

## PRIVACY NOTICE

Midwest Veterinary Partners, LLC d/b/a Mission Veterinary Partners, its affiliates, and subsidiaries (“MVP”, “we”, or “our”) provides this Privacy Policy and Notice at Collection (“**Notice**”) to provide you with notice of how we gather, use, and share your personal information, as well as the privacy rights and choices available to you. This Notice applies to data gathered from you when you visit our website or engage with us on social media; shop with our third-party partners or veterinary affiliates; visit any of our pet resorts, veterinary hospitals, or clinics; participate in any of our programs or events; or when you apply for a job or externship at MVP.

Our websites may include links to websites and/or applications operated and maintained by third parties. Please note that we have no control over the privacy practices of websites or applications that we do not own. We encourage you to review the privacy practices of those third parties.

If you wish to access this Notice in an alternate format or require an accommodation to access this Notice, please contact us at: [marketing@mvetpartners.com](mailto:marketing@mvetpartners.com).

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### **Overview of Personal Information Collection and Usage**

We collect and use your personal information for the legitimate business purposes listed in the chart below. In addition to the below categories of parties to whom information is disclosed, we may also collect and/or disclose any of these categories of personal information as necessary to comply with legal process, in the event of a merger, acquisition, bankruptcy, or similar transfer or control, or in other instances consistent with your reasonable expectations. Please refer to the applicable sections below the chart for additional information regarding [How We Collect Your Personal Information](#), [Purposes for Collection and Use of Your Information](#), and [How We Disclose Your Personal Information](#). We may have collected, and disclosed for a business purpose, the following information in the preceding 12 months:

<b>Categories of Information We Collect</b>	<b>Sources From Which We Collect the Information</b>	<b>Purposes for Which Information is Collected or Used</b>	<b>Categories of Parties with Whom Information is Disclosed</b>
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<p><b>Identifiers</b>, such as your name; alias; postal address; email address; telephone number; unique personal identifier; device and online or advertising identifier; internet protocol (IP) address; information from your government-issued ID; account names/numbers or identifiers; social media handles; usernames; or photos of you or your pet that you send to or share with us.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Automatically Collected Information</li> <li>• Through In-store and Other Offline Technologies</li> <li>• Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Providing Products and Services</li> <li>• Job Applicant Screening</li> <li>• Marketing, Analytics, and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>
<p><b><u>Additional personal information described in Cal. Civ. Code § 1798.80(e)</u></b>, such as physical characteristics or description, education, employment, employment history, bank account number, credit card number, debit card number, or other financial information. Some personal information included in this category may overlap with other categories.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Through In-store and Other Offline Technologies</li> <li>• Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Providing Products and Services</li> <li>• Job Applicant Screening</li> <li>• Marketing, Analytics, and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>

<p><b><u>Commercial Information</u></b>, such as portions of your credit, debit or other payment card or financial account information necessary to process payments; payment types; transaction amounts or details; third-party payment methods you use; records of products or services purchased, obtained, considered, or added to your online shopping cart; available credit amounts and qualifications; purchasing or consuming histories or tendencies.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Automatically Collected Information</li> <li>• Through In-store and Other Offline Technologies</li> <li>• Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Providing Products and Services</li> <li>• Marketing, Analytics, and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>
<p><b><u>Internet or other electronic network activity information</u></b>, such as browsing and search history, and information about your interactions with our site, emails, and advertisements; internet service provider; mobile carrier; entry/exit URLs; language settings; and time zone.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Automatically Collected Information</li> <li>• Through In-store and Other Offline Technologies</li> <li>• Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Providing Products and Services</li> <li>• Job Applicant Screening</li> <li>• Marketing, Analytics, and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>
<p><b><u>Audio, electronic, visual, thermal, or similar information</u></b>, such as closed-circuit security camera footage from our stores, or audio and video recordings of conference calls (including Zoom or Microsoft Teams calls) conducted with company personnel or of customer service calls conducted with your consent</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Through In-store and Other Offline Technologies</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Job Applicant Screening</li> <li>• Analytics and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> </ul>

