

JDT Analytics Privacy Policy

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1. Introduction

JDT Analytics ("Company" or "We") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you ("Client"/"User") or that you may provide when you visit the website <https://www.jdtanalytics.com/> (our "Website") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies when you: :

- Use our Website.
- Subscribe and/or purchase online products and services linking to this Privacy Policy
- Contact us or otherwise interact with us.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by the Company or any third party, including our affiliates and subsidiaries; or
- Any third party, including our affiliates and subsidiaries, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This Privacy Policy should be read in conjunction with the Terms of Use (<https://www.jdtanalytics.com/terms-of-service>) and is integrated into the Terms of Use. Please review this Privacy Policy periodically as we may revise it from time to time. If you do not agree with or accept our Privacy Policy in its entirety, you must not access or use the Website. If you use the Website following a change to the terms of this Privacy Policy you agree to accept the revised policies.

2. Children Under the Age of 18

Our Website is not intended for children under 18 years of age. No one under age 18 may provide any personal information to us or use information on the Website. We do not knowingly collect personal

information from children under 18. If you are under 18, do not; use or provide any information on this Website or through any of its features, register on the Website, make any purchases through the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under the age of 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18 years, please contact us at <https://www.jdtanalytics.com/contact>

3. Information We Collect About You and How We Collect It

At JDT Analytics, we may collect personally identifiable information (“PII”) and non-personally identifiable (“Non-PII”) information from you. Personally identifiable information is information that can be used to identify you personally. Non-personally identifiable information is information that must be combined with other information to identify you personally.

Personally Identifiable Information Collected

In order to fully use our website and the services offered by the Company, we may collect PII such as your name, email, telephone number, license number, website and business information, postal address and any other information you choose to provide. We may also collect your relevant payment or credit card information if you wish to pay for any services offered via the website. Please be aware that all payment information shall be stored and processed by our third-party payment processors. We will collect personal identification information from you only if you voluntarily submit such information to us. You can always refuse to supply personal identification information, except that it may prevent you from engaging in and benefiting from certain services offered by the company through the website.

Non-Personal Identification Information

We may collect Non-PII from you, such as your IP address, browser name, zip code, browsing history, search history, and registration history, interactions with the website, usage information, location, referring URL, operating system, data usage, data transferred, and Internet service provider. We may also collect information including but not limited to messages you send to us, and correspondence such as customer feedback and satisfaction surveys about the company.

How we collect this information:

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site and interact with our services. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties.

Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by creating an account and filling in forms on our Website. This includes information provided at the time of registering with JDT Analytics by practice owners, corporate owners, practice managers, veterinarians, and practice personnel we support and from practice’s clients or anyone else who visits our websites, subscribes to our services or requests

further services from the Company. The information we collect depends on the products and services you have purchased, how you choose to communicate with us, and/or what you do when you visit or use our website.

- Records and copies of your correspondence including email addresses, if you contact us.
- Your responses to customer satisfaction surveys and feedback forms that we might ask you to complete.
- Information that you provide when you submit content, participate in a contest or promotion, or through other interactive tools on our website.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.
- When you make a purchase or return, we may collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.

The information we collect automatically is only statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- Web Beacons. Pages of the Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages and for other related website statistics (for example, verifying system and server integrity).

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us to enhance your user experience. Cookies must be enabled in your browser in order for our website to function properly.

Information collected from third parties

We may obtain information from third-party sources. For example, we may collect information about you from licensure verification services, advertising networks, external data analytics providers, and mailing list providers. Additionally, if you create or log into your account through a third-party platform (such as Facebook or Google), we may have access to certain information from that platform, in accordance with the authorization procedures determined by such platform.

4. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website, its contents and our services to you.
- To process transactions and subscriptions and send you related information, including confirmations, receipts, invoices, customer experience surveys, and recall notices – We may use the information Users provide to fulfill that order and provide ongoing support and information related to the product and/or Services ordered.
- To fulfill orders and subscriptions and provide ongoing customer support as needed.
- To maintain and improve products and services through enhanced user experience.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect our rights and property and the rights and property of others.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and/or third parties' services that may be of interest to you, including loyalty programs, discounts and related advertisements. If you do not want us to use your information in this way, please use the contact us form here <https://www.jdtanalytics.com/contact> to request the company to adjust your user preferences.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

5. Sharing Your Information

As a general rule, the Company will not share or sell any client information collected except as maybe otherwise stated hereunder.

We may share aggregated information about our clients, and information that does not identify any individual, without restriction.

We may share personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- With Veterinary Healthcare Professionals to enable the provision of services and care to their clients.
- To contractors, service providers, and other third parties we use to support our business such as data service providers, web hosts, payment processors, among others, and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To Covetrus, a third party data processing partner who extract and use customer data and you consent to such sharing
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of JDT Analytics' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by JDT Analytics about our clients and Website clients is among the assets transferred.
- To third parties, especially in veterinary medicine and care, to market their products or services to you if you have not opted out of these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them
- To fulfill the purpose for which you provide it
- For any other purpose disclosed by us when you provide the information.
- In pursuit of professional advice from lawyers, accountants and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests
- With your consent or at your direction

We may also share your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use (<https://www.jdtanalytics.com/terms-of-service>) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of JDT Analytics, our clients, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

6. **Choices About How We Use and Share Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with third parties for promotional purposes, you can opt-out by using the contact us form here <https://www.jdtanalytics.com/contact>. You can also always opt-out by sending us an email with your request to mail@jdtanalytics.com.
- **Promotional Offers from the Company.** If you do not wish to have your email address or contact information used by the Company to promote our own or third parties' products or services, you

can opt-out by using the contact us form here <https://www.jdtanalytics.com/contact>. You can also always opt-out by sending us an email with your request to mail@jdtanalytics.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a service purchased by you, service experience or other similar transactions.

- Targeted Advertising. If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by using the contact us form here <https://www.jdtanalytics.com/contact>. You can also always opt-out by sending us an email with your request to mail@jdtanalytics.com.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way.

7. Accessing and Correcting Your Information

You may contact us through <https://www.jdtanalytics.com/contact> or send us an email at mail@jdtanalytics.com. to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

8. Retention of PII

JDT Analytics will only retain your PII for as long as required. We will keep your personal information:

- For any legally required duration.
- Until we no longer have a valid reason to keep or use your PII.
- Until your request to eliminate, delete, or modify any of you PII stored with us.

Where you have requested modification or deletion of your PII, we may keep just enough of your personal information to ensure that we comply with your requests not use your personal information or comply with your right to erasure.

9. Data Security

The security of your personal information is important to us. We follow generally accepted industry standards and have implemented suitable physical, electronic, and administrative procedures to protect the personal information submitted to us, both during transmission and once we receive it, and to guard it from loss, misuse or alteration. Please note that while we take reasonable precautions, no data transmission is 100% safe. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website. W.

10. Your California Privacy Rights

JDT Analytics permits residents of the State of California to use its website, and complies with the California Business and Professions Code §§ 22575-22579, The California Consumer Privacy Act or "CCPA" (Cal. Civ. Code § 1798.100 et seq.) and Shine the Light law (Cal. Civ. Code § 1798.83). If you are a California resident you may request certain information regarding our disclosure of personal information to any third parties for their direct marketing purposes. Various provisions throughout this Privacy Policy address requirements of the Californian privacy statutes.

11. International Transfer

Your information may be transferred to – and maintained on – computers located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer. PII and Non-PII that is submitted to JDT Analytics will be collected, processed, stored, disclosed and disposed of in accordance with applicable U.S. law and this policy.

12. Merger and Acquisition

In the event that JDT Analytics is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction. Please be aware that once the information is transferred your privacy rights may change.

13. Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email address on our mailing list or through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes. If you use the Website following a change to the terms of this Privacy Policy, you agree to accept the revised policies.

14. Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: use the contact us form here <https://www.jdtanalytics.com/contact> or send us an email at mail@jdtanalytics.com.