

Privacy Policy for Allerton Equine, LLC

Effective September 19, 2014

Allerton Equine, LLC is committed to the privacy of our clients. We are committed to collecting, using and disclosing personal information responsibly and only to the extent necessary for the services we provide. We also try to be open and transparent as to how we handle information. Should we ask you to provide certain information by which you can be identified when using this website; you can be assured that it will only be used in accordance with this privacy policy. Allerton Equine, LLC may change its privacy policy periodically. While most of these changes will be minor, all Privacy Policy changes will be available via the website, www.allertonequine.com.

What is Personal Information?

Personal information is information about an identifiable individual. Personal information includes information that relates to the person's characteristics (i.e., gender, age, income, home address or phone number, ethnic background, family status), health (i.e., health history, health conditions, health services received by them) or their activities and views (i.e., religion, politics, opinions expressed by an individual, an opinion or evaluation of an individual). Personal information is to be contrasted with business information (e.g., an individual's business address and telephone number), which is not protected by privacy legislation.

What Information is Protected?

Allerton Equine, LLC is responsible for protecting any of your personal information that it has in its possession. This includes all personal information collected for or submitted to a third party to whom you have consented (i.e., laboratory samples).

Collecting and Using Your Personal Information

We collect and use your personal information to:

- Verify your identity
- Comply with federal, provincial, local law and by-law requirements
- Bill goods and services
- Collect unpaid accounts
- Make referrals to veterinary specialists and/or laboratories
- Verify information with grooming or boarding facilities

Your personal information may be collected, used or disclosed for any of the purposes identified above. If your personal information is not required for one of these purposes, we will not use or disclose it without your prior consent.

How Do We Gather Your Personal Information?

- From you when you become a client at our clinic
- From reporting agencies (i.e. local humane societies, public health authorities)

Your Consent

We require your consent before we may collect, use or disclose any of your personal information, except under special circumstances, including police and/or cruelty investigations or other situations permitted by law.

How Do You Provide Us with Your Consent?

You provide Allerton Equine, LLC with your consent through one or more of the following:

- Your signature, as provided on a specific “Consent” document
- Your written, verbal, or implied consent obtained during an appointment
- Your consent as provided by persons authorized by you to make decisions on your behalf

Accuracy

Allerton Equine, LLC will make every reasonable effort to ensure that the personal information collected will be as accurate, complete and as up-to-date as possible for the purposes for which the information is to be used. It is the client’s responsibility to notify Allerton Equine, LLC of any changes to their personal information. If you believe that any information we are holding on you is incorrect or incomplete, please contact our clinic as soon as possible. We will promptly correct any information found to be incorrect or incomplete.

Transparency

Allerton Equine, LLC will make specific information about our privacy policies and procedures available to any interested individual. Allerton Equine, LLC will facilitate access to its personal information policies and procedures. We will also ensure that individuals are able to gain access to their own personal information.

Safeguards

Allerton Equine, LLC shall safeguard and protect all personal information under its control by implementing appropriate security measures based on the sensitivity of information.

Allerton Equine, LLC shall ensure that its employees keep all personal information confidential and comply with the security standards established by this veterinary facility.

Allerton Equine, LLC shall require that third parties to whom personal information is disclosed have committed to an appropriate level of security (which may include execution of a confidentiality covenant) in protection of such information.

On the disposal or destruction of personal information, Allerton Equine, LLC shall take the necessary precautions to prevent third parties from accessing such information and to maintain the confidentiality of this personal information.

Website Safeguards

Should sensitive personal information be collected via the website (i.e., credit card data), that information is encrypted and transmitted in a secure way. Allerton Equine, LLC's website, www.allertonequine.com, employs safeguards to protect your information through a Secure Socket Layer (SSL) Certificate. An SSL Certificate validates the identity of the website and encrypts the information visitors send to, or receive from, the website. When a visitor enters an SSL-protected page on the website, the browser bar will display a padlock icon and the https:// prefix in the URL address.

Links to Other Websites

Allerton Equine, LLC's website, www.allertonequine.com, may contain links to other websites of interest. Once you have opened these links, leaving our website, you do so at your own risk. Allerton Equine, LLC has no authority or control over third party websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide to such sites and such sites are not governed by this privacy statement. You should exercise caution and review the privacy statement applicable to the website in question.

Questions and Concerns Regarding Compliance with this Policy

An individual providing personal information to Allerton Equine, LLC may address any questions, concerns or complaints regarding this privacy policy to our office via the contact information listed below. Allerton Equine, LLC will ensure that all complaints are dealt with in an objective, fair and effective manner.

Contact Information

Mailing Address:

Allerton Equine, LLC

923 Eichele Road

Perkiomenville, PA 18074

Office Phone: (215)536-8759

Email Address: allertonequine@verizon.net