

VETport Privacy Policy

Last updated on 1st January 2019. Privacy of clients is the highest priority for VETport.

At VETport, we know that you care how information about you is collected, used, or shared. This Privacy Policy explains what information of yours may be collected by VETport, and how the information will be used. We will not use your information in any way except as described in this Privacy Policy.

1. Acceptance of the Privacy Policy

This Privacy Policy is incorporated into and is subject to the VETport Terms of Use. By visiting and using the VETport Website or VETport Software or VETport marketplace application, you agree to abide by the terms and conditions of this Privacy Policy, and you consent to the collection, use and disclosure of your personal information and other non-personally identifying information by VETport in accordance with the terms and conditions of this Privacy Policy. If you do not agree to the terms and conditions of this Privacy Policy or the Terms of Use, please do not provide us with any information and do not use the VETport Website or VETport Software or VETport marketplace application.

2. Application

This Privacy Policy is applicable to all personal information provided by Visitors or Users on the VETport Website, in the software, inside the marketplace applications, emailed to any of the VETport Team, verbally communicated to VETport Team during training or support sessions and any information that may be automatically collected in VETport Digital Premises.

3. Privacy Policy Updates

Due to the Internet's rapidly evolving nature, we may need to update this Privacy Policy from time to time. If so, we will post the updated Privacy Policy on <https://www.vetport.com/privacy-policy>. We may also send registered users of VETport Software email notifications notifying such users of any changes to the Privacy Policy. If any change is unacceptable to you, you shall cease using the VETport Website or VETport Software or VETport marketplace application. If you do not cease using the VETport Website or VETport Software or VETport marketplace application, you will be deemed to have accepted the changes.

4. Aggregate Information

We may track the total number of visitors to VETport website, the number of visitors to each page of VETport website, the number of External Web Site (defined below) pages you have visited, technical information about your computer, system and browser software and IP addresses. The aggregate information extracted from this data will be maintained, used and disclosed in aggregate form only and will not contain personally identifiable information. We may use such aggregate information to analyze trends, improve the Products we provide to our users, administer the Site and gather broad demographic information for aggregate use.

5. Information We Collect

5.1 Through the Website:

You can generally visit our website without revealing any personally identifiable information about yourself. However, in certain instances, you may be given the option to fill out a Free Trial registration form, Contact Form, complete a survey or other form which could contain personally identifiable

information, such as user identification name, an email address, phone number, business name and/or any other information that you voluntarily transmit with your communication to us.

5.2 Whenever you visit a VETport web page, your browser may send certain information to our server, which we record. This information may include the URL of the referring web page, your browser and OS type, IP address of the device, location of the device, pages visited, time on site etc.

5.3 Through the Products:

Each VETport-based software product or service contains an activation time stamp, which is transparently collected by our server the first time you use the Product. You will be assigned a unique user ID number. In addition, as part of acceptance to use the Product, you are authorizing VETport to collect information about your use of the Product, including, without limitation, the number of times you use the Product or various applications included with the Product, the duration of use, how many times and the type of technical problems that occur during use of the Product and technical information about your computer and system software and the Product version you are using. We do this for purposes such as analyzing how the Product is used, diagnosing service or to address technical problems, and improving Product quality and features.

6. Information Use

You agree that we may use your personally identifiable information you submit to the Website, Software, Over Email or verbal communication, such as your email address, to register you to download our software and/or use our Products, contact you to deliver certain services or information you have requested, verify your authority to enter our Site or use our products, improve the content and general administration of the Site, services and Products, and provide you with notices regarding goods, services and/or Products that you have purchased or may wish to purchase in the future.

7. Choice to Opt-In

We will not share your personally identifiable information in any way except as described in this Privacy Policy unless you specifically elect to make such information available to third parties by selecting to “opt-in” or “agree to the Terms & Conditions” in various places on the Site or in the Products. For example, prior to making your personally identifiable information available to third parties for their direct marketing purposes, we will give you the opportunity to “opt in” to receive such third party communications. This means we will require your affirmative action to indicate your consent before we provide your personally identifiable information to third parties for their direct marketing purposes.