<p><b><u>Professional or employment-related information</u></b>, such as job title, business address, or business email address.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Job Applicant Screening</li> <li>• Marketing, Analytics, and Personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>
<p><b><u>Profiles &amp; Inferences</u></b>, such as preferences, characteristics, predispositions, and other characteristics drawn from any information identified in the above categories.</p>	<ul style="list-style-type: none"> <li>• Directly from You</li> <li>• Automatically Collected</li> <li>• Information Through In-store and Other Offline Technologies</li> <li>• From Social Media Platforms and Networks</li> <li>• Other Sources</li> </ul>	<ul style="list-style-type: none"> <li>• Core Business Functions</li> <li>• Marketing, Analytics, and Personalization</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Affiliates</li> <li>• Service Providers</li> <li>• Social Media Platforms and Networks</li> </ul>

**We do not collect:** geolocation data or biometric information. We do not collect sensitive personal information with the purpose of inferring characteristics about you.

### **How We Collect Your Personal Information**

We collect categories of your personal information from the sources described above. These sources of information include:

- **Directly from You.** We collect personal information you provide, such as when you make a purchase; register for an account or create a profile; contact us; respond to a survey; book a reservation; make an appointment for in-store or virtual services; RSVP for an event; interact with us in store (including in-store digital experiences); participate in a sweepstakes, contest, or other similar campaign or promotion; respond to a survey; apply for a job; or sign up to receive emails, text messages, and/or postal mailings.

- **Automatically Collected Information.** When you visit our websites, open or click on emails we send you, or interact with our advertisements, we or third parties we work with automatically collect certain information using online tracking technologies such as pixels, web beacons, software developer kits, third-party libraries, and cookies. For more information, please see [Cookies and Similar Online Tracking Technologies](#) section below.
- **Through In-store and Other Offline Technologies.** We record customer service calls and maintain a transcript of chats for quality assurance. In certain locations, we may use Closed Circuit Television or CCTV in our stores for safety, security, fraud, loss prevention, and operational purposes.
- **Social Media Platforms and Networks.** If you interact with us on social media or use features, such as plugins, widgets, or other tools made available by social media platforms or networks (including Instagram, Facebook, or LinkedIn) in connection with our website, we collect information that you disclose to us, or that the social media platforms disclose to us. For more information about the privacy practices of those social media platforms, please review the privacy policies and settings of the social media platforms and networks that you use.
- **Other Sources.** For example, we may obtain information about you from other sources, such as our third-party veterinary service providers, data analytics providers, marketing or advertising service providers, fraud prevention service providers, vendors that provide services on our behalf, or publicly available sources. We also create information based on our analysis of the information we have collected from you. If you apply for a job with us, we will receive your application information from our job applicant processing partners.

### **Purposes for Collection and Use of Your Information**

We use the information we collect to deliver the products and services you request and customize your experience with us. We also use the information for the following purposes:

- **Core Business Functions.** We use personal information to support core business functions, including to maintain records related to business process management; loss and fraud prevention, and to collect amounts owing to us; and to provide and maintain the functionality of our website, including identifying and repairing errors or problems.
- **Providing Products and Services.** We use your personal data to provide you with the products and services you request from us. This includes storing and retrieving personal data as needed by our customers, processing transactions with customers and business partners, using your personal data to communicate with you, to provide customer service, and for any other purposes that our customers request.

- **Job Applicant Screening.** If you have consented to MVP performing a background check in the employment process, we may also use your government identification number, and/or any other required identifier. The results of such background check will only be used for the purposes you consented to and will be kept strictly confidential. Please note that you are under no obligation to provide us with your government identification number (this is entirely optional) but failing to do so may hinder your ability to be employed by MVP. Notwithstanding anything to the contrary in this Notice, in the event you choose to provide your government identification number, we will not use or disclose it except as necessary for the purpose of running a background check.
- **Marketing, Analytics, and Personalization.** We use your personal data for marketing and promotional purposes, such as to send marketing, advertising, and promotional communications by email, text message or postal mail (such as trend alerts, promotions, new product launches, and event invitations); to show you advertisements for products and/or services tailored to your interests on social media and other websites; and to administer our sweepstakes, contests, and other similar promotions. We also use personal information to conduct research and analytics, including to improve our product offerings and services; to understand how you interact with our website, advertisements, and communications with you to determine which of our products or services are the most popular, and to improve our website and marketing campaigns; to personalize your experience, to save you time when you visit our website, and to customize the marketing and advertising that we show you; to provide services, to better understand our customers' needs, and to provide personalized recommendations about our products and services. See [Cookies and Similar Online Tracking Technologies](#) below for additional information.
- **Legal Obligations.** We use personal information to comply with our legal or regulatory obligations, to establish or exercise our rights, to defend against legal claims, to enforce our agreements, and as otherwise required or permitted by law.

