

Vet's Choice Radiology LLC Privacy Notice

1. Introduction

This Privacy Notice (“Notice”) describes the types of personal information (as defined below) that Vet’s Choice Radiology, LLC (“Vet’s Choice,” “we”, “our” or “us”) collects, how we use it, how and when we share it, and the rights you have with respect to your information. It also explains how we communicate with you and how you can make inquiries and requests to us about your information. We strive to help you understand how we use your information to improve our products, Services, marketing, and interactions with you, as part of our commitment to maintaining your trust.

2. Scope

This Notice also applies when you use or access our website, located at <https://www.vetschoiceradiology.com/> and its subdomains or portals (the “Site”) or otherwise provide Personal Information or interact with us online. For the purpose of this Notice, “Personal Information” means any personal information relating to an identified or identifiable individual that is protected by applicable privacy laws. We refer to all of the above and all services we provide to our clients as “Services.” Our Services are used by our clients (“Clients”), individuals who visit our Site (“Site Visitors”) and individuals applying for employment with us (“Employment Applicants”). By using the Services offered through the Site, you agree to our Terms of Use. Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from our Services if that Personal Information is necessary to provide you with the Services or if we are legally required to collect it. If you have any questions about this Privacy Notice, please contact us using the information in the Contact Us section below.

3. What Information We Collect

This section describes what information we collect from you through our Site or Services. We may receive information (including Personal Information) in the following ways:

Information That You Provide to Us

As you interact with our Site or Services, we may collect the following Personal Information via webforms or inputs/uploads on our Site, and through telephone calls, letters, emails and other communications with you:

Site Visitors

- Contact information such as your first and last name, email address, job title, home or business address, telephone numbers, mobile numbers.

Clients

- Contact information such as your first and last name, job title, email address, business address, shipping address, telephone numbers, mobile numbers, your client's name, patient name (e.g., animal), and information; and
- Financial information such as your credit card or debit card number, bank account information and your payment, service and purchase history.

Employment Applicants

- Contact information such as your first and last name, email address, home or business address, shipping address, telephone numbers, mobile numbers;
- Your current or past employment or educational information;
- Relevant licenses and certifications; and/or
- Other information that could reasonably be used to identify you personally.

Your decision to provide us with Personal Information is voluntary, but if you choose not to provide any requested information, you may not be able to take advantage of all the features of the Site or Services.

Information That Is Automatically Collected

Vet's Choice Site

Like many businesses, we and/or our service providers may automatically collect and/or store certain information when you visit or interact with the Site or Services ("Usage Information"). This Usage Information may be stored and/or accessed from your personal computer, laptop, tablet, mobile phone or other device (a "Device") whenever you visit or interact with our Site. Usage Information may include:

- Your IP address, IDFA, Android/Google Advertising ID, IMEI, or another unique identifier;
- Your Device functionality (including browser, browser language, settings and behavior, operating system, hardware, mobile network information);
- Referring and exit web pages and URLs;
- The areas within the Site that you visit and your activities there, including remembering you and your preferences;
- Your Device location or other location information, including the zip code, state or country from which you accessed the Services;
- Your Device characteristics;
- Certain other Device data, including the time of day you visit our Site or other information used to provide analytics or other usage information;
- Information about your engagement with our emails; and

- Statistical information about how both unregistered and registered users, collectively, use the Site and Services. This aggregate information is derived from Personal Information but cannot be tied back to you or your web browser.

Geolocation Information

For location information, some of our Services may include features based on users' actual locations and may report on users' current locations ("Location-Based Services"). To the extent you use any Location-Based Services, we may collect and store information about your location at the time you use those Location-Based Services (in addition to some automatically collected geolocation data). This information can come from a variety of sources depending on the device you use to access the Services; for example, a mobile phone may report its GPS location at the time Location-Based Services are used. If you no longer wish for us or our service providers to collect and use location information, you may disable the location features on your device. Consult your device manufacturer settings for instructions. Please note that if you disable such features, your ability to access certain features, Services, content, promotions, or products may be limited or disabled.