8. Disclosure

We may share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to help them understand the usage patterns for certain Product services. Moreover, we may share your personally identifiable information and/or aggregate information with a parent, subsidiary or affiliate entity in our corporate family or with our agents such as service providers or agencies that provide data security and maintenance services to us. We may also disclose your personally identifiable information and/or aggregate information to third parties if it is necessary to fulfill your product or service order. For example, we may provide your personally identifiable information, such as your email address, to a third party service provider or vendor who sends information on our behalf that you have opted to receive about our products and services; similarly, we may share personally identifiable information such as your credit card number to a payments processing company in order to receive payments or to services

agencies who provide browser services related to VETport's Products. Additionally, in the case where you "opt in" to make your personally identifiable information available to other third parties, we may provide that information to partner entities or other third parties. We may also disclose your personally identifiable information (a) if we are required to do so by law, regulation or other government authority or otherwise in cooperation with an investigation of a governmental authority, (b) to enforce the VETport Terms of Use agreement or to protect our rights or (c) to protect the safety of users of our Site, services and our Products. We will not sell your personally identifiable information to any company or organization without your permission, except we may transfer your personally identifiable information and/or aggregate information to a successor entity upon a merger, consolidation or other corporate reorganization in which VETport participates or to a purchaser of all or substantially all of VETport's assets to which the Site or the Products relate.

9. Children's Privacy

We recognize the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. The Site is not intended for children under the age of 13. We do not target its services or the Site to children under 13. We do not knowingly collect personally identifiable information from children under the age of 13.

10. Links to Third Party Sites

The Site may provide links to other Websites or resources over which we do not have control ("External Web Sites"). Such links do not constitute an endorsement by VETport of those External Web Sites. You acknowledge that we are providing these links to you only as a convenience, and further agree that we are not responsible for the content of such External Web Sites. Your use of External Web Sites is subject to the terms of use and privacy policies located on the linked to External Web Sites.

11. Security

We may employ procedural and technological measures, consistent with industry practice, to protect your personally identifiable information. Such measures are reasonably designed to help protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. We may use firewalls, password protection, encryption, secure socket layer and take other physical security measures and place internal restrictions on who within VETport may access your data to help prevent unauthorized access to your personally identifiable information.

12. Correction/Deletion/Updating Personally Identifiable Information

We will provide you with the ability to modify or delete the personally identifiable information you have submitted through the Products or through the Site. However, we may retain a copy of your subscription records for audit purposes.

13. Retention

VETport may hold Users' personal information both before and after the cancellation of each User's account, but only for as long as needed to carry out the purposes described in this Privacy Policy or to comply with relevant law.

14. Choice of Future Communications

From time to time, VETport may send you information about updates & new offerings that may be of interest to you. At such a time, you will be given an opportunity to opt-out of future communications.

15. GDPR

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The GDPR aims primarily to give control to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

Superseding the Data Protection Directive, the regulation contains provisions and requirements pertaining to the processing of personally identifiable information of data subjects inside the European Union. Business processes that handle personal data must be built with data protection by design and by default, meaning that personal data must be stored using pseudonymisation or full anonymisation, and use the highest-possible privacy settings by default, so that the data is not available publicly without explicit consent, and cannot be used to identify a subject without additional information stored separately. No personal data may be processed unless it is done under a lawful basis specified by the regulation, or if the data controller or processor has received explicit, opt-in consent from the data's owner. The data owner has the right to revoke this permission at any time.

