

# Travco Products, Inc. Privacy Policy

*Effective Date: July 5, 2018*

Please read this Privacy Policy carefully. This Privacy Policy applies only to the Travco Products, Inc. ("Travco", "we", "us" or "our") Websites that post a link to this Privacy Policy (however accessed and/or used, whether via personal computers, mobile devices or otherwise) and other interactive features that are accessible or downloadable through those Websites (collectively, the "Websites"). This Privacy Policy only covers information collected at the Websites and does not cover any information collected at any other website or offline (unless specifically stated). If you do not agree with the terms of this Privacy Policy and our practices, your choice is not to use our Websites. By accessing or using the Websites, you agree to this Privacy Policy. This policy may change from time to time (see Changes to This Privacy Policy). Your continued use of the Websites after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates. We will post the date our Privacy Policy was last updated at the top of the Privacy Policy.

This Privacy Policy explains what information we collect at the Websites, how we collect the information, how we use the information we collect, with whom we may share the information we collect, the choices you may have with respect to that information, and what you should do if you have any questions or comments.

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### **1. What Type of Information is Collected and How Do We Use It?**

*Information You Provide Us:* You may provide information to us using the interactive functions of the Websites which may include: personal information, which is information that could reasonably be used to identify you personally, such as your name, address, zip code, e-mail address, credit card number, telephone and fax number(s); images you upload, success stories and other content you upload or provide us, your pet(s) names and health condition, and demographic information, such as gender, or similar information. You may also be asked certain questions about you or your business, which will help us to better meet your needs and respond to your inquiries concerning our products and services. We may collect information at various places and in various forms on the Websites.

We may use the information we collect from you on the Websites to:

- Send you newsletters, e-mails and/or other non transactional communications you have consented to receive;
- Communicate with you regarding transactions between you and us (e.g. fulfilling and modifying orders, checking shipping and shipping status etc)
- Authorize or decline a new account request (e.g., for the Vet Portal);
- Contact you regarding a sweepstakes, contest, or promotion in which you have participated;
- Monitor and statistically analyze usage of the Websites and to improve the Websites and/or product offerings;
- Administer the Websites' systems and for other internal business purposes;
- Contact you about the Websites, including, without limitation, in our discretion to notify you of changes to this Privacy Policy, the Websites [Terms of Use](#), or other policies that affect your use of the Websites;
- Contact you regarding comments, questions, or requests that you may have provided or information that you requested from us;
- Customize the advertising and content you see;
- Interact with you on other websites that are designed to enhance interpersonal, business to consumer and consumer to consumer interactions such as Facebook®, Twitter®, Google®, YouTube®, Pinterest® and other similar sites (in this policy, "Social Media Site(s)")
- Comply with and monitor compliance with our Terms of Use and other applicable agreements and policies; or

- As otherwise disclosed to you.

This Privacy Policy does not apply to information collected by:

- us offline or through any other means, including on any other website operated by any third party;
- any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Websites.

*Website Usage Information & Device Identifiers:* We may receive and store certain types of usage information whenever you visit or interact with the Websites. For example, we may collect information about the page served, the time spent on a page, the source and terms used to request or find a page, the type of browser making the request, the preceding and subsequent page viewed and other similar information. We may also collect your internet protocol (IP) address or some other unique numeric identifier for the particular device you use to access the internet, as applicable (collectively referred to as a "Device Identifier"). A Device Identifier is a number that is automatically assigned to your computer, your mobile device, or other device used to access the internet, and our computers identify your device by its Device Identifier. We may associate your Device Identifier with other information you provide. When analyzed, Website usage information helps us determine how visitors arrive at the Websites, what type of content is most popular, what type of content you may find most relevant, and what type of visitors are interested in particular kinds of content and advertising.

*Cookies:* Our web pages may utilize cookies, which are small data files placed and possibly stored on your computer (or other Internet-accessing device) when you visit a Website. A cookie file can contain various types of information, such as a user ID that identifies your computer or browser to the Websites. Cookies may be used for many purposes, including, without limitation, as a mechanism for creating a user "session," tracking a user as he or she moves among pages of the Websites, or to identify a user in a database. If you do not want to allow information to be collected through the use of cookies, you can generally opt out of providing this information by setting your browser to reject cookies. However, please be aware that some features of the Websites may not function properly if you have disabled the use of cookies. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.

