

## Data Privacy Policy

Pet Cause Media, Inc. d/b/a Inulogica (hereafter “Inulogica”) collects appointment, invoice, client, patient and other data from pet information management systems (PIMS). This data is used to provide valuable, relevant information to vet staff and pet owners so that they can ask the right questions during an exam, leading to better patient and practice outcomes.

Inulogica is committed to keeping data collected from practice management systems secure, only using it in accordance with this data privacy policy. Parties included in, and held to the terms of, this privacy policy include all Inulogica employees and vendors. All Inulogica vendors are required to execute a non-disclosure agreement (NDA) before working with Inulogica’s data.

**Inulogica will never sell or disclose any data collected from a practice’s PIMS without the practice’s written permission. Data collected from a practice’s PIMS belongs exclusively to that practice.**

If a practice asks Inulogica to share certain data with someone they are working with then Inulogica will do so. If a partner who works with Inulogica would like to work with the practice in a way that involves sharing data, Inulogica will introduce the partner to the practice and only share select portions of the practice's data with the partner if the practice gives written instructions to do so.

Pet owners and practice staff may use Inulogica tools to collect information about a pet or a client household in order to better determine optimal patient care. No Personally Identifiable Information (PII) collected through Inulogica's tools will be disclosed outside of the practice and/or Inulogica without the written consent of the practice. Certain information about the questions asked and answered using Inulogica's tools may be aggregated and shared with other parties if they contain no practice, client or pet PII.

This data privacy policy describes the entire obligations, limitations and expected use of data obtained from practice management systems by Inulogica. This policy is current as of August 19, 2019. The data privacy policy may change at any time and updates to the policy will be published and made readily available if/as applicable. Questions or concerns may be addressed at any time to [team@inulogica.com](mailto:team@inulogica.com).