

## PRIVACY NOTICE

**Last Updated: April 28, 2021**

This privacy notice (the “**Privacy Notice**”) describes how My Virtual Vet, Inc., d/b/a Hello Ralphie (“**Hello Ralphie**”, “**we**”, “**our**” or “**us**”) obtains, uses and shares personal information and other information in connection with the operation of our website, available at [www.helloralphie.com](http://www.helloralphie.com) (the “**Site**”), and the provision of our services, which include virtual veterinary care, scheduling, two-way messaging and other services offered to members of the Hello Ralphie community (collectively, the “**Services**”) available via our mobile application or by logging in through our Site. The Site and Services enable pet parents (“**Pet Parents**”) to connect with our partner veterinarians and veterinary technicians (collectively “**Partner Vetties**”) for various purposes, including to access virtual veterinary appointments and other forms of veterinary care for their pets, such as fulfillment of prescriptions.

### WHAT INFORMATION WE OBTAIN

Hello Ralphie obtains information (i) you provide when accessing our Site, including if you register to become a member of the Hello Ralphie community; (ii) you share as part of using the Services, by scheduling virtual veterinary care or otherwise as a member of the Hello Ralphie community or as a Hello Ralphie Partner Vettie; (iii) automatically collected about your interactions with the Site and Services, and (iv) from other sources.

#### *Information You Provide When Accessing Our Site*

If you choose to contact us or complete a form on our Site, including to apply to become a member of the Hello Ralphie community, we collect personal information such as name, email, zip code, other answers to form questions and other information you share with us.

If you choose to contact us or complete a form on our Site as a Partner Vettie, we collect personal information, including your business contact information.

#### *Information You Provide When You Become a Hello Ralphie Pet Parent and Access Our Services*

If you become a member of the Hello Ralphie community, you will be asked to provide your personal information and other relevant information to create your account and in connection with the virtual veterinary care your pet receives. The information we obtain about you may include:

- Contact Information (e.g., first and last name, phone number, email address, mailing address);
- Login Credentials (e.g., username);
- **[Demographic information (e.g., gender, employment information, ethnicity, birth year)];**
- Pet information (e.g., breed, sex, weight);
- Information you share in relation to your participation in the Hello Ralphie services, including chats and video calls with Partner Vetties and your post-appointment reviews of Partner Vetties. This information varies depending on the services you participate in, and may include comments, photos, videos and other content or information you choose to share with or submit to us. It may also include information you submit about others (e.g., members of your household).

Note that some features of the Site or Services may not work if you choose not to provide the requested information.

Please note that we use a third party, Square, to process payments for the Services, such as to pay for a veterinary visit. Square obtains relevant payment information directly from you. Square’s use of your personal information is governed by their privacy policy, which is available at <https://squareup.com/us/en/legal/general/buyer-features>.

### ***Information You Provide When You Become a Hello Ralphie Partner Vettie***

If you become a Partner Vettie, you will be asked to provide your personal information and other relevant information for the purposes of entering into a contract or other business relationship, and in connection with providing virtual veterinary care. The information we obtain about you may include:

- Contact Information (e.g., first and last name, phone number, email address, mailing address);
- Login Credentials (e.g., username);
- Professional information (e.g., state of practice, experience, veterinary license, resume);
- Demographic information (e.g., gender, ethnicity, birth year); and
- Information you share in relation to your participation in the Hello Ralphie services, including chats and video calls with Pet Parents. This information varies depending on the services you participate in, and may include comments, photos, videos and other content or information you choose to share with or submit to us.

### ***Information Automatically Collected About Your Interactions With The Site and Services***

Hello Ralphie, our service providers and third parties may automatically collect information when you interact with or use our Site and Services, including through cookies, web beacons, software development kits (SDK's) and other technologies (collectively "Cookies"). We and our service providers use Cookies to administer and understand usage and improve our Site and Services. We may also use Cookies to collect aggregate information about users. This may include information about your device and browser, including IP address or mobile device advertising identifiers, as well as information about how you and others use, interact with the Site. This collection may take place while you are using the Site, completing a survey or otherwise interact or engage with the Services. The information collected for these purposes may be disclosed to or collected directly by our third-party web analytics service providers such as Google Analytics. For more information about the use of Cookies for Interested-Based Advertising, see the section [Interest-Based Advertising](#).

