

Privacy Policy

Effective Date: March 26, 2026

Last Updated: March 26, 2026

Introduction

Paws & Claws Playcare LLC ("we," "our," or "us") is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website at www.pawsandclawsplaycare.com (the "Website") or use our pet care services, including pet sitting, dog walking, and pet transportation.

By using our Website or services, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with our policies and practices, please do not use our Website or services.

Information We Collect

Personal Information You Provide

We collect personal information that you voluntarily provide to us when you:

- Contact us through our website contact form
- Request pet care services via phone, text, or email
- Schedule appointments for pet sitting, dog walking, or pet transportation
- Provide information about your pet(s) and home for service delivery
- Sign up for newsletters or promotional communications
- Communicate with us through social media platforms

The types of personal information we may collect include:

- **Contact Information:** Name, email address, phone number, home address
- **Pet Information:** Pet names, breeds, ages, medical conditions, dietary requirements, behavioral information, veterinarian contact details
- **Service Information:** Service preferences, scheduling details, special instructions, emergency contact information
- **Home Access Information:** Gate codes, alarm codes, key location, home entry instructions
- **Payment Information:** Billing address, payment method details (processed through secure third-party payment processors)

Information Collected Automatically

When you visit our Website, certain information may be collected automatically, including:

- **Usage Data:** Your IP address, browser type, device information, operating system, pages visited, time and date of visits, time spent on pages, and other diagnostic data
- **Cookies and Tracking Technologies:** We may use cookies, web beacons, and similar tracking technologies to track activity on our Website and store certain information

How We Use Your Information

We use the information we collect for the following purposes:

1. To Provide and Manage Our Services

- Schedule and coordinate pet sitting, dog walking, and pet transportation services
- Access your home and care for your pets according to your instructions
- Communicate with you about service appointments and updates
- Send photos and updates about your pets during service visits

2. To Process Payments

- Invoice you for services rendered

- Process payments through secure third-party payment processors

3. To Improve Our Services

- Understand how visitors use our Website
- Analyze trends and user preferences
- Develop new features and services

4. To Communicate With You

- Respond to your inquiries and requests
- Send you service confirmations and reminders
- Provide customer support
- Send newsletters, promotions, and marketing materials (with your consent)

5. To Ensure Safety and Security

- Verify your identity and prevent fraud
- Protect the safety of your pets and our staff
- Comply with legal obligations and enforce our terms of service

How We Share Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following circumstances:

Service Providers

We may share your information with trusted third-party service providers who assist us in operating our business, including:

- Website hosting and maintenance providers
- Payment processing companies
- Email and communication platforms
- Scheduling and booking software providers

These service providers are contractually obligated to protect your information and use it only for the purposes we specify.

Emergency Situations

We may share your contact information and pet information with:

- Veterinarians in case of pet medical emergencies
- Emergency contacts you have designated
- Emergency services (police, fire department) if necessary for safety reasons

Legal Requirements

We may disclose your information when required by law or in response to:

- Valid legal processes (subpoenas, court orders, search warrants)
- Requests from government authorities or law enforcement
- Protection of our legal rights and property
- Investigation of potential violations of our terms of service

Business Transfers

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction. We will provide notice before your information is transferred and becomes subject to a different privacy policy.

Data Security

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Secure socket layer (SSL) encryption for data transmission
- Password-protected access to client information
- Restricted access to personal information on a need-to-know basis
- Regular security assessments and updates
- Secure storage of physical documents containing sensitive information

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your personal information, we cannot guarantee absolute security.

Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Specifically:

- **Active Client Information:** Retained for the duration of our service relationship and for a reasonable period thereafter to facilitate future bookings
- **Financial Records:** Retained for at least seven years for tax and accounting purposes
- **Service Records:** Retained to maintain a history of pet care and preferences
- **Marketing Communications:** Retained until you opt out or unsubscribe

When we no longer need your information, we will securely delete or anonymize it.

Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information:

Right to Access

You have the right to request access to the personal information we hold about you and receive a copy of that information.

Right to Rectification

You have the right to request that we correct any inaccurate or incomplete personal information.

Right to Deletion

You have the right to request deletion of your personal information, subject to certain legal exceptions (e.g., records we are required to retain by law).

Right to Restrict Processing

You have the right to request that we limit how we use your personal information in certain circumstances.

Right to Data Portability

You have the right to request a copy of your personal information in a structured, commonly used, and machine-readable format.

Right to Opt-Out of Marketing

You have the right to opt out of receiving marketing communications from us at any time by:

- Clicking the "unsubscribe" link in our emails
- Contacting us directly at the contact information below
- Texting "STOP" to opt out of SMS marketing messages

California Privacy Rights

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), including:

- The right to know what personal information we collect, use, and disclose
- The right to request deletion of your personal information
- The right to opt out of the sale of personal information (we do not sell personal information)
- The right to non-discrimination for exercising your CCPA rights

How to Exercise Your Rights

To exercise any of these rights, please contact us using the contact information provided below. We will respond to your request within

30 days. We may need to verify your identity before processing your request.

Cookies and Tracking Technologies

Our Website may use cookies and similar tracking technologies to enhance your browsing experience and analyze website traffic.

What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help websites remember your preferences and understand how you use the site.

Types of Cookies We Use

- **Essential Cookies:** Necessary for the website to function properly
- **Analytics Cookies:** Help us understand how visitors interact with our Website
- **Functionality Cookies:** Remember your preferences and settings

Managing Cookies

You can control and manage cookies through your browser settings. Most browsers allow you to refuse cookies or delete cookies. Please note that disabling cookies may affect your ability to use certain features of our Website.

Third-Party Links

Our Website may contain links to third-party websites, including our social media profiles on Instagram, Facebook, and other platforms. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party sites you visit.

Children's Privacy

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately, and we will take steps to delete that information.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by:

- Posting the updated Privacy Policy on our Website
- Updating the "Last Updated" date at the top of this policy
- Sending you an email notification (for significant changes)

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

Paws & Claws Playcare LLC

Phone/Text: (925) 350-9162

Email: [Insert business email address]

Address: [Insert business address if desired]

Website: www.pawsandclawsplaycare.com

We will respond to your inquiry within a reasonable timeframe.

Consent

By using our Website or services, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of your personal information as described herein.

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