



# PRIVACY NOTICE

Thank you for choosing to be part of our community at Upper Peninsula Animal Welfare Shelter, Inc., doing business as UPAWS.

**Please read this privacy notice carefully, as it will help you understand what we do with the information that we collect.**

When you use any of our services, we appreciate that you are trusting us with your personal information, and we take your privacy very seriously. In this Privacy Notice, we seek to explain to you, in the most transparent way possible, what information we collect, how we use it, and what rights you have in relation to it. ***If there are any terms in this Privacy Notice that you do not agree with, please contact us as soon as possible.*** This Privacy Notice applies to all information collected through our services, as well as any related services, sales, marketing, or events.

## 1. WHAT INFORMATION DO WE COLLECT?

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our animals and services, when you participate in activities, and when you may contact us. The personal information we collect may include names, phone number, email address, mailing address, interests, pet ownership, and other similar information.

## 2. HOW DO WE USE YOUR INFORMATION?

- To send you service information and/or information about changes to our terms, conditions, and policies.
- To monitor as part of our efforts to keep us safe and secure (for example, for fraud monitoring and prevention).
- To enforce our terms, conditions, and policies for business purposes, to comply with legal and regulatory requirements, or in connection contract requirements.
- To respond to legal requests and prevent harm. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- For marketing purposes. ***You can opt-out of our marketing emails at any time by sending an email to [info@upaws.org](mailto:info@upaws.org).***
- For other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of promotional campaigns and to evaluate and improve our services, marketing, and client experiences.

## 3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations. We may process or share your data that we hold based on the following legal basis:

- Consent: If you have given us specific consent to use your personal information.
- Legitimate Business Interests

- Performance of a Contract
- Legal Obligations: when legally required to do so to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process.
- Vital Interests: to investigate, prevent, or act regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.
- Vendors, Consultants and Other Third-Party Service Providers who perform services for us or on our behalf and require access to such information to do that work.

#### **4. WHO WILL YOUR INFORMATION BE SHARED WITH?**

We only share and disclose your information with users to connect to their third-party accounts, Finding Rover and PetPoint.

#### **5. HOW LONG DO WE KEEP YOUR INFORMATION?**

As long as necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

#### **6. HOW DO WE KEEP YOUR INFORMATION SAFE?**

Through a system of organizational and technical security measures. Although we will do our best to protect your personal information, transmission of personal information to and from UPAWS is at your own risk. You should only access or transmit personal information if within a secure environment.

#### **7. DO WE MAKE UPDATES TO THIS NOTICE?**

We will update this Privacy Notice as necessary to stay compliant with relevant laws.

#### **8. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?**

If you have questions or comments about this Privacy Notice, you may email us at [info@upaws.org](mailto:info@upaws.org) or by mail to:

Upper Peninsula Animal Welfare Shelter, Inc. (UPAWS)  
815 S. State Hwy M553  
Gwinn, MI 49841

#### **9. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?**

You have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review your personal information or if you have any questions or concerns about this privacy notice or our practices regarding your personal information, please email: [info@upaws.org](mailto:info@upaws.org). We will respond to your request within 30 days.

*Approved: April 25, 2022*