



Customer Privacy Policy

The Buddy ID™ brand, product line and website are components of the Pet Division of Microchip Identification Systems, Inc., which has been in business in the United States since 1989. We are committed to your right to privacy, to keeping your personal information private, and to the well-being of the pets you register with us. The following **Privacy Policy** applies to information collected on buddyid.com or by phone, email, text or other means of communication.

1. Information Collection, Use, and Sharing

Buddy ID and Microchip ID Systems, Inc. are the sole owners of any information collected on our websites. We maintain the right to do what is in the best interests of our customers and their pets if a pet is lost or stolen. We only have access to information that you voluntarily give us via online submittal or other direct contact from you. We will not sell, rent or share this information. We might use your information in the following ways:

1. To respond to you, regarding the reason you contacted us.
2. To contact you by mail, email or phone regarding your pet's registration or online order, or to confirm registration of a microchip, or to notify you that your missing pet has been located.
3. We might send emails to you regarding events within our company or to let you know about products or services of our partners in the pet industry.

2. Pet Recovery and SearchALERT™

If your registered pet is missing, you can notify us by phone or online by launching a free SearchALERT.

We will not share your information over the internet, by phone or other means with any third party, **except** as it applies to reuniting you with your lost pet. In that case, you will be notified directly by us as to the location and contact information of the party that has found your lost pet. We will also provide the finding party with your contact information, unless otherwise directed by you. **It is imperative that your contact information be kept current for each pet you have registered with us.**

3. Your Access to and Control of Information

You may opt out of future emails by calling (985) 898-0811 or by sending an email to help@buddyid.com. To protect your pet and registration, you can also do the following at any time by logging into your web account or contacting us by phone:

1. Change or update any data we have about you or your pet.
2. Transfer ownership of your pet to another person. (Phone only)
3. Express any concern you have about our use of your data.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via email at help@buddyid.com or by telephone at (985) 898-0811.

4. Links

Our website may now or in the future contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of any other site that collects personally identifiable information.



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