

## Privacy Policy

Adore Puppies respects your privacy and is committed to protecting your personal information and keeping it secure. If you use our website, you should be aware that we will collect certain personally identifiable information from you (“Personal Information”). This statement explains how and why we collect Personal Information from or about you, how we use it, when and why we share it with others, how we secure it, and what rights and choices you have in relation to your Personal Information.

### **Information Collected From You**

When you use our website, we may collect the following Personal Information from you: (i) personal information, such as your name, mailing address, email address, and phone number; and (ii) analytical information collected automatically when you interact with our website such as your IP address, browser type, internet service provider, and clickstream data. The Personal Information collected by us, or on our behalf, is collected: (i) to provide requested products, services or information to you; (ii) to respond to your inquiries and provide customer support; (iii) to analyze how sites and services are being accessed and used; (iv) for investigation of information security and information asset protection-related incidents; (v) to test, correct, and improve our content and services; and (vi) to improve site and service performance and delivery. We process your Personal Information for the purposes described above to process transactions requested by you and meet our contractual obligations; on the basis of our legitimate interests (for example, website analytics); or on the basis of your consent. Where we have determined that the legal basis for processing your Personal Information is that it is necessary to serve our legitimate interests, we have concluded that our interests do not inappropriately impact your fundamental rights and freedoms with respect to your Personal Information.

### **Do Not Track Preferences**

Do not track is a function that allows website users to opt out from being tracked by certain internet browsers for any purpose including the use of analytics services, advertising networks and social platforms. Our website does not currently take actions to respond to do not track signals because a uniform standard has not yet been developed. Therefore, even if you utilize the do not track function on your internet browser we may still track you for any purpose, including but not limited to the use of analytics services, advertising networks and social platforms. Once a uniform standard has been developed, and at such time as our website begins to take actions to respond to do not track signals, if you enable do not track in your internet browser, we will respect your choice and you will not be tracked.

### **Children’s Privacy**

Our website is not directed to children under 13 years of age, and we do not knowingly collect Personal Information from children under the age of 13. If we learn that we have

collected or received Personal Information of a child under 13, we will take steps to delete that Personal Information as soon as possible.

## **External Links**

Our website may contain links to external websites not owned by, or officially affiliated with, us in any way. We are not responsible for the privacy practices or the content of such websites.

## **How We Share Your Personal Information**

If you are using our website, we may share your Personal Information to third parties in order to provide the website, our products and/or our services. Those third parties have their own privacy policies, and we strongly recommend that you review those privacy policies. We may also share your Personal Information when you have otherwise consented to share such Personal Information. Where there is a legitimate reason for doing so, we may share your Personal Information with certain third parties that we work with, including third parties who provide services to us, including information technology and analytics services. We also may release your Personal Information when we believe such release is appropriate to comply with the law, enforce our website policies, or protect our or others' rights, property, or safety. We do not sell, trade, or otherwise transfer your Personal Information to third parties, except as explained herein. We may sell, trade or otherwise transfer non-Personal Information (such as aggregated data).

## **Retention of Your Personal Information**

We will retain your Personal Information for as long as is necessary for the purposes set out herein unless a longer period is required under applicable law or is needed to resolve disputes or protect our legal rights, or otherwise to comply with our legal obligations. Where we are processing your Personal Information based on your consent, we will retain your Personal Information for the period of time necessary to carry out the processing activities to which you consented, subject to your right, under certain circumstances, to have certain of your Personal Information erased. Where we are processing your Personal Information based on a contract, we will retain your Personal Information for the duration of the contract plus any additional period of time that is necessary to comply with the law or that represents the statute of limitations for legal claims that could arise under the contract. Where we are processing your Personal Information based on our legitimate interests, we will retain your Personal Information for a reasonable period of time based on the particular interest in question, taking into account your fundamental rights and freedoms with respect to your Personal Information.

## **Your Rights with Respect to Your Personal Information**

To the extent required by and in accordance with applicable law, upon your request, we will provide you with information about the Personal Information of yours that we possess. In addition to obtaining that information from us, you may have a right to: (i) correct any of your Personal Information that is inaccurate; (ii) restrict or limit the ways in which we use or process your Personal Information; (iii) request that we delete your Personal Information; and (iv) obtain a copy of your Personal Information in an easily accessible format. You have the right to withdraw your consent to our processing of your Personal Information where our processing is solely based on your consent, subject to certain limitations at law; provided, however, that in certain cases, we may continue to process your Personal Information after you have withdrawn your consent and requested that we delete your Personal Information, if we have a legal basis to do so. For example, we may retain Personal Information that is needed to comply with our legal obligations, if we still need the Personal Information for the lawful purposes for which we obtained it, or if it is necessary to retain the Personal Information to pursue our legitimate interest in keeping our services and operations safe and secure.

### **Transfer of Your Personal Data**

Your Personal Information will be stored on servers which are in the United States, and on the servers of cloud-based services we engage.

### **Questions**

If you have questions about how we are using your Personal Information, or wish to make any requests regarding your Personal Information, you may contact us at any of the following:

info@adorepuppies.co, Adore Puppies ., Attn: Privacy Policy, 4784 545<sup>th</sup> Ave, West Bend, IA 50597; or 515-341-6975.

Adore Puppies may update or change this policy notice at any time.

Effective Date: Dec 29<sup>th</sup>, 2022