1. Who We Are: Association for Pet Obesity Prevention (APOP).

The Association for Pet Obesity Prevention (APOP) is a nonprofit organization dedicated to the awareness, prevention, and treatment of pets with obesity and weight-related disorders. APOP develops clinical resources, public education campaigns, position statements and policies designed to promote research, pet owner education, and evidence-based clinical care to improve the health and well-being of pets with obesity.

We are committed to protecting the privacy of our visitors.

- Information gathered through the APOP Website is used to monitor the site’s effectiveness and respond to questions and requests.
- The APOP Mobile Application, available in iOS and Android platforms, is used by veterinary clinicians to collect pet weight information to track and establish a body of data providing information on the prevalence of pet obesity throughout the U.S.

If you have any questions or concerns at any time, please do not hesitate to contact us at info@petobesityprevention.org.

Summary: We collect and process information you provide to us. We use this information to provide, improve and administer our Services, communicate with you, for security and fraud prevention, and to comply with the law. We may also process your information for other purposes with your consent and with valid legal reason.

We have organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure.

2. Our Privacy Policy.

This privacy policy describes how and why we might collect, store, use, and/or share your information when you visit, use, or navigate our services, such as when you:

- Download and utilize our mobile application, Pet Obesity Prevention (APOP), as a veterinary clinician in the course of completing our annual survey of veterinary clinics.
- Enroll in or otherwise provide us with your email address and possibly volunteer to complete our annual survey of consumers or veterinarians who own pets.
- Engage with us on our website, through marketing, events, social media, or other related ways.

2.1 Application.

This Privacy Policy sets forth our policy with respect to information that can be associated with, or which relates to a person and/or could be used to identify a person ("Personal Data") that is collected from Users on or through the Services. We take the privacy of your Personal Data seriously. Because of that, we have created this Privacy Policy. Please read this Privacy Policy as it includes important information regarding your Personal Data and other information.

"Non-Personal Data" as used in this Privacy Policy is therefore any information that does not relate to a person and/or cannot be used to identify a person. When you interact with the Services, we may collect Non-Personal
Data. The limitations and requirements on our collection, use, disclosure, transfer and storage/retention of Personal Data in this Privacy Policy do not apply to Non-Personal Data.

3. Personal Data That We Collect.

When you visit, use, interact with, or navigate services, we may process personal data depending on how you interact with APOP. We do not automatically collect email addresses or other personal information unless you provide it on a form, survey, or email message.

3.1 Information Collected from All Users.

We collect information you voluntarily provide to us, such as when you sign up or participate in a survey, updates, or newsletter, contact us with inquiries, or use certain parts of the Services. The Personal Data we may collect includes without limitation your name, address, email address, usernames, passwords, and any other information that you choose to provide and/or that enables Users to be personally identified.

Certain technical data is automatically collected that is sent to us from the computer, mobile device and/or browser through which you access the Services ("Automatic Data"). Automatic Data includes without limitation, a unique identifier associated with your access device and/or browser including, for example, your Internet Protocol (IP) address, characteristics about your access device and/or browser, statistics on your activities on the Services, information about how you came to the Services and data collected through Cookies, Pixel Tags, Local Shared Objects, Web Storage, and other similar technologies.

3.2 Information Collected from Sponsors or Donors.

If you make a donation online, we collect Personal Data you provide to us including name, email address, and mailing address required to provide written confirmation to you of annual contributions over the IRS level for your tax purposes.

In some cases, we may collect your credit card information (e.g., your credit card number and expiration date, billing address, etc.), some of which may constitute Personal Data, to secure or to process certain payments you wish to make. When your credit card information is obtained by our payment processing system, it is not retained in the system. APOP does not collect or store any individual credit card information.

If you use our payment processing services, we will collect financial information from you (e.g., your bank account information or an email address to send checks receipts) as necessary to facilitate payments and information required for tax purposes (e.g., your taxpayer identification number).

Information we obtain from other sources: We may also collect or receive Personal Data including your name, email address and other contact information from third party sources, such as third party websites and marketing partners, your bank, our payment processing partners and credit reporting agencies.

4. How We Use Your Personal Data.

We collect and use the Personal Data we collect in a manner that is consistent with this Privacy Policy and applicable privacy laws. We may use the Personal Data as follows:

4.1 Specific Reason.

If you provide Personal Data for a certain purpose, we may use the Personal Data in connection with the purpose for which it was provided. For instance, if you contact us by email, we will use the Personal Data you
provide to answer your question or resolve your problem and will respond to the email address from which the contact came.

4.2 Access and Use.
If you provide Personal Data in order to obtain access to or use of the Services or application or any functionality thereof, we will use your Personal Data to provide you with access to or use of the Services or functionality and to analyze the information.

4.3 Internal Business Purposes.
We may use your Personal Data for internal business purposes, including without limitation, to help us improve the content and functionality of the Services; to better understand our Users; to improve the Services; to protect against, identify or address wrongdoing; to enforce our Terms of Service; to manage your account and provide you with customer service; and to generally manage the Services and our business.