### ***Information Obtained From Other Sources***

We may receive information and additional data about you from other sources and it may be combined with the information we have about you. For example, we may obtain data from Square including data about your transactions or purchases or from social media sign in or log in feature providers, such as Facebook. We receive certain personal information tied to your social media account when you use these features. To limit the information we receive from social media platforms, please check with the social media platform(s) you used to log in to learn how you can limit their ability to share your information with other parties.

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

We use the information we obtain from our Site and Services for several purposes, including, but not limited to:

- Providing you with the Services, including identifying and authenticating user accounts and facilitating the provision of virtual veterinary care and connecting Pet Parents with Partner Vetties;
- Communicating with you about Hello Ralphie's Site or Services, updates and new products, our Partner Vetties' initiatives or promotions, including by sending you emails, push notifications or text messages, depending on your communication preferences;
- Generating and analyzing statistics about your use of the Site and Services and improving the user experience;

- Enabling you to comment on our blog;
- Developing, managing and conducting advertising and marketing campaigns, promotions and offers, including about our Site, Services and offerings, or third parties' products, services and other initiatives;
- Complying with and enforcing applicable industry and legal requirements (including legal process such as court orders, warrants or subpoenas) and fulfilling contractual obligations; and
- Detecting, preventing and responding to fraud or abuse of the Site and Services; and
- If you are a Partner Vettie, providing you access to perform the contracted services, and as otherwise appropriate for our business or internal purposes.

We may also aggregate the personal information we obtain through our Services (the “**Aggregated Data**”) and use it for analytics, benchmarking, our own marketing efforts and other business purposes. We may augment such Aggregated Data with data we obtain from other sources.

### ***Interest-Based Advertising***

On our Site, we and third parties may collect information about your online activities to provide you with advertising about services or products tailored to your interests. You may see certain advertisements on other websites or apps because we or such third-parties participate in advertising networks. Ad networks track your online activities over time by collecting information through automated means, including through the use of Cookies. The information ad networks may collect includes information about your visits to apps and websites that participate in the relevant advertising networks, such as the pages or advertisements you view and the actions you take on the apps and websites. This data collection takes place on our Site or Services and on third-party websites or apps that participate in the ad networks. This process allows us and third-parties to deliver more tailored advertising. In addition, it helps us track the effectiveness of our marketing efforts. In serving interest-based ads, Hello Ralphie adheres to the Self-Regulatory Principles for Online Behavioral Advertising and Application of Self-Regulatory Principles to Mobile Environment developed by the Digital Advertising Alliance. To learn how to opt out of interest-based advertising in the browser or the app environment: see the section [Interest-Based Ads Opt-Outs](#).

### **WITH WHOM WE MAY SHARE YOUR INFORMATION**

We may share the information we obtain in connection with the operation of the Site and Services:

- With the relevant Partner Vetties in order to provide you our Services;
- With service providers who work on our behalf, business partners and other third-party partners that provide features or functionalities we integrate into our Site and Services, such as email communication providers;
- With our attorneys, accountants, auditors or other advisors, as necessary or appropriate;
- To protect our rights or the rights of others including detecting, preventing and responding to fraud, potentially illegal activities or misuse of the Site or Services, intellectual property infringement or other violations of law, this Privacy Notice, applicable Terms and other policies;
- To the extent reasonably necessary to proceed with the negotiation or completion of a merger, acquisition or sale of all or a portion of our assets (including in the event of a reorganization, dissolution or liquidation); and
- With third parties for any purpose with your consent or otherwise at your direction.

In addition, we may share Aggregated Data with third parties for any purpose. If you are a Partner Vettie, we may also share your information with Pet Parents to provide them our Services.