### **How We Disclose Your Personal Information**

In addition to the specific situations discussed elsewhere in this privacy policy, we disclose personal information in the following circumstances:

- **Corporate Affiliates.** We may disclose personal information with our corporate affiliates, including our parent company, sister companies, and subsidiaries. Such corporate affiliates process personal information on our behalf as our service providers, where necessary to provide a product or service that you have requested, or in other circumstances with your consent as permitted or required by law.

- **Service Providers.** We may disclose personal data to our vendors, consultants, and service providers who perform certain services necessary to run our business (for example, data hosting and development, data analysis, customer service, legal, accounting, consulting, auditing, and other services) and assist us with our compliance requirements.

We disclose certain personal information to service providers that perform services to support our core business functions and internal operations including: providing veterinary services, such as appointment scheduling and pharmacy services; fulfilling orders; delivering packages; complying with your request for the shipment of products to or the provision of services by an intermediary; sending postal mail, e-mails, and text messages; analyzing customer data; providing marketing assistance; processing credit card and debit card payments; investigating fraudulent activity; conducting customer surveys; and providing customer service.

- **Social Media Platforms and Networks.** Our website has features such as, plugins, widgets, and/or other tools made available by social media platforms and networks that may result in information being collected or disclosed between us and such parties. Their use of your information is not governed by this Notice.
- **Legal Process.** We may disclose personal information in response to subpoenas, warrants, court orders, government inquiries, or investigations; or to comply with relevant laws and regulations. We may also disclose information to establish, exercise, or protect the rights of our company, employees, agents, and affiliates; to defend against a legal claim; to protect the safety and security of our visitors; to detect and protect against fraud; and to take action regarding possible illegal activities or violations of our policies.
- **Transfer of Control.** We may disclose personal data to a buyer or successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of MVP's assets, whether as a going concern or as part of bankruptcy, liquidation, receivership, or similar proceeding in which personal data held by MVP are among the assets to be transferred.
- **Other Instances.** We may use your personal information for other purposes consistent with your reasonable expectations. We may ask if you would like us to disclose your information with other third parties who are not described elsewhere in this Notice.

### **Data Retention Policies**

MVP will retain personal information for as long as needed to provide our services. For example, if you are a customer, we keep information that personally identifies you as long as you are receiving our services. If you no longer receive services, we still may



need that information for business and legal requirements, such as to comply with your state’s record retention regulations, protect against fraud, or respond to legal requests. Other information is deleted automatically after a set period of time, often set by law, unless we are legally required to hold it longer, such as for pending litigation. We destroy, de-identify, or anonymize the information when it is no longer needed in identifiable form.

### **How We Protect Your Personal Information**

Personal information is maintained on our servers or those of our service providers, and is accessible by authorized employees, representatives, and agents as necessary for the purposes described in this Notice.

We realize that individuals trust us to protect their personal information. We maintain reasonable and appropriate physical, electronic, and procedural safeguards designed to help protect your personal information. While we attempt to protect your personal information in our possession, no method of transmission over the internet or security system is perfect, and we cannot promise that information about you will remain secure in all circumstances.

### **Cookies and Similar Online Tracking Technologies**

We and our third-party partners and service providers (such as advertising and analytics providers) use pixels, web beacons, software developer kits, third-party libraries, cookies, and/or other similar online tracking technologies (collectively, “online tracking technologies”) to gather information when you interact with our website, and email communications. Some online tracking technologies help us maintain the security of our websites and your account, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

“Cookies” are small amounts of data a website can send to a visitor’s web browser. They are often stored on the device you are using to help track your areas of interest. Cookies may also enable us or our service providers and other companies we work with to relate your use of our online services over time to customize your experience. Most web browsers allow you to adjust your browser settings to decline or delete cookies, but doing so may degrade your experience with our online services.

