

Dogs on the Run  
Privacy Statement

**EFFECTIVE DATE: OCTOBER 2019**

Woof! Welcome to Dogs on the Run! We specialize in connecting and matching pet owners to third party pet care providers to help with all of your pet sitting and dog walking needs! At Dogs on the Run your privacy is as important to us as it is to you. This Privacy Notice is intended to help you learn about the types of personal information we may collect from your use of the website and/or mobile application (collectively, the “Services”), as well as how this information may be used, parties it may be shared with, and options available to you concerning our use of this information. Furthermore, this Privacy Notice entails the steps Dogs on the Run takes in order to safeguard your personal information, the duration of our retention of said information, and provides instruction on how individuals can contact us about our privacy practices and exercise your privacy rights.

**Please note that for California residents, you are entitled to certain rights with respect to your personal information obtained by Dogs on the Run pursuant to this Privacy Notice.**

**Also, by utilizing the Services and agreeing to this Privacy Statement, you agree and acknowledge that you will be provided certain access to third party service providers (e.g., QuickBooks and Time to Pet) and that these third party service providers will collect and store your data and information in accordance with their own policies. Please make yourself familiar with such third party privacy policies, as Dogs on the Run is not able to control any of your information once it has been submitted to any third party services provider on or through your use of the Services.**

**INFORMATION DOGS ON THE RUN MAY OBTAIN**

We may collect and catalog personal information that you choose to provide us through your use of the Services or other points of contact, including but not limited to your personal contact information, such as name, e-mail address, phone number and any other personal information you choose to submit to us.

**CATEGORIES OF PERSONAL INFORMATION COLLECTED**

Dogs on the Run may collect the following categories of personal information:

- Identifiers (such as contact information, home or work address, phone numbers, government IDs, cookies, etc.)
- Information protected against security breaches (such as your name and financial account, driver’s license, social security number, user name and password, health/medical information)
- Protected classification information (like race, gender, ethnicity, etc.)
- Commercial information
- Internet/electronic activity
- Geolocation
- Audio/video data
- Professional or employment related information
- Education information
- Biometrics

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### **AUTOMATED COLLECTION OF DATA**

Using the Services may result in the automated collection of your data by use of technologies including but not limited to browser cookies, device identifiers and server logs. Information subject to automated collection may include your domain name, IP address, device identifiers, clickstream data, device and operating system type and characteristics, language preferences, web browser preferences, as well as your interactions therewith—page view activity, clicked links, viewed videos, used features, links/pages, dates and times of site visits, geolocation related information and other information pertaining to your use of the Services.

A cookie is a text file sent to a computer or device by a website in order to identify a visitor's browser and store information or settings related to the site within the browser. Web beacons (internet tags, pixel tags or clear GIFs) link web pages to web servers. A web beacon's cookies are used to transmit collected information back to a web server. Dogs on the Run and its third-party service affiliates may use beacons in emails to track response rates, monitor email usage, or for any of the other purposes mentioned herein.

Using these technologies to collect your data allows us to do the following: store your information, keeping you from having to constantly re-enter it with every site visit; track and analyze how you interact with our site so we can enhance your viewing experience; tailor the information we serve you to fit your preferences; measure site usability and effectiveness; provide you with relevant ad content; and otherwise manage and improve upon site functionality.

As required by law, we will obtain your consent before placing cookies or other data-collecting technologies on your computer. You can also adjust you web-browser settings to block, monitor and disable cookies.

### **THIRD-PARTY ANALYTICS AND ADVERTISING SERVICES**

Dogs on the Run may obtain personal information about your ongoing online activities and across third-party websites, devices and other online services. Dogs on the Run uses the third-party online analytics service, Google Analytics, which uses automated technologies to collect data (email addresses, IP addresses, cookies and other device identifiers) to monitor and evaluate site usage and diagnose technical issues.

To learn more about Google Analytics, please visit [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html). To opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout?hl=en=GB>.

In addition to Google Analytics, Dogs on the Run uses Google Ads (formerly Google AdWords) Remarketing as a way to advertise to individuals or companies, across the internet, in particular on the Google Display Network.

