

## Privacy & Security

This Privacy Policy (“Privacy Policy”) governs the manner in which ADOPTION NOW (“ADOPTION NOW” or “We”) collects, uses, maintains and discloses information collected from visitors and users (each, a “User”) of the <https://www.adoptionnow.com> (“Site”). This Privacy Policy applies to the Site and all products and services offered by ADOPTION NOW.

### 1. Information we collect.

**a. Personal identification information.** We collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our Site, register on the Site, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, [stories, comments, photos and other information posted to our Site, correspondence and other information that you send to us] or other similar personally identifiable information. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply, or later remove by request, personal identification information, except that it may prevent Users from engaging in Site related activities.

**b. Non-personal identification information.** We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users’ means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

**c. Web browser cookies.** When you use our Site, we may store cookies on your computer in order to facilitate and customize your use of our Site. A cookie is a small data text file, which a website stores on your computer's hard drive (if your web browser permits) that can later be retrieved to identify you to us. The cookies make your use of the Site easier, allows the Site run more smoothly and help us to maintain a secure Site. You are always free to decline our cookies if your browser permits, but some parts of our Site may not work properly in that case.

We may use a third-party ad serving company to display banner advertisements on our Site. As part of their service, they will place a separate cookie on your computer.

We and our third-party ad server will collect and use non-personal identification information about you to identify files on your computer and record your preferences and other data about your response to a particular ad.

**d. Tracking data.** We or third-party advertisers may implement cross device advertising and tracking to identify and track consumers across devices through identifying characteristics and may be used to connect data across different devices. This enables delivery of advertisements or informational data to your multiple devices.

We may apply push notifications and alerts to send you notifications of services and/or products that you have expressed interest in on multiple devices. If you do not want to receive these types of communications, you may turn them off at the device level.

**California Privacy Rights** - We permit residents of the State of California to use our Service and comply with the California Business and Professions Code §§ 22575-22579. **If you are a California resident, please note we do not respond to do not track signals or cookies.** You may request certain information regarding our disclosure of personal information to any third parties for their direct marketing purposes. Please send your request to the email address under our contact information below.

## **2. How we use, and share collected information.**

ADOPTION NOW will use and share personal and non-personal identification information for the following purposes:

**a. To run and operate our Site.** We use and share your information with companies and individuals we employ to perform technical functions on our behalf to run and operate our Site.

**b. To improve customer service.** We use and share your information with companies and individuals we employ to analyze our data, provide marketing assistance, process credit card payments, and provide customer support services.

**c. To personalize user experience.** We use and share your information with companies and individuals we employ in aggregate to understand how our Users as a group use the services and resources provided on our Site. We may also use your information to track visitors of our Site. This allows us to see which of our features are the most popular so we can better serve our Users' needs. It also lets us provide aggregate data about our traffic (not identifying you personally, but showing how many visitors used which features, for example) to outside parties.

**d. To secure our Site.** We use and share your information with companies and individuals we employ to manage and protect our information technology infrastructure and security. We may also use feedback you provide to improve our products and services.

**e. To process donations.** If this Site allows for donations, and if you make a donation to ADOPTION NOW, we thank you. You voluntarily provide us with contact information. We may use this information in the future for other donation related purposes. The donation itself via credit card is handled by a third party - at this time PayPal, but it may change in the future. We do not document or store third party payment platform information. We encourage you review all third-party privacy policies.

**f. To run a promotion, contest, survey or other Site feature.** We will use and share your information with companies and individuals we employ to market products or services, help maintain our customer database, and administer promotions, contests and surveys.

**g. To send periodic emails and electronic communications.** We may use and share the email address you provided to send User information and updates. It may also be used to respond to user inquiries, questions, and/or other requests. If user decides to opt-in to our

mailing list, they will receive emails that may include company news, updates, related product or service information, etc.

**h. As permitted by law.** We will share your information if legally required to do so, or at our discretion, pursuant to a request from a governmental entity, or if we believe in good faith that such action is necessary to stay legally compliant or prevent a crime.

**i. Acquisitions.** We will share your information if we sell our company or merge with another company.

**j. Third party information - We will share your personal information with third parties.** Your information will only be shared in the ways that are described in this privacy policy. You understand and agree that your consent is not a condition, directly or indirectly of a purchase. You understand and agree that if you submit an inquiry on our Site, we will share the personal information that you provided with our partner network including but not limited to: other home goods and service businesses in our network that may be related or unrelated to the service or product you have expressed interest in. As a result, different types of businesses unrelated to your initial inquiry may be provided your information and may contact you.

