

VetPawer Privacy Policy

Effective Date: April 16, 2025

At VetPawer, we value the trust our clients place in us and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information across our platforms, including AVA Scheduler, AVA Voice, AVA Outbound, and related VetPawer services.

1. Who We Are

VetPawer is a U.S.-based technology company that provides AI-powered communication and scheduling tools for veterinary practices. This Privacy Policy applies to all services, subsidiaries, and affiliated platforms operated by VetPawer.

2. Information We Collect

We collect various types of personal data depending on your interaction with our services:

General Information:

- Full name
- Email address
- Phone number
- IP address and geolocation
- Device and browser identifiers
- Appointment history
- Communication records
- Usage activity on our platform

Pet Information *(collected on behalf of veterinary clinics):*

- Pet name, species, breed, age, gender
- Appointment history and relevant medical data

Payment Information *(via secure third-party processors):*

- Name, billing address
 - Partial or tokenized credit card information
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3. How We Use Your Information

We use your personal information to:

- Schedule and manage appointments
 - Facilitate prescription refills
 - Provide customer support and technical assistance
 - Improve product experience and performance
 - Communicate service updates and marketing offers (*with your consent*)
 - Detect and prevent fraud or misuse
 - Conduct anonymized internal analytics
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4. How We Share Your Information

VetPawer does **not sell or rent** your personal information. We may share it only under the following circumstances:

- With the veterinary clinic you engage through our services
 - With legal authorities as required by law or regulation
 - As part of a merger, acquisition, or business transfer
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5. Your Privacy Rights

Your rights may vary based on your location. Depending on jurisdiction, you may have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your information
- Opt out of marketing communications at any time
- Opt out of online tracking technologies like cookies

- Request data portability
- Restrict or object to specific processing activities

California Residents: In accordance with the California Consumer Privacy Act (CCPA), you may access, delete, or opt out of the sale of your personal information.

To exercise your rights, email us at **Support@vetpawer.com**. You may also contact your veterinary provider for data collected on their behalf.

6. Cookie Usage and Tracking

VetPawer uses cookies and similar technologies to enhance site performance and user experience. These cookies do not collect personally identifiable data unless you voluntarily provide it through interactions (e.g., appointment forms or chats).

You can disable cookies through your browser settings. For more information, please review our Cookie Policy.

7. Advertising and Analytics

We may use third-party services like Google Ads and Meta Ads to improve marketing performance and user experience. These platforms may collect anonymized or aggregated usage data unless you opt-in to personalized tracking. You can adjust your ad preferences on those platforms or decline tracking cookies when prompted.

8. Children's Privacy

Our services are intended for users age 18 and older. We do not knowingly collect personal information from minors. If we become aware of such collection, we will take immediate steps to delete the data.

9. Use of AI in Our Products

VetPawer uses Artificial Intelligence (AI) to assist with scheduling, communication, and customer service. This includes natural language processing and predictive analytics. All data processed through AI tools is secured and protected under this privacy policy and not used outside the scope of our services.

10. Third-Party Integrations

VetPawer integrates with third-party platforms such as PIMS (Practice Information Management Systems), email providers, and cloud infrastructure. All partners are vetted and contractually obligated to comply with applicable data privacy laws.

11. Data Retention Policy

VetPawer maintains a comprehensive Data Retention, Destruction, and Disengagement Policy that governs how client data is securely stored, managed, and disposed of across all services, including AVA Scheduler, AVA Voice, and AVA Outbound. In the event of client disengagement, VetPawer facilitates secure data export, revokes system access, and permanently deletes all client data within 60 days, in alignment with NIST SP 800-88 Rev. 1 standards. To request the full policy, please contact us at Support@vetpawer.com or call 877-399-1354.

12. Updates to This Policy

We may update this Privacy Policy from time to time. Significant changes will be communicated via email or displayed on our website. Continued use of our services constitutes agreement with the updated terms.

12. Contact Us

VetPawer, LLC

10001 Georgetown Pike, Suite 633

Great Falls, VA 22066

Email: Support@vetpawer.com

Phone: 877-399-1354

If you have any questions, privacy-related concerns, or wish to exercise your data rights, please contact us directly.

By using VetPawer services, you confirm that you have read, understood, and agreed to this Privacy Policy.