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Google Ads Remarketing uses cookies to collect information about your activity on or through the Services, and serves up ads relevant to you based on the data collected. This cookie does not in any way identify you or give access to your computer or mobile device, but is used to indicate your activity on or through the Services to other websites, so we can serve ads that are relevant to you while on those sites.

If you do not wish to receive these ads, you may opt out at any time in any of the following ways:

- Opt out of Google's use of cookies, by visiting Google's [Ads Settings](#).
- Opt out of a third-party vendor's use of cookies, by visiting the [Network Advertising Initiative opt-out page](#).

### **HOW WE USE THE INFORMATION WE OBTAIN**

Dogs on the Run may use the information obtained on or through the Services for any of the following purposes:

- To provide you with the Services, including by sharing your information with our third party service providers, as already described in this Privacy Statement
- To personalize your experience
- To market certain services
- To respond to your requests and inquiries
- To operate, evaluate and improve our business model (developing new services; enhancing and improving existing services; analyzing services; managing communications; conducting data analytics and market research; accounting; auditing and other internal functions)
- To identify and prevent criminal activity, fraudulent claims and other liabilities
  
- To comply with and enforce legal requirements, industry standards and our policies, including this Privacy Notice and our Terms and Conditions
- Dogs on the Run uses the personal information obtained on or through our Services to comply with applicable legal requirements as well as to carry out our contractual obligations, and also to pursue our legitimate interests, as permitted by law (performing data analytics, operating/evaluating/improving our business and managing our Services).
- With your consent, Dogs on the Run may also use information obtained in other ways for which we provide specific notice at the time of collection.
- Your private information obtained through your use of the Services or through third parties may be combined for any of the purposes described above.

### **INFORMATION SHARING**

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Except as described in this Privacy Notice, Dogs on the Run does not disclose the personal information we obtain about you. Your personal information may be shared with our affiliates and third party service providers who perform certain services for us (e.g., payment processing and platform hosting), data analytics and/or relationship management for the purposes described herein. Our service providers are not authorized to use or disclose your information except as necessary to perform services on our behalf or to comply with legal requirements. We may also disclose information about you as required by law, court order or subpoena; if requested by government agencies, such as law enforcement authorities; to establish, defend and/or exercise our legal rights; when disclosure is necessary or appropriate to prevent physical harm, financial loss, or any other type of imminent harm; in connection with an investigation of illegal activity; if we sell or transfer all or a portion of our business or assets (including reorganization, dissolution or liquidation); or otherwise with your consent.

### **DATA TRANSFERS**

Personal information about you obtained through the Services or third parties may be transferred to recipients in countries other than the country in which said information was collected. Data protection laws may vary from country to country. When we transfer your information to recipients in other countries, your information will receive the same protection outlined herein.

### **YOUR RIGHTS AND CHOICES**

At Dogs on the Run you have certain rights and choices in regard to the personal information we obtain about you. To update your preferences, update or correct your information, limit the communications you receive from Dogs on the Run or submit a request, please contact us as specified in the [How to Contact Us](#) section of this Privacy Notice. Unsubscribe from our marketing mailing lists at any time by following the “Unsubscribe” link in our emails.

Under US law, all data subjects have certain rights which they are entitled to, including but not limited to: requesting access to the personal information we maintain about you; requesting that we update, correct, amend, erase or restrict our use of your personal information; exercising your right to data portability by contacting us as indicated; lodging a complaint with a US supervisory authority regarding any breach of US data protection rules; and, in certain circumstances, requesting the erasure of, or to object to the retention or use of, your personal data. To exercise any of your rights as a data subject under US privacy laws, please contact us as specified in the [How to Contact Us](#) section of this Privacy Notice.

Where provided by law, you may withdraw previously provided consent or object at any time to the processing of your personal information on legitimate grounds relating to your particular situation. To protect your privacy and maintain security, Dogs on the Run may take steps to verify your identity before granting you access to your information. A charge may apply before we provide you with a copy of any of your personal information that we maintain, as permitted by applicable law.