### **LINKS TO OTHER WEBSITES, APPS OR SERVICES**

Our Site and Services may contain links to other websites, apps or online services operated by companies not affiliated with Hello Ralphie, such as social media functions like Facebook, Twitter or Instagram widgets. These functions and widgets may collect information about users, including which pages were visited and the IP address of the device you use to connect to the internet. We are not responsible for the content and data handling practices of any third-party websites, apps or services, and we encourage you to review the privacy policies or notices published by relevant third parties.

### **CHILDREN**

The Site and Services are not intended to be used by children under the age of 13. Hello Ralphie does not knowingly collect personal information from children under the age of 13. If you learn that a child under the age of 13 has created a Hello Ralphie account or provided us with personal information, please contact us as indicated in the “Contact Us” section below.

### **HOW WE PROTECT YOUR INFORMATION**

Hello Ralphie maintains reasonable administrative, technical and physical safeguards to protect the personal information obtained through the Site or Services. However, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, while we make reasonable efforts to protect your personal information, we cannot guarantee its absolute security.

### **YOUR RIGHTS OVER YOUR INFORMATION**

- ***Email Marketing Opt-Out***  
You can opt out of receiving marketing and promotional communications from us by clicking in the unsubscribe link in the relevant email. Please keep in mind that if you opt-out of receiving marketing or promotional emails, we may still send you transactional emails or other communications relating to Hello Ralphie (e.g., to inform you of changes to the Site or Services).
- ***Text message marketing***  
If you choose to participate in a text message marketing campaign or promotion offered in connection with the Site or Services, you may opt out of receiving marketing texts from us by following the instructions contained in those messages (e.g., texting the word STOP) or provided to you when you elected to receive text message marketing.
- ***Push Notifications***  
If the Site or Services enable push notifications on your device, you may review and update your push notification preferences by adjusting the settings on your device. For example, you can select the relevant app from “Notifications” (for iOS devices) or “App notifications” (for Android devices) and turn off alerts accordingly.
- ***Interest-Based Ads Opt-Outs***  
To learn more about your rights in relation to interest-based advertising on your browser, including your choice to opt-out, you can follow the instructions provided by the Digital Advertising Alliance (“DAA”) at <https://optout.aboutads.info> (for browsers) and/or the Network Advertising Initiative (“NAI”) at <http://optout.networkadvertising.org> to place an opt-out cookie on your browser. These opt-out Cookies enable you to block participating companies from installing future Cookies. The DAA “AppChoices” tool allows you to limit the collection and use of information for Interest-Based advertising purposes by participating companies in the app environment. In addition, to limit interest-based advertising on your mobile device, you can review and adjust the settings provided by your device manufacturer, such as “Limit Ad Tracking” for iOS or “Opt-out of interest-based ads” for Android.

- ***Analytics Opt-Outs***

The Site uses analytics, including third-party analytics provided by Google Analytics, to help improve the user experience and functionality. To opt-out of Google Analytics on your device or browser, see <https://tools.google.com/dlpage/gaoptout> and follow the instructions.

### **INTERNATIONAL DATA TRANSFERS**

The personal information collected in connection with the provision of the Site and Services will be processed in and subject to the laws of the United States, which may not provide the same level of protection for your personal information as your home country. The Site and Services are intended for consumers located in the United States only.

### **CHANGES TO THIS PRIVACY NOTICE**

We may update this Privacy Notice from time to time to reflect changes in our privacy practices or applicable laws. We may, as permitted by law, make such changes without prior notice. We will publish the updated version on the Site and indicate at the top of the Privacy Notice when it was most recently updated.

### **DISPUTE RESOLUTION**

Any dispute concerning the Site or Services (including our use of your personal information) will be resolved per the relevant provisions in the applicable Hello Ralphie terms, which govern your use of the Site and/or Services.

### **CONTACT US**

If you have any questions about this Privacy Notice or, in accordance with applicable laws, you would like to review or request changes to the personal information collected in connection with your use of the Site and Services, please contact us at [support@helloralphie.com](mailto:support@helloralphie.com).