpage, [Protecting Your Child’s Privacy Online](#).

4. USES MADE OF YOUR PERSONAL DATA

The following paragraphs describe the various purposes for which We collect and use your Personal Data, and the different types of Personal Data that are collected for each purpose. Please note that not all of the uses below will be relevant to every individual.

Consumer service. We use your Personal Data for consumer service purposes, including responding to your inquiries. This typically requires the use of certain personal contact information and information regarding the reason for your inquiry (e.g., adoption status, questions).

Contests, marketing and other promotions. We may use your Personal Data to provide you with information about services (e.g. marketing communications, campaigns, or promotions). This can be done via means such as email, ads, SMS, phone calls and postal mailings to the extent permitted by applicable laws. On occasion, these communications may also introduce you

to other companies and organizations and inform you about their products, services, offers, and promotions. Some of our campaigns and promotions are run on third-party websites and/or social networks.

Third-party social networks: We use your Personal Data when you interact with third-party social networking features, such as “Like” functions, to serve you with information and engage with you on third-party social networks. You can learn more about how these features work, the profile data that We obtain about you, and how to opt out by reviewing the privacy notices of the relevant third-party social networks.

Order fulfillment. We use your Personal Data to process adoptions and orders, inform you about the status of your adoptions and orders, correct addresses and conduct identity verification and other fraud detection activities. This involves the use of certain Personal Data and payment information.

Other general purposes (e.g. internal or market research, analytic, security). In accordance with applicable laws, We use your Personal Data for other general business purposes, such as conducting internal or market research and measuring the effectiveness of promotional campaigns. We also use your Personal Data for management and operation of our communications, IT and security systems.

5. DISCLOSURE OF YOUR PERSONAL DATA

Service providers. These are external companies that We use to help Us run our business (e.g., adoption processing, payment processing, website operation, support services, promotions).

Third-party companies using Personal Data for their own purposes. We do not share information with third parties without your consent.

Sharing Personal Data for legal reasons or due to merger/acquisition. In the event that *Animal Rescue Connections* or its assets are acquired by, or merged with, another agency, We will share your Personal Data with any of our legal successors. We will also disclose your Personal Data to third parties (i) when required by applicable law; (ii) in response to legal proceedings; (iii) in response to a request from a competent law enforcement agency; (iv) to protect our rights, privacy, safety or property, or the public; or (v) to enforce the terms of any agreement or the terms of our website.

6. DATA PROTECTION AND RETENTION

We use reasonable and appropriate security measures as required by applicable law. The transmission of information via the Internet is, unfortunately, not completely secure and despite our efforts to protect your Personal Data, We cannot guarantee the security of the data during transmission through our website. It is important that you also play a role in keeping your Personal Data safe and secure.

Retention of Personal Data. We keep Personal Data as long as it is necessary or relevant for the practices described in this Notice. We also keep Personal Data as otherwise required by law.

7. YOUR CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR PERSONAL DATA

We want to provide you with choices regarding the Personal Data that you provide to Us. The following mechanisms give you the following control over your Personal Data:

Advertising, marketing and promotions. You can opt out of marketing emails by following the instructions provided in each such communication. Please note that even if you opt out from receiving marketing communications, you will still receive administrative communications from Us, such as order confirmations, notifications about your account activities (e.g., confirmation of pet adoption inquiry), and other important non-marketing related announcements.

8. THIRD PARTY WEBSITES AND SERVICES

We may link to third-party websites or apps, including social media platforms. Our website may also include third-party content that collects information. This includes information collected by cookies, pixels, or other tracking tools. We do not control these third parties or their tracking tools. This policy does not apply to the privacy practices of these third-party websites or apps. Please read the privacy policies of other websites and apps carefully. We are not responsible for the practices of these third-party websites or apps.

9. YOUR CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you may have the right to request and receive certain information about our disclosure of your personal information to third parties for their own marketing use, and your choices with respect to such disclosures. To request this information please contact Us in writing or by email as provided below under the section titled CONTACT. Please mark your inquiries “California Privacy Rights Request.”

10. CHANGES TO THIS NOTICE

If We change the way We handle your Personal Data, We will update this Notice. We reserve the right to make changes to our practices and this Notice at any time, please check back frequently to see any updates or changes to our Notice.

11. CONTACT

To ask questions or make comments on this Notice and our privacy practices, please contact Us by email at: animalrescueconnections@gmail.com or call our Helpline at 210-474-0083 or write to Us at

Animal Rescue Connections
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