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### **OTHER ONLINE SERVICES AND THIRD-PARTY FEATURES**

Through the Services, we may provide links to other online services and third-party websites for your convenience and information. We may also include third-party features such as apps, tools, widgets and plug-ins such as Facebook, Instagram, LinkedIn and Twitter. These third-party features operate as entities separate from Dogs on the Run and are only beholden to their own individual Privacy Notices. We strongly suggest you review these third-party Privacy Notices. As any linked online services or third-party features are not owned or controlled by us, Dogs on the Run will not be held responsible for damage resulting from their information practices and policies.

### **RETENTION OF PERSONAL INFORMATION**

To the extent permitted by applicable law, the personal information we obtain about you through your use of the Services may be retained so long as it is needed for the purposes for which we obtained it, in accordance with the provisions set forth in this Privacy Notice. In the event Dogs on the Run discovers another lawful basis for retaining your data beyond the period for which it is necessary to serve the original purpose for collecting the it, your data may be retained for a longer period of time, provided that such retention is in accordance with applicable law.

### **HOW WE PROTECT PERSONAL INFORMATION**

Dogs on the Run has certain administrative, technical and physical safeguards in place that are designed to protect the personal information obtained through your use of the Services against accidental, unlawful or unauthorized destruction, alteration, access, loss, disclosure or use.

### **CHILDREN'S PERSONAL INFORMATION**

The Services are not directed to or intended for use by children under the age of 13. Dogs on the Run does not knowingly collect or solicit personal information from children under the age of 13. In the event we learn of an instance where we have inadvertently collected personal information from a child under the age of 13, said information will be promptly and permanently deleted from our records. If you are aware of any instance of a child under the age of 13 providing us with personal information, please contact us as described in the [How to Contact Us](#) section of this Privacy Notice.

### **PRIVACY NOTICE UPDATES**

In order to reflect changes in Dogs on the Run's personal information practices, this Privacy Notice may be updated periodically and without prior notice to you, except that any material modifications to use of your personal data or Dogs on the Run's security practices will be

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summarized to you in an email notification. The date of the most recent updates will be indicated at the top of this Privacy Notice.

**NOTICE TO CALIFORNIA RESIDENTS, SPECIFICALLY**

YOUR CALIFORNIA PRIVACY RIGHTS (AS PROVIDED BY CALIFORNIA CIVIL CODE SECTION 1798.83) A CALIFORNIA RESIDENT WHO HAS PROVIDED PERSONAL DATA TO A BUSINESS WITH WHOM HE/SHE HAS ESTABLISHED A BUSINESS RELATIONSHIP FOR PERSONAL, FAMILY, OR HOUSEHOLD PURPOSES (A "CALIFORNIA CUSTOMER") MAY REQUEST INFORMATION ABOUT WHETHER THE BUSINESS HAS DISCLOSED PERSONAL INFORMATION TO ANY THIRD PARTIES FOR THE THIRD PARTIES' DIRECT MARKETING PURPOSES. IN GENERAL, IF THE BUSINESS HAS MADE SUCH A DISCLOSURE OF PERSONAL DATA, UPON RECEIPT OF A REQUEST BY A CALIFORNIA CUSTOMER, THE BUSINESS IS REQUIRED TO PROVIDE A LIST OF ALL THIRD PARTIES TO WHOM PERSONAL DATA WAS DISCLOSED IN THE PRECEDING CALENDAR YEAR, AS WELL AS A LIST OF THE CATEGORIES OF PERSONAL DATA THAT WERE DISCLOSED. CALIFORNIA CUSTOMERS MAY REQUEST FURTHER INFORMATION ABOUT OUR COMPLIANCE WITH THIS LAW BY E-MAILING [info@DogsOnTheRun.com](mailto:info@DogsOnTheRun.com).

You may make a personal information request twice in a 12-month period, provided that you must permit Dogs on the Run to collect information reasonably necessary for Dogs on the Run to verify your identity as the requestor. Dogs on the Run will respond within 45 days of receiving a personal information request.

**HOW TO CONTACT US**

To contact us in relation to any privacy matter, including our use of your personal data or to exercise your rights entailed herein, please reach out to us via email at [info@DogsOnTheRun.com](mailto:info@DogsOnTheRun.com) and/or by telephone at (760) 521-9444.