

**Personal Information** is information which can be used to identify an individual. We collect Personal Information any time the Services are used. The Personal Information collected includes information provided to us directly by individuals. The collection of Personal Information described herein is necessary for use of the Services. This information includes but is not limited to:

- Consumer Name
- Contact information (such as email address, phone number, and mailing address)
- Order and payment information

We collect other information, such as:

- IP address and information about the device used to access the Services
- How and which Services are used
- Information provided to us through means such as social media or when you contact us through our website.
- We also collect or compile other information about you (such as enrollment numbers or demographic group information) which does not identify you. We may use or share any other information with third parties for any lawful purpose.

### **Use of Cookies**

The Logical Dog Company and its third party service providers use certain tools to collect information about users browsing our website. These tools use cookies which are small text files that are stored on a user's computer hard drive. The cookies are used, among other things, to improve website performance, to provide customized viewing options, to compile statistical reports on website activity, for fraud reduction or for security purposes. We also use cookies to recognize customers or a previous visitor of our website, or to pre-populate website forms. Such information may be disclosed to third parties to provide any of the activities mentioned above on behalf of The Logical Dog Company.

To find out more about cookies, including browser-specific instructions on how to restrict or block cookies, go to <http://www.allaboutcookies.org>. Remember, though, without cookies, users may not be able to take full advantage of all of our website features.

### **How we use Personal Information**

Usage and disclosure of Personal Information is primarily used to provide the Services and related features and to

- Facilitate the processing of payment transactions
- Respond to requests and inquiries
- Provide support services
- Send administrative information, such as changes to our terms, conditions, and policies
- Administer promotions or contests
- Facilitate social sharing functionality
- Analyze and monitor Services usage and to make improvements
- Help secure the Services, prevent fraud and enforce our policies
- Help personalize our Services
- Communicate about other services or those of our affiliates or other third parties
- To make contact, directly or through a third party vendor, to complete a survey or questionnaire
- To communicate, directly or through a third party vendor, about offerings, about general company news and industry trends, and to address responses to a survey or questionnaire
- Compile information for use on an aggregated and de-identified basis
- Conduct data analysis and research, audits, develop new products, identifying usage trends, determining the effectiveness of our promotional campaigns and operating and expanding our business activities
- Perform other activities with consent

## **How we share Personal Information**

We will only share Personal Information as described in this policy. Specifically, we may share Personal Information:

- As necessary to perform the Services and to complete payment transactions
- With companies and vendors that help us to operate our business by providing services such as website hosting, fraud screening, data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing and other similar services
- With third parties that have contracted with The Logical Dog Company to perform certain functions on our behalf
- To comply with law or other legal obligations such as responding to subpoenas, or other requests from public and government agencies, including laws and other legal obligations outside a party's country of residence
- To protect our rights, operations or property, or that of our users
- To investigate, prevent, or take action regarding potential or suspected illegal activities, fraud, threats to the personal safety of any person, or violations of the Service's terms and conditions
- With consent

Please note that any information posted to public areas such as on our social media pages may be seen by other visitors.

## **Choices**

Users can choose not to provide us Personal Information when you use our website(s) or mobile application(s). However if the information request is not identified as optional and a user chooses to not provide required Personal information, then the user may not be able to use the features of the website or mobile application.

Users can opt out of receiving promotional email by following the unsubscribe link in those email messages.

Users can configure its browser to reject cookies, or to notify it when a cookie is set. However, if you reject cookies, the Services may not operate properly.

## **Changes to this Privacy Policy**

We may change this privacy policy at any time by posting an updated privacy policy.

## **Retention period**

We will retain Personal Information for the period necessary to fulfill the purposes outlined in this policy unless a longer retention period is required or permitted by applicable law or regulation.

## **Use of the Services by minors**

The Services are not directed to individuals under the age of thirteen (13), and we request that these individuals do not provide Personal Information through the Services.

If you have questions or comments about our privacy practices, please submit your request in writing to:

The Logical Dog Company  
1004 Commercial Ave #1108  
Anacortes, WA 98221

Subject to our ability to verify your request, The Logical Dog Company will correct the information within thirty (30) days of receipt of your request.