

Privacy Policy

Effective as of 9/10/2025

Town and Country Veterinary Clinic (“we”, “us” and “our”) values your privacy. This Privacy Policy (“Privacy Policy”) applies to our website located at www.tcvcwautoma.com and all of our local clinic and hospital websites from which this Privacy Policy is linked (collectively, the “Sites”) and to the services we provide (the “Services”) to our veterinarian partners, business partners and pet parents. The purpose of this Privacy Policy is to provide you with information concerning how we collect, use, maintain, and share your personal information in accordance with applicable data protection laws.

Personal Information that we may collect-

Information that you provide to us through the service, in our clinic, or otherwise includes:

- **Contact Data:** includes your first and last name, email address, billing and mailing addresses, and phone numbers
- **Demographic data:** includes your date of birth
- **Pet Data:** includes your pets name, species, age, gender, and health history
- **Communications:** includes information we exchange when you contact us with questions or feedback through our service, social media, or otherwise
- **Payment and Transactional Data:** includes information needed to complete your orders and/or payments through the service (including payment card information and billing information), and your purchase history
- **Marketing Data:** includes your preferences for receiving our marketing communications and details about your engagement with them.
- **Government-issued identification numbers:** includes driver’s license or state ID number
- **Event Data:** includes information you share with us in the course of participating in our live events
- **Other Data:** includes data not specifically listed here, which will be used as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Third-Party Data: information we receive from you with your personal information and information we may obtain from other sources, such as:

- **Public Sources:** include social media platforms, and other publicly available sources.
- **Private Sources:** includes data providers and data licensors.
- **Marketing partners:** includes joint marketing partners and event co-sponsors.

Data Collection: we may provide links to other sites or resources provided by third parties. These links are provided for your convenience only. We have no control over the

contents of those sites or resources, and accept no responsibility for them or for any loss or damage that may arise from your use of them. If you decide to access any of the third-party links on the Sites, you do so entirely at your own risk and subject to the terms and conditions of those sites.

We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device Data:** includes your computer or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online Activity Data:** includes pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.

Cookies and other Technologies: are some of the automatic collection described above is facilitated by the following technologies:

- **Cookies:** are small text files that websites store on user devices and that allow web servers to record users' web browsing activities and remember their submissions, preferences, and login status as they navigate a site. Cookies used on our sites include both "session cookies" that are deleted when a session ends, "persistent cookies" that remain longer, "first party" cookies that we place and "third party" cookies that our third-party business partners and service providers place.
- **Local storage technologies:** includes HTML5, that provides cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.
- **Web beacons:** includes pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

Data about other users: We may offer features that help users invite their friends or contacts to use the Service, and we may collect contact details about these invitees so we can deliver their invitations (referral program). Please do not refer someone to us or share their contact details with us unless you have their permission to do so.

How we use your personal information-

We may process your personal information as necessary for the following purposes:

- To provide our Services to our visitors to our Sites, partners, potential partners, and pet parents;
- To fulfill our legitimate interests, including to manage our business operations; to take steps to prevent, detect or investigate crime, fraud, misconduct or any unlawful action or omission; to comply with policies and procedures under applicable regulations, guidelines or notices as well as our own policies and procedures;
- To inform you of our Services and relevant news; and
- For other purposes with notice to you and with your consent where necessary.

Disclosures of Personal Information-

We do not sell your personal information. However, in order for us to provide our Services, we may share your personal information with the following categories of recipients:

- **Service Providers:** including those who work to enhance our Sites or Services, support our practice management software systems or other customer service-related Services, conduct due diligence, and protect the security of our systems and networks;
- **Other Business Partners:** including to provide our Services to you or to host events;
- **Legal/Regulatory Authorities:** including to respond to a subpoena or court order, judicial process, or regulatory inquiry; to defend against fraud, lawsuits, claims or other liabilities; and to prevent physical harm or financial loss in connection with any suspected or actual illegal activity.

Your Choices & Rights-

Depending upon where you reside, certain choices and rights may be available to you under applicable data protection laws, including the right to request access to your personal information or to have your personal information deleted.

- **Opt-out of marketing communications:** you may opt-out of marketing-related emails by contacting us. Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.
- **Declining to provide information:** we need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

If you receive administrative text messages from us, you may opt out of receiving further administrative text messages from us by replying STOP to our message. You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes. We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

Our websites and apps are not designed to respond to "do not track" requests from browsers.

Security -

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

International data transfer-

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children-

We do not knowingly collect personal information from children under the age of 13 through our Sites. If you are under 13, please do not give us any personal information. We encourage parents and legal guardians to monitor their children's internet usage and to help enforce our Privacy Policy by instructing their children never to provide us personal information. If you have reason to believe that a child under the age of 13 has provided personal information to us, please contact us, and we will endeavor to delete that personal information from our databases.

Changes to this Privacy Policy-

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We reserve the right to change this Privacy Policy from time to time. By accessing and using the Sites after we notify you of such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

How to contact us-

- **Email:** office@tcvcwautoma.com
- **Mail:** N1883 State Road 22 Wautoma, WI 54982
- **Phone:** 920-787-3991