Information Collected from Third Parties

The Site may include functionality that allows certain kinds of interactions between the Site and your account on a third-party website or application. The use of this functionality may involve the third-party site providing information to us. For example, we might obtain information about the traffic and usage of Vet's Choice from third parties. We might also provide links to facilitate sending a communication from the Site, or we may use third parties to facilitate emails or postings to social media (like a "Share" or "Forward" button). These third parties also use cookies and other tracking technologies to capture information about your interactions with Vet's Choice. Vet's Choice does not have control over the information that is collected, used, and shared by these third parties. We encourage you to review the privacy statements of these third parties to understand their privacy practices.

4. How We Use Your Information

We use your information for business and commercial purposes, including to use or browse the Site, to offer our Services, to provide you with customer service, to prevent security and fraud, to provide marketing information about our products and Services, and to perform website analytics.

We may use the information we collect about you in a variety of ways, including to:

To Provide Our Services

We process certain Personal Information when you access or use our Services, including to:

- process your payments for products and Services;
- create and verify user accounts;
- facilitate the functionality of our Site, including payment-related functionality; and
- customize experiences and personalization when you are on our Site.

To Communicate with You

We process certain information in order to communicate with you in relation to your accounts, our Services, our marketing, and your requests, including to:

- communicate with you about your visits to our clinics, health information for your pet, orders, purchases, returns, Services, accounts, programs and contests;
- respond to your customer service inquiries and requests for information about clinic visits, pet health information, or purchases of products or services;
- post your comments or statements on our Site;
- send you personalized promotions, content, and special offers;
- communicate with you about our brands, products, events, or other promotional purposes;
- implement your communications preferences, such as sharing information with our business partners so that they may email you about their promotions, products and initiatives; and
- provide important product safety information and notice of product recalls.

For Improvement of Our Site or Services

We want to ensure that our Site and Services are continually improving and expanding so that we meet and exceed your needs and expectations. To do so, we may process certain Personal Information, including to:

- maintain, improve, and analyze our Site or Services; and
- detect, prevent, or investigate suspicious activity or fraud.

To Comply with Applicable Laws

We may be required to process certain Personal Information under certain laws and regulations, such as tax laws, as well as to:

- maintain appropriate records for internal administrative purposes; and
- comply with applicable legal and regulatory obligations, and respond to lawful governmental requests, as needed.

To Enforce our Terms, Agreements, or Policies

To maintain a safe, secure, and trusted environment for you when you use our Site and Services, we use your Personal Information to ensure our terms, policies, and agreements with you and any third parties are enforced.

To Evaluate Your Application for Employment

We may use your information to evaluate your application for employment or administer employment benefits.

With Your Consent

We may process certain Personal Information in order to fulfill any other business or commercial purposes at your direction or with your consent.

5. Use of Cookies

We use cookies (a small text file sent by your computer each time you visit our site) and other tracking technologies to personalize your experience, analyze user trends, and improve the Services. These tracking technologies allow us to collect information such as your device type, browser type, interactions with our Site, geographic location, your web request, the date and time of your web request, your Internet Protocol address, the domain name of your Internet service provider and other data. If you can be identified from this information, for example by combination with other pieces of information, then we will treat this information as Personal Information. Many browsers default to accepting cookies. You may be able to change this setting in your browser and you can also clear your cookies. If you do, you may lose some functionality of our site. Check your browser's help function to learn more about your cookie setting options.

We may use the following types of cookies:

- **Strictly necessary cookies.** These cookies are essential for you to browse the website and use its features, such as accessing secure areas of the site. Cookies that allow web shops to hold your items in your cart while you are shopping online are an example of strictly necessary cookies. While it is not required to obtain consent for these cookies, what they do and why they are necessary should be explained to the user.
- **Functionality cookies.** Also known as “preference cookies,” these cookies allow a website to remember choices you have made in the past, like what language you prefer, what region you would like weather reports for, or what your username and password are so you can automatically log in.
- **Analytics cookies.** Also known as “performance cookies,” these cookies collect information about how you use a website, like which pages you visited and which links you clicked on. None of this information can be used to identify you. It is all aggregated and, therefore, anonymized. Their sole purpose is to improve website functions. This includes cookies from third-party analytics Services as long as the cookies are for the exclusive use of the owner of the website visited.
- **Advertising cookies.** These cookies track your online activity to help advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers. These are persistent cookies and almost always of third-party provenance.