A processor of personal data must clearly disclose any data collection, declare the lawful basis and purpose for data processing, how long data is being retained, and if it is being shared with any third-parties or outside of the EU. Users have the right to request a portable copy of the data collected by a processor in a common format, and the right to have their data erased under certain circumstances. Public authorities, and businesses whose core activities centre around regular or systematic processing of personal data, are required to employ a data protection officer (DPO), who is responsible for managing compliance with the GDPR. Businesses must report any data breaches within 72 hours if they have an adverse effect on user privacy.

16. Vetport Cookie Policy

16.1 What are cookies?

Cookies are small text files containing a string of characters that can be placed on your computer or mobile device that uniquely identify your browser or device.

16.2 What are cookies used for?

Cookies allow a site or services to know if your computer or device has visited that site or service before. Cookies can then be used to help understand how the site or service is being used, help you navigate between pages efficiently, help remember your preferences, and generally improve your browsing experience. Cookies can also help ensure marketing you see online is more relevant to you and your interests.

16.3 What types of cookies does Vetport use?

There are generally four categories of cookies: "Strictly Necessary," "Performance," "Functionality," and "Targeting." Vetport routinely uses all four categories of cookies on the Service. You can find out more about each cookie category below.

(a) **Strictly Necessary Cookies.** These cookies are essential, as they enable you to move around the Service and use its features, such as accessing logged in or secure areas.

(b) Performance Cookies. These cookies collect information about how you have used the Service, for example, information related to the unique username you have provided. These cookies may also be used to allow us to know that you have logged in so that we can serve you relevant content. We also use cookies to track aggregate Service usage and experiment with new features and changes on the Service. The information collected is used to improve how the VETport Service works.

(c) Functionality Cookies. These cookies allow us to remember how you're logged in, whether you chose to no longer see advertisements, when you logged in or out, and the state or history of Service tools you've used. These cookies also allow us to tailor the Service to provide enhanced features and content for you and to remember how you've customized the Service in other ways. The information these cookies collect may be anonymous, and they are not used to track your browsing activity on other sites or services.

(d) Targeting Cookies. Vetport and our advertising partners may use these types of cookies to deliver advertising that is relevant to your interests. These cookies can remember that your device has visited a site or service, and may also be able to track your device's browsing activity on other sites or services other than Vetport. This information may be shared with organizations outside Vetport, such as advertisers and/or advertising networks to deliver the advertising, and to help measure the effectiveness of an advertising campaign, or other business partners for the purpose of providing aggregate Service usage statistics and aggregate Service testing.

16.4 How long will cookies stay on my device?

The length of time a cookie will stay on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your computer or mobile device until they expire or are deleted.

16.5 First and third party cookies

First-party cookies are cookies that belong to Vetport, third-party cookies are cookies that another party places on your device through our Service. Third-party cookies may be placed on your device by someone providing a service for Vetport, for example to help us understand how our service is being used. Third-party cookies may also be placed on your device by our business partners so that they can use them to advertise products and services to you elsewhere on the Internet.

16.6 How to control and delete cookies

If you want to delete cookies follow the instructions at <http://www.wikihow.com/Clear-Your-Browser%27s-Cookies>. If you wish to disable your browser from receiving cookies follow the instructions at <http://www.wikihow.com/Disable-Cookies>. Note that if you set your browser to disable cookies, you may not be able to access certain parts of our Service and other parts of our Service may not work properly. You can find out more information cookie settings at third-party information sites, such as www.allaboutcookies.org.

17. CONTACT INFORMATION FOR VETport

If you have any questions regarding this Privacy Policy please contact us:

By e-mail: admin@vetport.com

By mail: VETport LLC

100 Castleberry Ct., Box 303, Milford, OH 45150

By phone: +1 513-449-2300

Personal information collected on the Site or within the Products may be stored and processed in the United States or any other country in which VETport or its affiliates, subsidiaries or service providers maintain facilities. By using the Site and/or Products you agree to this Privacy Policy and you acknowledge this Privacy Policy may not offer an equivalent level of protection of that required in the European Union or certain other countries.

This Privacy Policy was last updated: 1st January 2019

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