



Educate. Entertain. **Engage.**

Pet Cause Media, Inc.  
PO Box 448, Northborough, MA 01532  
855-441-2000 x802 | [www.petcausemedia.com](http://www.petcausemedia.com)

## Data Privacy Policy Examples

Pet Cause Media protects practice data with the same standards it protects its own confidential business data. Since numerous scenarios exist about how the data could be used, the table below was created to give practical examples. If you have a question or concern about an example that is (or isn't) depicted here, please contact [team@petcausemedia.com](mailto:team@petcausemedia.com). We are always looking to instill 100% confidence with all of our stakeholders.

WHAT WE MIGHT DISCLOSE AT ANY TIME	WHAT WE WOULD <u>NOT</u> DISCLOSE WITHOUT PERMISSION*
52.6% of pet owners from California purchased heartworm preventive one time and then didn't make another purchase	John Smith from San Diego, California purchased heartworm preventive one time...
224 senior dogs from zip code 90210 were given this prescription	224 senior dogs from ABC Veterinary Clinic were given this prescription
All Siamese cats received the injection	Sparky, a Siamese cat from ABC Vet Clinic, received the injection
76% of doctors recommended a dental diagnostic	2 out of the 3 doctors in ABC Vet practice recommended a dental diagnostic
Doctors who had less than 5 years of clinical experience generated 60% more dental diagnostics revenues vs. those with more than 5 years of clinical experience	Dr. Adams generated 60% more dental diagnostics revenue vs. her peers in ABC Vet Clinic
In the Northeast region, Simparica sales grew by n% vs competitors which grew by x%.	In ABC Vet Clinic, Simparica sales grew by n% vs competitors which grew by x%.

\* From time to time we may ask practices for approval to disclose this information to certain, specific partners. Unless permission is explicitly granted, the data will never get disclosed to Pet Cause Media partners.