We might also use pixel tags, which are small graphic files that allow us and third parties to monitor the use of the Site and provide us with information based on your interaction with the Site. These tags may collect the IP address of the device from which you loaded the page and the browser type. Pixel tags are also used by our third parties to collect information when you visit our site, the links and other actions you take on our site, and we may use this information in combination with cookies to display targeted advertisements. Other data technologies may be used that collect comparable information for security and fraud detection purposes. If you have any questions about cookies or to generally find out more about cookies, the [All About Cookies website](#) is a trusted resource.

6. Your Choices

Cookies

On most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive a notification when you are receiving a new cookie and how to turn cookies off. Please see the links below for guidance on how to modify your web browser’s settings on the most popular browsers:

- [Apple Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)

Note, however, that if you reject our request to use cookies or turn cookies off, you may be unable to access certain parts of the Site and you may not be able to benefit from the full functionality of the Site. To find out more about cookies and similar technologies, including how to see what cookies and similar technologies have been set and how to manage and delete them, visit www.allaboutcookies.org, and/or www.youronlinechoices.com.

Do Not Track

Your browser may offer you a “Do Not Track” (“DNT”) option, which allows you to signal to operators of websites and web applications and Services (including behavioral advertising Services) that you do not wish such operators to track certain of your online activities over time and across different websites and platforms. There is no universally agreed-upon standard for what an organization should do when it detects a DNT signal. Currently, we do not monitor or take any action with respect to these signals or other mechanisms. Learn more about Do Not Track [here](#).

Communication Preferences

With your consent, Vet’s Choice communicates with you via a variety of print and digital media. To help us make e-mails more useful and interesting, we use pixels that enable us to see if you open e-mails from us, if your computer supports such capabilities. You can opt out of receiving emails from us at any time. To manage your communications preferences with Vet’s Choice — or to opt out of communications entirely — please unsubscribe at the bottom of our emails or contact us using the information in the Contact Us section below.

Analytics

We use Google Analytics to help us understand how our customers use the Site. Read more about how Google uses your Personal Information [here](#) and opt-out of Google Analytics [here](#).

7. How We Share Your Information

Services Providers

We share your Personal Information with our third-party service providers who provide Services such as website hosting, payment processing, data analysis, information technology, customer service, email delivery, online advertising, auditing and other Services.

Third Party Advertising

We share information about your use of our Site and Services, and your interaction with our ads on other websites with our advertising partners to provide you with targeted advertisements or marketing communications we believe may be of interest to you. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other technologies (which you may consent to, depending on your location). For more information about how targeted advertising works, visit the Network Advertising Initiative's educational page [here](#).

You can opt out of targeted advertising by visiting the following:

- [Meta](#)
- [Google](#)
- [Bing](#)
- [Twitter](#)
- [LinkedIn](#)
- [Pinterest](#)

Other

Aside from the instances described above, we may share your Personal Information:

- to comply with the law;
- to respond to claims or comply with legal process served on Vet's Choice (e.g., a lawful subpoena, warrant, or court order);
- to enforce or apply our policies or agreements;
- to protect and defend our rights or property or that of our customers, employees, visitors, or the public;
- in connection with a business transfer, sale, liquidation, or merger;
- if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure; and
- to other parties only with your consent.

8. Third Party Links

Our Site may contain links to other websites such as social media platforms, other websites, and event and partner websites. These websites are not covered by this Privacy Notice. Please review the Privacy Notices or Policies of those websites to understand the privacy practices of these third parties.

9. International Transfers of Personal Information

The Site is operated and targeted toward audiences in the United States. If you are located in another jurisdiction, please know that your information will be transferred to, stored, and processed in the United States. By using the Site and providing us with information, you consent to this

transfer, processing and storage of your information in the United States. It is important to note that the privacy laws in the United States may not be as comprehensive as those in other countries such as those in the European Union (“EU”). Our service providers use appropriate safeguards to transfer your Personal Information to the United States.

10. Security

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. Where we have given you (or where you have chosen) a password so that you can access certain areas of our site, you are responsible for keeping this password confidential. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of your account has been compromised), please contact us using the information in the Contact Us section below.

11. Retention of Personal Information

We will retain your Personal Information only for as long as is necessary for the purposes set out in this Notice. We will retain and use your Personal Information only to comply with our legal obligations (for example, if we are required to retain your Personal Information to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.

All information you provide to us is stored on our secure servers or those of our third-party data storage providers.