4.4 Association for Pet Obesity Prevention Education Material and Marketing.
We may use your Personal Data for our marketing purposes, including (without limitation) by email, SMS marketing, display media, and targeting other devices (such as tablets, mobile devices, and televisions). We do this in order to inform you about events, surveys, educational materials, and content and news we believe might be of interest to you, develop promotional or marketing materials.

4.5 Application Data.
If you use our mobile or internet-based application(s), we may collect the following information if you choose to provide us with access or permission:

**Mobile Device Access:** We may request access or permission to certain features from your mobile device, including your mobile device’s camera, reminders, and other features. If you wish to change access or permissions, you may do so in your device’s settings.

**Mobile Device Data:** We automatically collect device information, operation systems, version information, and system configuration information, device and application identification numbers, browser type and version, hardware model, internet service provider, and Internet Protocol (IP) address (or proxy server). If you are using our application(s), we may also collect information about the phone network associated with your mobile device, your mobile device’s operating system or platform, the type of mobile device you use, your mobile device’s unique device ID, and information about the features of our application(s) you accessed.

**Push Notifications:** We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications, you may turn them off in your device’s setting.

4.6 Other Purposes. If we intend to use any Personal Data in any manner that is not consistent with this Privacy Policy, you will be informed of such anticipated use prior to or at the time the Personal Data is collected, or we will obtain your consent subsequent to such collection but prior to such use.

4.7 Aggregated Personal Data.
In an ongoing effort to understand and serve our Users better, we often conduct research on our user demographics, interests and behavior based on Personal Data and other information that we have collected.
This research is typically conducted on an aggregate basis only that does not identify you. Once Personal Data is in an aggregated form, for purposes of this Privacy Policy, it becomes Non-Personal Data.

5. Facebook, social media, and Other Third Party Connections.

If you “like” or “follow” us on Facebook, Instagram, Twitter or other social media sites (to the extent we provide that capability), we may collect some information from you including your name, email address, and any comments or content you post related to us. We likewise may collect your information if you sign up for one of our promotions or submit information to us through social media sites.

Facebook Plug-Ins and Links on Our Pages. APOP’s own website may contain links to Facebook as well, such as through the Facebook “Like” or “Share” button or other social plug-ins. When you interact with these features and links, your browser will establish a direct link with the Facebook servers, and Facebook will receive information about your browser and activity and may link it to your Facebook user account. For more information about how Facebook uses data, please see Facebook’s own policies.

6. Legal Requirements.

We may disclose your Personal Data if required to do so by law in order to (for example) respond to a subpoena or request from law enforcement, a court or a government agency (including in response to public authorities to meet national security or law enforcement requirements), or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect or defend our rights, interests or property or that of third parties, (c) prevent or investigate possible wrongdoing in connection with the Services, (d) act in urgent circumstances to protect the personal safety of Users of the Services or the public, or (e) protect against legal liability.

7. How We Store Your Personal Data.

We may store Personal Data itself or such information may be stored by third parties to whom we have transferred it in accordance with this Privacy Policy. We take what we believe to be reasonable steps to protect the Personal Data collected via the Services from loss, misuse, unauthorized use, access, inadvertent disclosure, alteration, and destruction. However, no network, server, database or Internet or email transmission is ever fully secure or error free. Therefore, you should take special care in deciding what information you send to us electronically. Please keep this in mind when disclosing any Personal Data.

8. Request to Delete Your Personal Data.

If you would like APOP to delete your Personal Data stored by us, contact us info@PetObesityPrevention.org and we will complete your request.

9. How Long We Retain Your Personal Data.

We retain Personal Data as is permitted or required under applicable laws. When we delete your Personal Data, it may persist for an additional period of time for legal, tax or regulatory reasons or for legitimate and lawful business purposes. For sponsors and donors, we retain your data as long as we maintain a relationship with you and for a limited period of time thereafter as necessary to meet business and legal requirements.

APOP may send you electronic communications about surveys, educational materials, or marketing. You can "opt out" of receiving these electronic communications by clicking on the "Unsubscribe" link at the bottom of any such electronic communication.

11. Changes to This Privacy Policy.

The Services and our business may change from time to time. As a result, at times it may be necessary for us to make changes to this Privacy Policy. We reserve the right, in our sole discretion, to update or modify this Privacy Policy at any time (collectively, "Modifications"). Modifications to this Privacy Policy will be posted to the Site with a change to the "Updated" date at the top of this Privacy Policy. In certain circumstances APOP may, but need not, provide you with additional notice of such Modifications, such as via email or with in-service notifications. Modifications will be effective thirty (30) days following the "Updated" date or such other date as communicated in any other notice to you.

Please review this policy periodically, and especially before you provide any Personal Data. This Privacy Policy was updated on the date indicated above. Your continued use of the Services following the effectiveness of any Modifications to this Privacy Policy constitutes acceptance of those Modifications. If any Modification to this Privacy Policy is not acceptable to you, you should cease accessing, browsing, and otherwise using the Services.

12. Questions?

If you have any questions or comments about this policy, please email info@petobesityprevention.org.