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WAG'N ENTERPRISES, LLC

PRIVACY & SECURITY

Welcome to the Wag'N Rover Respond'R™ website. Because your privacy is very important to us, we want you to understand our practices with regard to collecting and using your information both online and offline. This statement applies to personally identifiable information collected from our customers. When this Privacy Policy uses the term "personally identifiable information," we mean information that identifies a particular individual, such as the individual's name, postal address, e-mail address, credit card number, and telephone number. When other information, such as, for example, consumer product preferences, or number of children, is directly associated with personally identifiable information, this other information also becomes personally identifiable information for purposes of this Privacy Policy. Personally identifiable information is sometimes referred to in this Privacy Policy as "personal information."

INFORMATION WE COLLECT

a. Personally Identifiable Information

We may collect personally Identifiable Information (including name, address, telephone number, e-mail address and, when necessary, credit card information) when you:

- Place an order on our Web site or over the phone
- Make a purchase over the phone
- Return an item or make an exchange
- Inquire about our services
- Receive a gift package
- Create an online account
- Become a Wag'N Rover Respond'R Member
- Participate in a marketing survey, promotion or event either online or offline.

b. Aggregate Information

Our website collects some non-personal information about you. Its collection may not be readily apparent to you. For instance, when you come to our site your IP address is collected. An IP address is often associated with the place from which you enter the Internet like your ISP (Internet service provider), your company, or your university.

This information is not personally identifiable and we do not combine this type of information with personally identifiable information.

USE OF DATA WE COLLECT

a. Personally Identifiable Information

At Wag’N Enterprises, we always want to provide you with the best possible shopping experience and fulfill your orders exactly as you've requested. In order to do this, we use your personally identifiable information to allow us to:

- Process and track your order
- Provide the services you request and signed up for
- Contact you about the status of an order – updates and changes
- Identify your product and service preferences
- Customize our communications to you
- Provide information concerning product recalls or products you have purchased
- Improve our merchandise selection and customer service

b. Aggregate Information

We use the aggregate information that we collect from our customers in a manner that does not personally identify any individual. We use aggregate information to make our sites more interesting and useful to you. We also track the pages or documents accessed within our site. This information is collected for systems administration and for analyzing and improving the value of the material available on our website. This aggregate non-personal information is used to help our advertisers or our site design team create advertisements our guests might like.

DISCLOSURE EXCEPTIONS

Notwithstanding the above policies, we reserve the right to disclose your personal information to appropriate third parties if we are required to do so by law or we believe that such action is necessary:

- To comply with legal process such as a search warrant, subpoena or court order;
 - To protect the company's rights and property;
 - To investigate reports of fraud or of users sending material using a false e-mail address or users sending harassing, threatening, or abusive messages;
 - To protect against misuse or unauthorized use of our web site; or
 - During emergencies, such as when we believe someone's physical safety is at risk.
- To fulfill the services you sign up for when enrolled in the Rover Respond’R membership. That includes gathering non medical information about your, estimated time you need to remain under care and location at which you are receiving care. This allows us to properly and accurately keep your emergency contacts current on the

estimated time they will need to care for your pet(s). Further medical information about your pet's health can be released to your contact unless you have specifically requested not to. At any rate, Wag'N representatives and staff are NEVER to ask any private medical questions pertaining to the health of a human. Once your pet is under the care of one of your contacts, Rover will maintain records of where it is if provided to us by the said contact however any and all actions taken by such contact is the sole responsibility of the contact. Please review the membership terms and conditions for further information on the liability waiver.

EMAIL USE

When you provide us your e-mail address, we may send you e-mails necessary to process your order or respond to a request. That includes an e-mail confirmation after you place an order or sign up for a service as well as an e-mail with package tracking information. Recipients of our Electronic Gift Certificates will receive an e-mail notifying them of the gift and instructing them how to redeem it.

Each one of your emergency contacts requires a valid email address. That email address will be used upon completion of the Rover Database Entry Survey to inform that contact that he/she has been added to your list of emergency contacts. The email will indicate the first and last name of the member that added them and will indicate what tasks you assigned to them. The emergency contact is provided instructions on how to proceed should there be an objection on their part. They are asked to contact you directly as only Rover Respond'R members are allowed to make changes to their account. This step also keeps you updated on whether or not the contacts you have added can be of help when you most need them.

SECURITY

It is our intent to protect against the loss, misuse or alteration of information that we have collected from you. We use a variety of current technologies and processes for protection of our customer data. We limit the information we provide to outside companies with whom we contract to only what they need to carry out their responsibilities.

When you make a purchase, sign up for a service, become a member or create an account on our web site, your transactional information is transmitted in a safe, encrypted format. We maintain the data you provide, along with a record of your purchases, in a secure database.

PASSWORDS AND SECURITY

You are responsible for maintaining the confidentiality of any password(s) you are given to access the Site, and are fully responsible for all activities that occur under your password(s). You agree to notify Wag'N Enterprises immediately of any unauthorized use of your password(s).