“First party” cookies are stored by the domain (website) you are visiting directly. They allow the website’s owner to collect analytics data, remember language settings, and perform useful functions that help provide a good experience. “Third-party” cookies are created by domains other than the one you are visiting directly, hence the name third-party. They may be used for cross-site tracking, retargeting, and ad-serving. Cookies generally fall into the following general categories:

We also permit third parties and service providers to use online tracking technologies on our website for analytics and advertising, including to help manage and display advertisements, to tailor advertisements to your interests, or to send abandoned shopping cart reminders (depending on your communication preferences). The third parties and service providers use their technology to provide advertising about products and services tailored to your interests which may appear either on our websites or on other websites.

Cookies generally fall into the following general categories:

- **Essential Cookies:** These cookies are technically necessary to provide website functionality. They are a website’s basic form of memory, used to store the preferences selected by a user on a given site. As the name implies, they are essential to a website’s functionality and cannot be disabled by users. For example, an essential cookie may be used to prevent users from having to log in each time they visit a new page in the same session.
- **Performance and Function Cookies:** These cookies are used to enhance the performance and functionality of a website, but are not essential to its use. However, without these cookies, certain functions (like videos) may become unavailable.
- **Analytics and Customization Cookies:** Analytics and customization cookies track user activity, so that website owners can better understand how their site is being accessed and used.
- **Advertising Cookies:** Advertising cookies are used to customize a user’s ad experience on a website. Using the data collected from these cookies, websites can prevent the same ad from appearing again and again, remember user ad preferences, and tailor which ads appear based on a user’s online activities.

Examples of our online tracking technologies include:

- **Google Analytics.** We use Google Analytics to help improve our website and to help understand how visitors interact with our website so that the site can be improved. You can read Google’s security and privacy policies for Google Analytics.
- **LinkedIn Ads.** We use LinkedIn Ads to deliver targeted and personalized advertising to users both on and off our platform. LinkedIn Ads operates by collecting and using certain data about your online activities. This includes information about your device, your location, and how you interact with our services, as well as other websites and services. The data collected by LinkedIn Ads is used to show you advertisements that are more relevant to your interests, based on your online activity. You can opt out of such targeted advertising by adjusting your LinkedIn Ads settings or your device settings for mobile apps, or through the methods described in [Your Privacy Rights](#) below.

To the extent these online tracking technologies are deemed to be a “sale” / “sharing” (which includes targeted advertising, as defined under the applicable laws) under applicable U.S. state laws, you can opt-out of these online tracking technologies by submitting a

request via Your Privacy Choices, which is available at the bottom of the MVP website. Please note, some features of our websites may not be available to you as a result.

### **Children’s Privacy**

Our website is not intended for or directed to children under the age of 16. We do not knowingly collect or disclose the personal information of children under the age of 16.

### **California Shine the Light Law**

California residents may request information concerning the categories of personal information (if any) we disclose to third parties or affiliates for their direct marketing purposes. If you would like more information, please contact us as set forth in the [Communicating with Us](#) section.

### **Your Privacy Rights**

#### *Categories of Personal Information Shared or Sold with Third Parties*

We are in the business of offering veterinary medicine related goods and services to pet parents. As such, our business model does not include selling your personal information such as your name, email address, phone number, or postal address to third parties in exchange for money. However, we do share identifiers such as name, email address, phone number, or postal address with our subsidiaries and affiliates to offer you our pet-related goods and services, and we share other identifiers such as cookies and the advertising identifier associated with your computer or mobile device with our advertising partners to show our ads that are targeted to your interests. California residents may opt out of the “sale” or “sharing” of personal information as described in [Right to Opt Out of Cookies and Sale/Sharing Using Online Tracking Technologies](#) below.

Under California law, sharing personal information with partners in exchange for some benefit, such as providing more relevant ads, is considered a “sale” or “share.” In the preceding 12 months, depending on your interactions with us, we may have “sold” or “shared” the following categories of personal information:

<b>Category of Personal Information</b>	<b>Business or Commercial Purpose</b>	<b>Categories of Third Parties with Whom Personal Information was</b>
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		<b>Disclosed That May be Considered a “Sharing” under California Law</b>
Identifiers	<ul style="list-style-type: none"> <li>To provide you with personal advertising and content</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Affiliates</li> <li>Service Providers</li> </ul>
Commercial Information	<ul style="list-style-type: none"> <li>To provide you with personal advertising and content</li> </ul>	
Internet or other similar network activity	<ul style="list-style-type: none"> <li>To provide you with personal advertising and content</li> </ul>	

### *Consumer Rights*

California residents may exercise the rights described in this section. Please note that some of the rights may vary depending on your country, province, or state of residence.