We have implemented measures intended to ensure that we will not retain your personal data longer than is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Note, however, that if we have a legitimate interest in retaining the data, or if we are required to do so by applicable law, we will retain the data in accordance with our data retention plans and policies.

In some circumstances we may choose to anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

When deciding how long to keep your information, we consider:

- How long we have had a relationship with you or provided our Services to you;
- Whether we are subject to any legal obligations (e.g., any laws that require us to keep transaction records for a certain period of time before we can delete them)
- Whether we have taken any legal positions (e.g., in connection with any statutes of limitation).

Rather than delete your data, we might de-identify it by removing identifying details.

12. Your California Privacy Rights

This section of our Privacy Notice applies to consumers who reside in California. We adopt this section to comply with the California Consumer Privacy Act (“CCPA”) and California Privacy Rights Act (“CPRA”).

If you are a California resident, you may be able to exercise the following rights. We will honor requests received to the extent required by applicable law and within the time provided by law.

Right to Access and Information Regarding Personal Information

You have the right to request that we disclose to you the categories and specific pieces of Personal Information we have collected about you. Specifically, you have the right to request that we disclose the following to you, in each case in the twelve-month period preceding your request:

- The categories of Personal Information we have collected about you;
- The categories of sources from which the Personal Information is collected;
- Our business or commercial purpose for collecting or selling Personal Information;
- The categories of third parties with whom we share Personal Information;
- The specific pieces of Personal Information we have collected about you;
- The categories of Personal Information about you, if any, that we have disclosed for monetary or other valuable consideration and the categories of third parties to which we have disclosed the information, by category or categories of Personal Information for each third party to which we disclosed the Personal Information; and
- The categories of Personal Information about you that we disclosed for a business purpose.
- The categories of sensitive personal information to be collected and the purposes for which the categories of sensitive personal information are collected or used and whether such information is sold or shared.

Right to Deletion of Personal Information

You have the right to request that we delete Personal Information about you that we have collected from you. There may be certain exceptions to our obligation to delete your information such as if you have an existing account or transaction with us or if we have a legitimate business reason to keep your information.

As permitted by the CCPA/CPRA, if you request deletion of Personal Information that we have collected about you, we, our service providers, and our contractors may be unable to comply with such a request if your Personal Information is necessary to:

- Complete the transaction for which the Personal Information was collected, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between us and you;
- Prevent, detect, and investigate security incidents, protect against malicious deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;

- Exercise free speech, ensure the right of another Consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act pursuant to Chapter 3.6 (commencing with section 1546) of Title 12 of Part 2 of the Penal Code;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of that information is likely to render impossible or seriously impair the achievement to such research, if you have provided informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us; or
- Comply with a legal obligation

Right to Correct Personal Information

You have the right to request that we correct any inaccurate information that we maintain about you.

Right to Opt-Out

You have the right to opt out of the sale or sharing of Personal Information. We do not sell Personal Information, but we recognize that some privacy laws define “personal information” in such a way that making available identifiers linked to you for a benefit may be considered a “sale.” To opt-out of this, email us at our contact information listed below and request to opt-out.

Right to Non-Discrimination

We may not discriminate against you because you have exercised any of the aforementioned rights, including by:

- Denying you goods or Services;
- Charging different prices or rates for goods or Services, including through the use of discounts or other benefits or imposing penalties;
- Providing you a different level or quality of goods or Services; or
- Suggesting that you will receive different price or rate for goods or service or at a different level or quality of goods or Services.

This includes the right of current and prospective employees not to be retaliated against for the exercise of their CCPA rights.

However, as permitted by the CCPA, we may offer you certain financial incentives. Any CCPA-permitted financial incentive we offer will reasonably relate to your Personal Information’s value. Participation in a financial incentive program requires your prior opt-in consent, which you may withdraw at any time.

How to Exercise Your California Privacy Rights

You or your authorized agent may make a request to access, correct, delete or opt-out of the disclosure of your Personal Information for business purposes. You may also make a verifiable

consumer request on behalf of your minor child if you believe we have received their information inadvertently. You may request to exercise the aforementioned rights by:

- Submitting a request to the email address below.
- Calling us at (847) 850-7892
- Mailing us at: Vet's Choice Privacy Team, 3000 Dundee Road, Suite 207, Northbrook, IL 60062

Please note that we may take steps to verify your identity and residency before granting you access to information or acting on your request to exercise your rights, as required or permitted by law. This might include asking for your email address.

