

## PRIVACY POLICY

Last Updated: March 23, 2022

This Privacy Policy explains how Pet Pride of New York, Incorporated (“we” or “us” or “our”) collect, use, and disclose the information of our users (“user” or “you”) when you visit our website at <https://www.petprideny.org/> and/or any of our social media pages (collectively, the “Properties”). Please read this Privacy Policy carefully. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THE PROPERTIES.

To fully understand your rights, we encourage you to read this Privacy Policy, as well as our Terms of Use. We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Privacy Policy. We encourage you to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Properties after the date such revised Privacy Policy is posted. IF YOU ARE A CALIFORNIA RESIDENT, THE ADDITIONAL PROVISIONS UNDER THE “CALIFORNIA CONSUMER PRIVACY ACT” SECTION APPLY.

This Privacy Policy notifies you of:

1. Types of information we collect
2. How we use your information
3. Disclosure of your information
4. Security of your information
5. How you can access, correct, or delete your information.

### TYPES OF INFORMATION WE COLLECT

We may collect information about you in a variety of ways. The information we may collect via the Properties depends on the content and materials you use, and includes:

#### **Personal Information**

Personal Information (such as your name, address, phone number, and email address) that you voluntarily give to us when choosing to participate in various activities related to the Properties, such as requesting information about an adoptable cat or signing up for newsletters or events. If you choose to donate to our organization, we will also collect payment information, such as your credit card or bank account information (if you choose to mail a check to us). “**Personal Information**” means any information that identifies, relates to, describes, references, or is reasonably capable of being associated with an identified or identifiable natural person.

#### **Cookies and Similar Technologies**

We and/or our service providers or business partners may collect some information, including your device, usage, and/or location information by automated means using cookies and server logs for analytic purposes.

#### **Data from Social Networks**

We have Facebook®, Instagram®, and Twitter® social media accounts. We may collect additional Personal Information about you through these third-party social media platforms, such as your social

media platform login information, location data, profile information, your list of contacts or friends, and other certain Personal Information about your activities on those social media platforms.

Please keep in mind that when you provide Personal Information to us on a third-party platform, the Personal Information you provide may be separately collected by that social media platform. Please review the privacy policies of those social media platforms for their privacy practices.

## **USE OF YOUR INFORMATION**

We use and process your Personal Information for the following types of purposes (the examples provided are illustrative and not intended to be exhaustive):

1. Email you regarding your account, sanctuary visit, pet inquiry, adoption application, donation, or events you signed up for.
2. To fulfill our contracts with you, including your adoption application and donation.
3. For marketing and advertising purposes, including sending you promotional materials, newsletters and donation appeals.
4. Email you about issues related to the Properties.
5. Increase the efficiency and operation of the Properties.
6. Monitor and analyze usage and trends to improve your experience with the Properties.
7. To comply with our Terms of Service.
8. To comply with any applicable laws and regulations and respond to lawful requests.
9. For any other purposes disclosed to you at the time we collect your Personal Information.

If we decide to use the Personal Information for materially different purposes, we will update this Privacy Policy.

## **DISCLOSURE OF YOUR INFORMATION**

We may share information about you as follows or as otherwise described in this Privacy Policy:

1. With approved vendors and other service providers who need access to such information to carry out work on our behalf;
2. 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 law enforcement requirements;
3. If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property, and safety of Pet Pride;
4. With business and media partners who participate in events and promotions with us;
5. With other users when you share your Personal Information on our interactive Properties; such information may be viewed by all users and may be publicly distributed outside. For example, if you register through one of our Properties that is a social media platform, your contacts on that Property may see your name, profile, pictures and description of your activity. Similarly, other users will be able to view descriptions of your activity, communicate with you and view your profile; and
6. With your consent or at your direction.

## **SECURITY OF YOUR INFORMATION**

We use commercially reasonable procedures and various technical, administrative and physical safeguards to help protect the confidentiality of your Personal Information. However, you should assume

that no data transmitted over the Internet or stored or maintained by us or our third-party service providers can be 100% secure. Therefore, although we believe the measures implemented by us reduce the likelihood of security problems to a level appropriate to the type of data involved, we do not promise or guarantee, and you should not expect, that your Personal Information or private communications will always remain private or secure. We do not guarantee that your Personal Information will not be misused by third parties. We are not responsible for the circumvention of any privacy settings or security features. If you believe that your Personal Information has been accessed or acquired by an unauthorized person, please promptly contact us so that necessary measures can quickly be taken.

## **ACCESSING, CORRECTING, OR DELETING YOUR PERSONAL INFORMATION**

As and where required by applicable laws, and subject to any permitted exceptions and limitations, we will comply with any verified consumer request you submit with respect to your Personal Information. Please contact us to submit a verifiable consumer request.

## **THIRD-PARTY WEBSITES**

The Properties may contain links to third-party websites, applications, or services that are not owned or controlled by us, including links to social media platforms, or may redirect you off our Properties to other locations for information or other services. This Privacy Policy only applies to information collected by us. We are not responsible for the privacy and security practices of other websites, applications or social media platforms or the information they may collect (which may include IP address or device identifiers). You should refer to such third parties' privacy policies on their sites to determine their respective privacy practices. Links to any other websites, applications, social media platform or content do not constitute or imply an endorsement or recommendation by us of the linked website, application, social media platform, and/or content.

## **POLICY REGARDING CHILDREN**

We do not knowingly solicit or collect information from or knowingly market to anyone under the age of 13. If you become aware of any data we have collected from a child under the age of 13, please contact us using the contact information provided below.

## **CALIFORNIA CONSUMER PRIVACY ACT (CCPA) NOTICE AT COLLECTION**

Under the CCPA, California consumers may be entitled to certain notices and disclosures regarding the collection and use of their Personal Information. This section is intended to provide the Notice at Collection required under the CCPA.

### **Your Personal Information**

We may collect Personal Information from you and use it for specified purposes. For a list of Personal Information that we collect and the purposes for which we use this Personal Information, see the "[Types of Information We Collect](#)" and "[Use of Your Information](#)" sections within this Privacy Policy.

### **Sales of Personal Information**

For purposes of the CCPA, we do not "sell" personal information, nor do we have actual knowledge of any "sale" of personal information of minors under 16 years of age.

## **Additional Privacy Rights for California Residents**

You have the right to request that we disclose certain information to you about our collection and use of your personal information:

- Right to access personal information: You may request access to the categories and specific pieces of your personal information we hold.
- Right to rectification: You may request correction of any inaccurate, incomplete, or out of date personal information we hold on you.
- Right to data portability: You may receive your personal information, when provided electronically, in a readily-useable format.
- Right to deletion: You can ask us to delete your personal information we have collected.
- Right to disclosure: You can receive additional information regarding the categories of sources from which we collect your personal information, the purposes for which we collect and share your personal information, the information of your we hold, and the categories of parties with whom we share your information.
- Right to limit use and disclosure of sensitive personal information: You can request limitations on the use and disclosure of your sensitive personal information at any time.
- Right to be free from discrimination: You may freely exercise these rights without fear of being denied goods or services. We may, however, provide a different level of service or charge a different rate reasonably relating to the value of your personal information.

If you are a California resident and would like to exercise any of your rights under the CCPA, please contact us as set forth in “[Contact Us](#)” below. We will process such requests in accordance with applicable laws.

### **CONTACT US**

If you have questions or comments about this Privacy Policy, please contact us at:

Pet Pride of New York, Incorporated  
P.O. Box 338  
Mendon, NY 14506  
Email: [info@petprideny.org](mailto:info@petprideny.org)