



LA PLAZA VETERINARY CLINIC Privacy Policy
Last updated: November 2024

This website and platform are provided by La Plaza Veterinary Clinic, Inc., dba: LA PLAZA VETERINARY CLINIC, a California corporation (together, "LA PLAZA VETERINARY CLINIC"), and this Privacy Policy describes the privacy practices of LA PLAZA VETERINARY CLINIC. References in this Privacy Policy to "we," "us," or "our" mean LA PLAZA VETERINARY CLINIC. This Privacy Policy does not apply to any mobile applications, websites, or other online services that do not link to this policy.

To provide Services through LA PLAZA VETERINARY CLINIC, and continue to make them better, LA PLAZA VETERINARY CLINIC ("we", "LA PLAZA VETERINARY CLINIC") collects information from you. If you're a resident of California, you should read this policy and the applicable sections below. This Privacy Policy explains how LA PLAZA VETERINARY CLINIC collects, stores, uses, transfers, and discloses your information.

LA PLAZA VETERINARY CLINIC reserves the right to revise this Privacy Policy. We will give you notice by posting the revised Privacy Policy on our Website and updating the "Last Updated and Effective" date at the top of this Privacy Policy; we may also notify you in other ways, such as through the contact information you have provided. Any changes to this Privacy Policy will be effective immediately on posting the updated Privacy Policy unless otherwise stated or as required by applicable law (for example, notice and opt-in or opt-out consent may be required). By continuing to use our services, you agree to the revised Privacy Policy to the fullest extent permitted by applicable law.

1. Information Collection, we may collect the following categories and types of "Personal Information":
 - a. Contact Information: your first and last name, mailing address, email address, and phone number;
 - b. IP address, social media usernames, passwords and other security information for authentication and access to our services;
 - c. Cookies and Other Information Collected by Automated Means. We, our service providers, and other third parties may automatically collect information about you, your computer or mobile device, and activity occurring on or through the LA PLAZA VETERINARY CLINIC. These parties may collect this type of information over time and across third-party applications, websites, and/or services and may use cookies, web beacons, and other technologies to collect this information. The information may include:
 - Information about your device's hardware, such as model and screen resolution
 - Information about the software on your device, such as your browser type
 - Unique identifiers associated with your device, such as device identifier (e.g., Google Advertising ID or Apple ID for Advertising)
 - Information about the network to which you are connected and inferences we may draw from it, such as your IP address and general location information such as city, state or geographic area
 - Information about your use of and actions on LA PLAZA VETERINARY CLINIC, such as items you viewed, how long you spent on a certain item, navigation paths between items or actions, information about your activity on LA PLAZA VETERINARY CLINIC, links you click, access times, and length of access, if applicable

2. How We Use Personal Information

We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

- a. To operate LA PLAZA VETERINARY CLINIC. We use your personal information to:
 - Provide, operate, improve, and develop new products and services.
 - Communicate with you about LA PLAZA VETERINARY CLINIC, including by sending you announcements, updates, security alerts, and support and administrative messages.
 - Personalize your experience with LA PLAZA VETERINARY CLINIC and our communications.
 - Provide support and maintenance for LA PLAZA VETERINARY CLINIC, including by responding to your requests, questions, and feedback.

- b. For compliance, fraud prevention, and safety. We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities; (b) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (c) enforce the terms and conditions that govern the Service; and (d) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