- Right to Know.** You have the right to request to know what personal information we have collected about you, including:
  - The categories of personal information collected
  - The categories of sources from which the personal information is collected
  - The business or commercial purpose for collecting or selling personal information
  - The categories of third parties to whom the personal information is shared, as defined above
  - The specific pieces of personal information collected about you that is permitted by law
- Right To Delete.** You have the right to request that we delete any of your personal information that we collect, subject to certain exceptions.
- Right to Correct.** You have the right to request correction of inaccurate personal information that we maintain about you or update the information we have on file.
- Right to Opt-Out of Sale or Sharing.** California consumers have the right to opt out of the “sale” or “sharing” of their personal information. See [Right to Opt Out of Cookies and Sale/Sharing Information](#) below for additional information.
- Right to Non-Discrimination.** You have the right to be protected from discrimination for exercising your CCPA rights. We will not discriminate against you for exercising your rights under the CCPA.

***Right to Opt Out of Cookies and Sale/Sharing  
Using Online Tracking Technologies***

As discussed above, we do not sell your personal information for monetary consideration. However, there may be instances where we disclose or share your information with a third party for other valuable consideration. When we refer to “sell,” “selling,” “sale” or “sold” in this Notice, we are referring to disclosure or sharing of personal information for valuable consideration other than money.

***Exercising Your Rights***

To exercise your rights as set out above, please contact us by:

- Emailing [marketing@mvetpartners.com](mailto:marketing@mvetpartners.com), or
- by using Global Privacy Control signals as discussed below.

Depending on the sensitivity of your request, you may be required to provide additional information to verify your identity and request before further action is taken. If your request is for access to your personal data, we will confirm your email and one or more additional pieces of information provided in your request to verify against information already in our possession, such as name and state or country of residence. If we are unable to confirm that the data provided in your request matches our records, we will ask for additional information to verify your identity.

Your authorized agent may make a request on your behalf. We will consider any evidence the agent submits to demonstrate that you gave the agent signed permission to submit the request. We may email you to confirm that the agent is indeed acting on your behalf.

***Global Privacy Control***

This website recognizes opt-out preference signals, which are also called Global Privacy Control (GPC) or Do Not Track signals, for California residents and will automatically opt you out of the sale or sharing of your information in a frictionless manner if you have turned on such signals. Some browsers turn on GPC signals automatically, but you may need to configure your browser or use a browser extension to enable such signals. This means it is not specific to MVP and will not be undone when you clear cookies. Even if you do not currently use GPC signals, you may still opt out of the sharing of your personal information, but to do so you must turn off third-party advertising trackers on any device used to access the website.

Before collecting California residents' data via automated online methods, MVP always checks to see if you have enabled the GPC setting in your browser. If you are a California resident and wish to prevent MVP from automatically collecting your data via automated methods, as well as other services that check for this setting in advance, you can do so by following the instructions below.

Important to note:

- You will need to take this same action for all browsers that you use where you do not want MVP to collect your data automatically.
- Enabling the GPC browser setting may also block some other non-similar services.
- This setting will not be affected by deleting cookies.
- The GPC setting does not work in all browsers and may be impacted by future browser updates. If in doubt, check back here for updates.

Because modern browsers are frequently updated with new menus and interfaces, we recommend following the guides provided by each browser creator for the most up-to-date information. Please follow the link for your preferred browser below to find the current guide:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Safari](#)
- [Opera](#)

### **Changes To This Policy**

We may revise this Notice from time to time as set forth below. We will provide additional notice, such as displaying a prominent notice on our website or sending an email to you, if we make any changes that materially affect your privacy rights.

### **Communicating With Us**

If you have any questions about our privacy or security practices, you can contact MVP by e-mail:

marketing@mvetpartners.com

If we need, or are required, to contact you concerning any event that involves your personal information, we may do so by e-mail, telephone, or mail.

**Effective Date:** September 5, 2023

**Last Revised/Reviewed on:** September 5, 2023