



## Customer Privacy Policy

The BuddyID® brand, product line and website are components of the Pet Division of Microchip ID Systems, a Revival Animal Health company. At BuddyID®, we continue to be dedicated to protecting your privacy and ensuring your personal information is kept confidential and secure. With our BuddyID® services (the “Services”), we are committed to using your personal information responsibly and follow strict guidelines of confidentiality and security to safeguard your information. While providing our Services, it is necessary to collect, record, store, process, transmit and otherwise handle your personal information. We take privacy responsibilities seriously and seek to provide fair, secure, and appropriate methods for the handling of your personal information. Our policies are consistent with generally accepted privacy and business practices. This Privacy Policy (“Policy”) complies with applicable laws. By registering as a user with BuddyID® you consent to Microchip ID Systems, a Revival Animal Health company, its subsidiaries, affiliates, trademarks, brands, and partners contacting you and collecting, using, and disclosing your personal information for its own use and/or to any of our service providers. 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

Collecting personal information about you is essential to our being able to provide you with the products and services that best meet the needs of you and your pet. While the personal information we collect may come directly from you, by registering with our Services, you authorize us to collect information provided by our subsidiaries and/or affiliates or other third parties (such as employers, insurance brokers or agents, credit organizations, veterinarian professionals, etc.). Your decision to withhold information may limit or affect the quality of Service that we can provide to you. We limit the collection of your personal information to that which is necessary for the Services that we provide, to market other services that may be of interest to users, and to comply with our regulatory and legal obligations. We will not disclose your personal information to any third party for any other purpose except as identified in the Policy. In the event that your personal information is used or disclosed for any purposes not reasonably related to the Services, we will first obtain your consent for such purpose, except where prohibited by law. The personal information that we collect may be used:

1. To verify your identity
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. To determine your eligibility for products and services offered by our affiliates or partners
4. To understand and assess your ongoing needs and offer products and services to meet those needs
5. For billing and accounting services relating to our products and services
6. To comply with legal and regulatory requirements
7. To respond to you, regarding the reason you contacted us for customer communication, service and administration

8. For internal, external, and regulatory audit purposes

## **2. Why we collect and use personal information:**

Your consent may be obtained in various ways. We may obtain your express consent or we may determine that consent has been implied by the circumstances. Express consent could be in writing, or verbally in person or over the phone. When we receive personal information from you through our website, by phone or by mail that enables us to provide you with a requested product or service, you consent to allow us to deal with that personal information in a reasonable manner. Providing us with your personal information is always your choice. When you request services from us, we ask that you provide information that enables us to respond to your request. In doing so, you consent to our collection, use and disclosure to appropriate third parties/service providers of such personal information for these purposes. You also authorize us to use and retain this personal information for as long as it may be required for the purposes described. Once your personal information is no longer required, or on your request, we shall take reasonable steps to destroy our records. Your consent remains valid even after the termination of our relationship with you unless you provide us with written notice that such consent is withdrawn. By withdrawing your consent, or not providing it in the first place, you may limit or even prevent us from being able to provide you with the products or services desired. In certain circumstances, consent cannot be withdrawn such as where personal information is required for policy issuance or renewal, insurance underwriting or claims administration of current policies. There are also legal exceptions where we will not need to obtain consent or explain the purposes for the collection, use or disclosure of personal information.

## **4. Sharing your Information:**

We will not sell client lists or personal information to others for direct marketing purposes. In accepting the Services, you give us authority to disclose your personal information to veterinarians, animal shelters and other emergency services personnel who have scanned your pet's microchip and/or BuddyBadge™ to have access to our Services. If your registered pet is missing, you can notify us by phone or online by launching a free Search**ALERT** via your Member Dashboard.

We may need to disclose the personal information we collect to affiliates, subsidiaries, partners, successors and other service providers or agents who perform various functions for us. We require any third parties we deal with to implement reasonable privacy and security procedures and practices. In certain circumstances, we may be required to provide personal information to third parties for legal or regulatory purposes. We may also use this personal information to assess your future needs and to offer the products and services selected by us that may best meet those needs, from affiliates, reputable organizations with which we have strategic alliances or ourselves.

We will share your information within our ChipChecker online when you have reported your pet lost over the internet, by phone or other means with any third party that has your pet's microchip number as it applies to reuniting you with your lost pet. We will also provide the finding party with your contact information, unless otherwise directed by you. You have control over what information is shared online or by phone. **It is imperative that your contact information be kept current for each pet you have registered with us.**

## 5. Your Access to and Control of Information

You may opt out of future emails by calling (800) 434-2843 or by sending an email to [help@buddyid.com](mailto:help@buddyid.com). To protect your pet and registration, you can also do the following at any time by logging into your Member Dashboard 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](mailto:help@buddyid.com) or by telephone at (800) 434-2843.

## 6. 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.

## 7. Changes to this Privacy Policy

Please note this Privacy Policy will change from time to time. We will post any changes on this page and, if the changes are significant, we will also provide a more prominent notice.