*Web Beacons:* The Websites and our e-mail messages may also utilize web beacons, pixel tags or similar technologies (as they become available), which are small graphic images or other web programming code (also known as "1x1 GIFs" or "clear GIFs" or "pixel tags" or "single-pixel gifs") that allow monitoring and collection of

information about the user of a web page, web-based document or message sent by the Websites or in emails or other electronic communications, such as the type of browser/device and software accessing the Websites. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. Web beacons and similar technologies may be used for a variety of purposes, including, without limitation, to serve users with relevant content at the Websites, count Website visitors, and monitor Website traffic patterns.

*Scripts:* Our Websites may use programming code that collects information about a user's interactions with the Websites, such as what pages are visited, how many times they are visited, and for how long. This code is downloaded onto your computer from our web server or a third party service provider, is active only while you are connected to the Websites, and does not operate unless you are on the Website.

*Mobile Device Identifiers:* Certain mobile service providers uniquely identify mobile devices and we or our third-party service providers may receive such device information if you access the Websites through mobile devices or mobile device applications. Certain features of the Websites may require collection of mobile phone numbers and location identification data (i.e. your global positioning system location) and we may associate that information to your mobile device identification information. Additionally, some mobile phone service providers operate systems that pinpoint the physical location of devices that use their service. Depending on the provider, we and our third-party service providers may receive this information. We may also be provided this information in connection with your use of Social Media Sites, but you may be able to restrict that data using settings in those Social Media Sites.

## **2. Disclosure of Information to Third Parties.**

We may share the information we have collected about you, including personally identifiable information, as disclosed in this Privacy Policy, and as otherwise set forth at the time you provide your information, and in the circumstances described below:

*Legal Protections and Law Enforcement:* We may disclose your information, including personally identifiable information, by compulsion of law, in response to a court or administrative order, regulation, search warrant, subpoena, discovery request or other valid law enforcement measure, to comply with a legal obligation, at the request of governmental authorities conducting an investigation, to verify or enforce compliance with the policies governing the Websites and applicable laws, or to protect the legal rights, interests, or safety of the Websites, our users or

others. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, internet service providers, wireless service providers, or law enforcement agencies in our discretion. Such disclosures may be carried out without notice to you.

*Third Parties Providing Services on Our Behalf:* We employ third parties to perform functions on our behalf. Examples include the companies hosting or operating the Websites, processing and/or fulfilling orders for products purchased through the Websites, sending e-mail and/or other communications, maintaining customer and user information and databases, and credit card payment processing. These third parties may have access to your personal information in connection with performing such functions.

*Sweepstakes, Contests and Promotions:* We may offer sweepstakes, contests and other promotions through the Websites that may require registration. If you choose to enter a sweepstakes, contest or other promotion, your personal information may be disclosed to third parties in connection with the administration of such promotion, including, without limitation, in connection with winner selection, prize fulfillment, and as required by law, such as on a winners list. Also, by entering a promotion, you are agreeing to the official rules that govern that promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor(s) of the promotion to use your name, voice and/or likeness in advertising or marketing associated with the promotion.

*Business Transfers:* We may share the information collected through the Websites with and among our affiliates and divisions. If we transfer any of our business, either by selling our assets, merging, consolidating, divestiture, restructuring, reorganizing, dissolution, or by other means such as by a stock sale or other sales or transaction in which we effectively transfers all or a portion of our business, or other corporate change (including, without limitation, during the course of any due diligence process), we reserve the right to disclose and transfer our assets, including, without limitation, the Websites, all information you have provided or we have otherwise collected, and its customer and sales files.

*EEOC:* In conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission ("EEOC"), the Office of Federal Contract Compliance Programs ("OFCCP") and similar state and local regulatory agencies, we may ask you to provide us with self-identifying information, such as veteran status, gender and ethnicity. Providing such self-identifying information is voluntary, but if you do provide us with such information, we may submit that information to the EEOC, the OFCCP, and similar state and local regulatory agencies for business-

related purposes, including, but not limited to responding to information requests, fulfilling regulatory reporting requirements and defending against employment-related complaints.

*Non-Personal Information:* We may also provide third parties with non-personal information, such as aggregate information regarding users of the Websites, demographic information, and Website usage information without restriction. For example, third parties may have access to information regarding the number of unique page requests, unique users of our Websites, and aggregate information on the types of activities users conducted while on our Websites.