**k. When you register or submit an inquiry on our website.** Upon registering or submitting an inquiry on this Site, you explicitly authorize us to share your information with third parties so that they may contact you via email, SMS telephone and/or direct mail with marketing messages. By submitting your information, you agree to receive autodialed or prerecorded calls from an automated system (including to mobile numbers) and texts and emails from us and any third party or affiliate to the phone and/or mobile numbers and email addresses you provided on this Site. All applicable disclosures will be provided to you prior to submitting your inquiry.

The information you provide on this Site, may be sold to third parties/vendors. We may also sell your information, to other affiliated companies, and with other vendors and business partners. Some business partners include companies who provide business services to us or on our behalf.

We will share your information with third parties who will provide you with their products, services or opportunities. This includes any expressed preferences and interests, to determine whether you might be interested in those additional products or services.

**l. Third party websites content.** Third party websites Users may find content on our Site that link to the Sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these Sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these Sites or services, including their content and links, may be constantly changing. These Sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

**Privacy Policies of Third Parties:** This Privacy Policy only addresses our practices. We are not responsible for the policies or practices of third parties. Other websites or services, such as those websites we provide links to, websites or services you may have clicked-on that directed you to this Site, or websites that may be accessible to you through this Site, have their own

privacy policies regarding data collection, use and disclosure practices. If you visit any such website, we encourage you to review that website or service's privacy policy.

### **3. How we protect your information.**

We adopt appropriate data collection, storage/processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal identification information including but not limited to, transaction information and data stored on our Site.

**a. SSL encryption.** Sensitive and private data exchange between the Site and its Users happens over an SSL secured communication channel and is encrypted and protected with digital signatures.

**b. Credit card information.** To most efficiently serve you, credit card transactions and order fulfillment may be handled by established third party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order. We do not store or process this information. This service is provided by a third party.

**c. Limitations.** Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal identification information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

**d. Storing and deleting your personal identification information.** We store personal identification information as required by law or so long as there is a legitimate business purpose. Personal identification information will be destroyed once any recording keeping requirements are met or there is no longer a legitimate business purpose.

**e. Revising or removing your information.** To request a copy of your information that we have collected or to correct factual inaccuracies within this information please contact us at the email address provided below. You are permitted to edit/change your information, nonetheless after the removal of information from a profile, copies of that information may remain accessible elsewhere to the extent it has been shared with others or it was copied or stored by other users. We may also be required to retain your information by law or for legitimate business purposes, such as to prevent identity theft or other misconduct.

### **4. Miscellaneous.**

**a. Misc. information collected.** If ADOPTION NOW collects your information for a materially different purpose than the current line of business or collects sensitive information for third party behavioral marketing purposes, you will be prompted to give affirmative consent before continuing the use of the Site.

**b. Not intended for minors.** This Site and/or services are not intended for the use of minors. You certify to us that: You are at least 18 years of age, and you assume full responsibility for the use of this Site/service by any minors. Any information you have submitted to us on this Site or otherwise, is accurate, complete and that you have not submitted or provided false information to use. Your use of this Site/service is subject to all applicable federal, state, and local laws and regulations.

**c. Unsubscribe, opt-out or revoke.** If you would like to opt-out of receiving SMS or email communications from us, you may follow the instructions in the SMS or emails to unsubscribe from the email list or by using the Contact Us feature on this Site to send your unsubscribe request. To opt-out of third parties' communications, please follow the instructions to opt-out in those entities' communications.

You may revoke consent at any time for any use of any information collected from you under this Privacy Policy. To revoke consent, indicate such by using the Contact Us feature on our website, please reference: "Revoke Personal Information" in your email message. Data collected that is sold or transferred to our third parties takes place in real-time and should you unsubscribe, opt-out or revoke consent, your data may have already been sent to those third parties. We cannot revoke your information from a third party if it has already been sold. We will remove your information from our internal programs, and you will no longer receive our communications.

**d. Changes to this Privacy Policy.** ADOPTION NOW has the discretion to update this Privacy Policy at any time. When we do, we will post a notification on the main page of our Site. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal identification information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

**e. Your acceptance of these terms.** By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Except as stated below, your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

**f. Contacting us.** If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, please contact us at [info@adoptionnow.com](mailto:info@adoptionnow.com).

Adoptionnow.com is not a licensed adoption agency or facilitator. This Site offers informational content and inquiry opportunities. This Site is not intended to provide professional, legal or medical advice. These services are not intended for minors.

*This document was last updated on February 25<sup>th</sup>, 2019.*