If you use an authorized agent to exercise your rights, we may require proof of written authorization you have given the authorized agent to make the request on your behalf.

We may limit our response to your exercise of the above rights as permitted by law. We will confirm receipt of the request within 10 business days describing our verification process. We will respond to your request within 45 days or let you know if we need additional time.

Data Sharing for Direct Marketing Purposes

California Civil Code § 1798.83 further permits California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. If you are a California resident, you may ask us to refrain from sharing your Personal Information with certain of our affiliates and other third parties for their marketing purposes. Please tell us your preference by contacting us using the information in the Contact Us section below.

13. Your Privacy Rights Under Other US State Laws

If you are a resident of Colorado, Connecticut or Virginia, you have the right, upon a verified request, to:

- To confirm whether a controller is processing your personal data and to access such personal data;
- To correct inaccuracies in your personal data;
- To delete your personal data;
- To obtain a copy of your personal data that you previously provided to us in a portable, and if technically feasible, readily usable format, if processing is carried out by automated means;
- To opt out of the processing of your personal data for purposes of (i) targeted advertising, (ii) the sale of personal data, or (iii) profiling in furtherance of decisions that produce legal or similarly significant effects concerning the consumer.

To exercise these rights, you or your authorized agent may make a request to confirm, access, correct, delete, obtain a copy, or opt-out of the processing of your personal data for targeting

advertising, sale, or profiling by using this link or contacting us using the information in the Contact Us section below.

If you use an authorized agent to submit your request, we may require proof of the written authorization you have given. We also may require you to confirm your identity and your residency in order to obtain the information. For emails, please include “Privacy Rights” as the subject line. You must include your full name, email address, and attest to the fact that you are a resident of Colorado, Connecticut or Virginia. We will process your request within 45 days or let you know if we need additional time or cannot process your request. If you make this request by telephone, we may also ask you to provide the request in writing so that we may verify your identity. If we are unable to honor your request for any reason, we will notify you of the reason within the request time period.

Right To Opt Out Under Applicable State Laws

Residents of Colorado, Connecticut and Virginia have the right to opt out of the sale of their Personal Information and targeted advertising. To exercise your right, please click on this link. California residents may have additional rights, as shown in the “Your California Privacy Rights” section above.

Opt-Out Preference Signals

Some browsers and browser extensions support opt-out preference signals such as the Global Privacy Control (“GPC”) that can send a signal to the websites you visit indicating your choice to opt-out from certain types of data processing, including data sales. GPC is a web browser-level setting, maintained by either a browser or a browser extension, that a user or privacy-focused technology can set. In certain regions, when we detect such a signal, we will make reasonable efforts to respect your choices as required by applicable law.

Appeals Of Our Decisions

In some states, you may appeal to us if we refuse to take action on your exercise of certain choices described above. To appeal such a refusal, please contact us using the information in the Contact Us section below with the subject line “Appeal of Refusal to Take Action on Privacy Request” and provide the relevant information in the email. If your appeal is denied, residents of certain states can contact their attorney general as follows:

- [Virginia Attorney General](#)
- [Colorado Attorney General](#)
- [Connecticut Attorney General](#)

14. Children’s Privacy

Our Site and Services are not directed at children under 16 years of age, and we do not knowingly collect or receive Personal Information from them or sell or share such information. If you believe that we have received Personal Information from a child under the age of 16, you may contact us using the information in the Contact Us section below to request deletion of that information.

15. Changes to This Privacy Notice

We may change this Privacy Notice at any time. We will post all changes to this Privacy Notice on this page and will indicate at the top of the page the modified notice's effective date. We therefore encourage you to refer to this page on an ongoing basis so that you are aware of our current privacy notice. If required by the applicable law, we will notify you of the changes. By continuing to use the Site and/or the Services or providing us with information following such a replacement Notice being uploaded, you agree that you will be deemed to have agreed to be bound by the Privacy Notice as changed.

16. Contact Us

If you have any questions or suggestions regarding this Privacy Notice, please contact us at:

3000 Dundee Road, Suite 207

Northbrook, IL 60062

Phone: (847) 850-7892

E-mail: dmitry.rudman@infiniwiz.com