### **3. Third-Party Ad Serving and Traffic Analysis and Measurement Services.**

The Websites may use third party network advertisers to serve advertisements on the Websites and may use a traffic measurement service to analyze traffic on the Websites. Network advertisers are third parties that display advertisements on the Websites, which may be based on your visits to the Websites and your online activities over time and across different websites and other online services. . Third-party ad serving enables network advertisers to provide you with advertisements for products and services in which you might be interested. The Websites' third party ad network providers, the advertisers, and/or traffic measurement services may themselves set and access their own cookies on your computer, alone or in conjunction with web beacons or other tracking technologies, if you choose to have cookies enabled in your browser. These cookies are set to, among other things, help deliver advertisements to you that you might be interested in, to prevent you from seeing the same advertisements too many times, and to conduct research regarding the usefulness of certain advertisements to you. Note that any images (or any other parts of a web page) served by third parties in association with cookies may serve as web beacons, which enable third parties to carry out the previously described activities. These types of cookies and web beacons are governed by each third party's specific privacy policy, not this one. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. Also, you may wish to visit [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp), which provides information regarding the "opt-out" procedures of certain third party ad servers.

### **4. Security for Personally Identifiable Information.**

We use reasonable efforts to protect and secure your personal information against unauthorized access or accidental loss. Although we do our best to protect your personal information, please remember that the security measures taken are not foolproof; no Website can guarantee that personally identifiable information will be protected in all situations. Therefore, we can only state that we will make a reasonable effort to protect from unauthorized access the information that you provide. All information you transmit to us via the Websites is at your own risk. We encourage you to use caution when using the Internet. This includes not sharing your passwords.

#### **5. Updating/Correcting Your Personal Information and Contacting Us.**

The Websites may contain web pages through which you can change your preferences or update the personal information you have provided to us through the Websites. If you register to receive e-mail or other electronic communications from one of our divisions, you may unsubscribe by following the instructions provided to you in the applicable communication.

You can contact us in order to: (i) update or correct the personally identifiable information that we store about you; or (ii) direct us to render inactive on our systems all personally identifiable information that refers or relates to you. We may be reached by telephone at 888-669-5970 or by filling out the "Contact Us" page. Please note that if you request us to render inactive personally identifiable information that you provided, we may still use aggregate non-personal information and some personally identifiable information that you provided may continue to reside on backup tapes and other non-active systems used for data restoration purposes. We will not manually delete personally identifiable information that you provided from such backup media. If we reasonably determine that we owe a legal obligation to retain your information despite your request, we will retain your information, but only so far and to the extent that we reasonably determine that we are required to do so to comply with law. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

#### **6. The Websites Are General Audience Websites.**

The Websites are general audience Websites and not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Websites. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have

collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at 888-669-5970 or by filling out the "Contact Us" page.

#### **7. Consent to Transfer.**

The Websites are operated in the United States. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using the Websites or providing us with your information, you consent to this transfer. The Websites are subject to United States laws, which may not afford the same levels of protection as those in your country.

#### **8. Third Party Content and Links to Other Websites.**

When you are on the Websites, you may be directed to other websites that are operated and controlled by third parties that are beyond our control. This Privacy Policy does not apply to the privacy practices of these third party websites. These other websites may send their own cookies to you, may operate scripts, may independently collect data or solicit personal information and may or may not have their own published privacy policies. If you visit a website that is linked from our Websites, you should consult that website's privacy policy before providing any personal information.

#### **10. Social Media Sites and tracking.**

We may make use of Social Media Sites to communicate with you, to provide you information, and to receive information from you. In some cases, this information exchange may be automated. For example, when you "Like" us on Facebook®, Facebook® may automatically make changes to our Facebook® site, include parts of your profile in our timeline, and may notify your friends that you have liked us. We do not control how Facebook®, or any other Social Media Site, uses your information, and your privacy is determined by those sites. Some Social Media Sites may use "tracking" technology—they may be able to know that you have visited us, and they remain active even after you leave our Websites. Again we do not control how these Social Media Sites operate, and in addition, we make no investigation into, and make no representation to you concerning, the operation, legality or other aspects of such third party tracking technology. We do not knowingly use tracking technology of you, other than as disclosed here in connection with your actual use of our Websites.



**11. Changes to This Privacy Policy.**

We may change this Privacy Policy at any time by posting revisions to our Websites. Please check the Websites periodically for updates. We will notify you of any material changes to our Privacy Policy as required by law. The date the privacy policy was last revised is identified at the top of the page. Your continued use of the Websites after we make changes is deemed to be acceptance of those changes