3. How We Share Personal Information

- a. Third Parties Providing Services. We use third parties to perform certain services on our behalf, such as hosting the Site or Site features, providing website usage analytics, fulfilling services, processing payments, sending email or other communications, providing marketing assistance and data analysis or enhancement, running promotions, or performing other administrative services. We may share information about you with these third parties to allow them to execute, deliver, or improve the services that they provide for you and for LA PLAZA VETERINARY CLINIC.
- b. Payments. We use Worldpay, LLC. ("Worldpay") as its third-party electronic payment processing provider for payment services (e.g. card acceptance, merchant settlement, and related services) ("Payment Services") for payments related to our services. By making use of the Payment Services on the Service, you agree to be bound by Worldpay's terms and conditions (available at <https://www.worldpay.com/en/terms-of-use>) as well as its privacy policy (available at <https://privacy.worldpay.com/policies/en/>) and hereby consent and authorize us to delegate the authorizations and share the information you provide to us with our third party electronic payment processing provider(s) to the extent required to provide the Payment Services to you.
- c. Legal Requirements. We may disclose your information if required to do so by law, or in the good faith belief that such action or disclosure is necessary or appropriate to: (i) operate LA PLAZA VETERINARY CLINIC, (ii) comply with any legal obligation, report unlawful activity, cooperate with law enforcement or public authorities (including for the purpose of meeting national security or law enforcement requirements), (iii) protect against legal liability, (iv) protect and defend our rights, property, personnel, suppliers, sponsors, agents or licensors, (v) protect the personal safety of vendors, users of LA PLAZA VETERINARY CLINIC or the public, or (vi) comply when compelled to disclose personal information to other third parties by government authorities or as required by law or regulation, including, but not limited to, in response to court orders and subpoenas.
- d. Business Transfers. In evaluating or engaging in a sale of assets, merger, acquisition, reorganization, bankruptcy, or other transaction, we reserve the right to disclose, transfer, or assign your personal information and communications. By providing your personal information, you agree that we may transfer such information to the acquiring entity without your further consent.

4. Your Choices

- a. Opt-in to Marketing Communications. You may Opt-in to marketing communications from Company by following such instructions as may be provided in the communication, or by changing your Opt-in options through the website.
- b. Cookies & Browser Web Storage. We may allow service providers and other third parties to use cookies and similar technologies to track your browsing activity over time and across LA PLAZA VETERINARY CLINIC and third-party services. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, LA PLAZA VETERINARY CLINIC may not work properly. Similarly, your browser settings may allow you to clear your browser web storage.
- c. Targeted Online Advertising. Some of the third parties that collect information about users' activities on or through LA PLAZA VETERINARY CLINIC may be members of organizations or programs that provide choices to individuals regarding the use of their browsing behavior or mobile application usage for purposes of targeted advertising. Users may opt out of receiving targeted advertising through members of the Network Advertising Initiative by clicking [here](#) or the Digital Advertising Alliance by clicking [here](#). Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms that we linked above.
If you choose to opt-out of targeted advertisements, you will still see advertisements online but they may not be relevant to you. Even if you do choose to opt out, not all companies that serve online behavioral advertising are included in this list, so you may still receive some cookies and tailored advertisements from companies that are not listed.
- d. Do Not Track. Some Internet browsers may be configured to send "Do Not Track" signals to visited Websites. Some services do not currently monitor, recognize, or honor any opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals, in connection with LA PLAZA VETERINARY CLINIC.

5. **Accessing Personal Information and Retention Period**
- (a) **Accessing Your Account.** Please note that if you choose not to provide us with certain personal information, we may not always be able to provide you with the relevant LA PLAZA VETERINARY CLINIC product or service that you request. For example, without providing an email address, you will not be able to create an account.
- (i) You may access, view, correct, or update certain personal information collected about you by accessing your account through the LA PLAZA VETERINARY CLINIC application and edit your personal information. If you want to deactivate your account, you may do so through your account.
- (ii) If you have any concerns about how we are using your personal information, would like to correct or remove correct the personal information that you have provided to us, please send your request using the contact details in the Contact Us section.
- (b) **Retention Period.** When you request that we delete your personal information, we will take commercially reasonable steps to remove it from our active databases but will keep original information consistent with our business practices to the extent permitted by applicable law (for example, for purposes of dispute resolution, enforcement of agreements, complying with legal requirements, recordkeeping, backup, and document retention).
6. **How We Protect Your Information.** LA PLAZA VETERINARY CLINIC maintains commercially reasonable measures designed to protect your personal information in connection with your use of LA PLAZA VETERINARY CLINIC. However, no security system is impenetrable, and we cannot guarantee the security of your personal information.
- (a) **External Websites.** LA PLAZA VETERINARY CLINIC is not responsible for the content or the privacy policies or practices of those Websites or online services. We encourage you to read the privacy policy and legal terms of Websites or online services that you visit or use.
- (b) **Contact Us.** If you have questions about this Privacy Policy, please contact Company using the contact information provided on LA PLAZA VETERINARY CLINIC.
- (c) **Changes to This Privacy Policy.** This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Any such changes will be posted on LA PLAZA VETERINARY CLINIC. If we make material changes, we will notify you by posting an announcement on LA PLAZA VETERINARY CLINIC or sending you an email.

