

Association for Pet Obesity Prevention (APOP) Privacy Policy

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.

This Privacy Data Policy explains how we collect, use, and safeguard your data. 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. By using our Website, you consent to the practices described in this policy.

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 the 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 reasons.

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

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: engage with us on the website, through marketing, events, or other related ways.

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 in this Privacy Policy on our collection, use, disclosure, transfer, and storage/retention of Personal Data do not apply to Non-Personal Data.

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.

Information Collected From All Users.

We collect the information you voluntarily provide to us, such as when you sign up or participate in a survey, subscribe to newsletters or updates, make a donation, or contact us with inquiries.

The Personal Data we may collect includes information you provide voluntarily such as your name, address, email address, occupation, whether you have cats and dogs, and any other information that you choose to provide.

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, device type, browser type, statistics on your activities on the Services, information about how you came to the Services and usage information collected through cookies, and other similar tracking technologies.

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. 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 certain payments. In addition, if you use our payment processing services, we will collect financial information from you (e.g., your bank account information or an address to send checks) 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.

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:

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.

Website Functionality. 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 understand our Users better, 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.

Education Material, and Marketing. We may use your Personal Data to respond to inquiries, and transactional information, for marketing purposes. We do this to inform you about events, surveys, educational materials, training programs, content and news we believe might be of interest to you, and to develop promotional or marketing materials.

Data Sharing.

We do not sell or rent your personal information to third parties. However, we may share your information in the following situations:

Service Providers. We may share your data with trusted service providers who help us operate the Website, process transactions, and provide support.

Legal Compliance. We may disclose your information to comply with legal obligations or to protect our rights, privacy, safety, or property.

Business Transfers. In the event of a merger, sale, or acquisition of our site, your data may be transferred as part of the transaction.

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 relevant to us. We may collect

your information if you sign up for one of our promotions or submit information to us through social media.

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.

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.

Data Storage.

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.

International Data Transfers

If you are accessing our Website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States or other countries with different data protection laws. By using the Website, you consent to the transfer of your information.

Your Privacy Choices.

You have the following privacy rights:

Access and Correction. You may request access to your personal information and make corrections if necessary.

Request to Delete. Your Personal Data. You can request the deletion of your personal information, subject to legal obligations. If you would like APOP to delete your Personal Data stored by us, contact us info@PetObesityPrevention.org and we will complete your request

Opt-Out. You can opt out of marketing communications by following the instructions in the emails we send.

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 thereafter as necessary to meet business and legal requirements.

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. 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, 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.

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