



Pet Cause Media, Inc.
PO Box 448, Northborough, MA 01532
855-441-2000 x802 | www.petcausemedia.com

Educate. Entertain. **Engage.**

Data Privacy Policy

Pet Cause Media collects appointment, invoice, client, patient and other data from practice management systems. This data is used to provide valuable, relevant information to vet staff and pet owners so that they can ask the right questions during an exam, leading to better patient and practice outcomes.

Pet Cause Media is committed to keeping data collected from practice management systems secure, only using it in accordance with this data privacy policy. Parties included in, and held to the terms of, this privacy policy include all Pet Cause Media employees and vendors. A “vendor” is a third-party company who works on behalf of Pet Cause Media as an extension of its staff. A “partner” is a third-party company with whom Pet Cause Media may share or exchange data.

Pet Cause Media will not disclose to any partner any personally identifiable information (PII) from a practice's client or patient list without the practice's written permission. PII includes any specific client's name, email address, phone number, full physical address, and pet's name.

Pet Cause Media may share with partners certain information about a client or pet which is outside of PII. Pet information outside of PII may include (but is not limited to) information such as an animal's species, breed, gender and age. Client information outside of PII may include (but is not limited to) information such as a client's ZIP code or gender.

Pet Cause Media will not disclose to any partner any data which falls under the description "Medical PII" without the practice's written permission. "Medical PII" is data which details how specific doctors in a practice see patients, recommend procedures, or prescribe medications. “Medical PII” is also data which details how a specific, identifiable practice sees patients, recommends procedures, or prescribes medications.

Practices, doctors and veterinary technicians may use Pet Cause Media tools to collect information about a pet or a client household in order to better determine optimal patient care. Any PII collected through Pet Cause Media's tools will not be provided to any partner outside of the practice and/or Pet Cause Media without the written consent of the practice. Certain information about the questions asked and answered using Pet Cause Media's tools may be aggregated and shared with other parties if they contain no practice, client or pet PII.

Pet Cause Media may share with partners aggregate data about the procedures a practice performs or prescriptions that a practice fills, provided it is not linked to/associated with the practice by name without the practice's written consent. Pet Cause Media may share aggregate information with partners about the effectiveness of their campaign through Pet Cause Media.

This data privacy policy describes the entire obligations, limitations and expected use of data obtained from practice management systems by Pet Cause Media. This policy is current as of October 20, 2017. The data privacy policy may change at any time and updates to the policy will be published and made readily available if/as applicable. Questions or concerns may be addressed at any time to team@petcausemedia.com.