ADDITIONAL INFORMATION FOR CALIFORNIA RESIDENTS

This section applies only if Company's privacy practices are governed by The California Consumer Privacy Act of 2018 ("CCPA"). The California Consumer Privacy Act of 2018 ("CCPA") requires Company to provide to California residents an explanation of how Company collects, uses, and shares their personal information, and of the rights and choices Company offers to California residents regarding its handling of personal information.

Personal Information That We Collect, Use, and Share. Company does not sell personal information. As explained in this Privacy Policy, LA PLAZA VETERINARY CLINIC may use cookies and other tracking tools to analyze traffic and facilitate advertising.

California Residents' Privacy Rights

The CCPA grants California residents the following rights:

- **Information.** You can request information about how Company has collected, used and shared your personal information during the past 12 months.
- **Access.** You can request a copy of the personal information that Company maintain about you.
- **Deletion.** You can ask Company to delete the personal information that Company has collected or maintain about you.

Please note that the CCPA limits these rights by, for example, prohibiting Company from providing certain sensitive information in response to an access request and limiting the circumstances in which Company must comply with a deletion request. If Company denies your request, it will communicate its decision to you.

You are entitled to exercise the rights described above free from discrimination.

1. **How to make a request.** To request access to or deletion of personal information, contact the LA PLAZA VETERINARY CLINIC via the contact information provided on LA PLAZA VETERINARY CLINIC.
2. **Identity verification.** The CCPA requires LA PLAZA VETERINARY CLINIC to verify the identity of the individual submitting the request before providing a substantive response to the request.

3. Authorized agents. California residents can empower an “authorized agent” to submit requests on their behalf. Company will require the authorized agent to have a written authorization confirming that authority.
4. The CCPA defines “personal information” as “information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.” It establishes the following categories of personal information:
 - (a) **Identifiers:** Name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers
 - (b) **Customer records information:** Name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit or debit card number, other financial information, medical information, health insurance information
 - (c) **Characteristics of protected classifications under California or federal law:** Race, religion, sexual orientation, gender identity, gender expression, age
 - (d) **Commercial information:** Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
 - (e) **Biometric information:** Hair color, eye color, fingerprints, height, retina scans, facial recognition, voice, and other biometric data
 - (f) **Internet or other electronic network activity information:** Browsing history, search history, and information regarding a consumer’s interaction with an Internet Website, application, or advertisement
 - (g) **Geolocation data**
 - (h) **Audio, electronic, visual, thermal, olfactory, or similar information**
 - (i) **Professional or employment-related information**
 - (j) **Education information:** Information that is not “publicly available personally identifiable information” as defined in the California Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99)
 - (k) **Inferences.** The law also includes inferences that could be used to create a profile reflecting a consumer’s: Preferences, Behavior, Characteristics, Psychological trends, Predispositions, Intelligence, Abilities, and Aptitudes.

The CCPA gives the California attorney general the power to add categories of personal information to address changes in technology, data collection practices, obstacles to implementation, and privacy concerns.

What isn’t personal information

The CCPA’s definition of personal information does not include publicly available information. That would be data contained in publicly available federal, state, or local government records.

Certain types of information are exempt from CCPA regulation, including certain financial information and medical information regulated by the Health Information Portability and Accountability Act (HIPAA).

Copyright 2024 LA PLAZA VETERINARY CLINIC, LLC. All rights reserved.

CCPA Next-steps:

Business must also provide a "Do Not Sell My Personal Information" button or link on their Website/Application's home page.

If it receives a verifiable consumer request, a business must respond with:

- *Which categories of personal information it has collected about the consumer*
- *The categories of sources of that information*
- *Its business or commercial purpose for collecting or selling it*
- *Which categories of third parties, such as service providers, with which it shares personal information*
- *Specific pieces of personal information the business has collected about the consumer*

When selling a consumer's personal information or disclosing it for a business purpose, a business must disclose, upon request:

- *The categories of personal information the business has collected about the consumer*
- *The categories of the consumer's personal information the business has sold and the categories of third parties to which it sold the data*
- *Which categories of the consumer's personal information the business has disclosed for a business purpose*