

# Privacy Policy for Pawsitive Advertising

Effective Date: October 12, 2025

Pawsitive Advertising ("we," "us," or "our") is a 501(c)(3) nonprofit organization dedicated to providing marketing and promotional support to animal shelters and rescue organizations, enhancing adoption opportunities for dogs facing behavioral, environmental, or medical challenges that hinder success in traditional public adoption events. We operate the website [www.pawsitiveadvertising.com/](http://www.pawsitiveadvertising.com/) (the "Website"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Website or interact with our services. By using our Website, you consent to the practices described in this policy. If you do not agree with the terms of this Privacy Policy, please do not access or use our Website.

## 1. Information We Collect

We may collect the following types of information:

- Personal Information: This includes data that identifies you personally, such as your name, email address, postal address, phone number, or donation details when you voluntarily provide it (e.g., through contact forms, donation portals, newsletter sign-ups, or event registrations).
- Non-Personal Information: This includes anonymized data such as browser type, IP address, device information, operating system, referring URLs, pages viewed, time spent on pages, and clickstream data.
- Donation and Payment Information: If you make a donation, we collect payment details (e.g., credit card information) through secure third-party processors. We do not store full payment card details on our servers.

We do not knowingly collect information from children under 13 without parental consent, in compliance with the Children's Online Privacy Protection Act (COPPA).

## 2. How We Collect Information

We collect information in the following ways:

- Directly from You: When you submit forms, make donations, subscribe to newsletters, or contact us.
- Automatically: Through cookies, server logs, and analytics tools (e.g., Google Analytics) as you navigate the Website.
- From Third Parties: Such as social media platforms if you interact with our content or from service providers handling donations.

## 3. How We Use Your Information

We use the collected information for the following purposes:

- To provide and maintain our Website and services.
- To process donations and send confirmations or receipts.
- To communicate with you, including sending newsletters, updates, or responses to inquiries.
- To improve our Website, analyze trends, and measure the effectiveness of our programs.
- To comply with legal obligations, such as tax reporting for donations.
- For marketing and promotional purposes, such as sharing stories about our impact (with your consent where required).
- To protect against fraud, unauthorized access, or other security threats.

#### **4. Sharing Your Information**

We do not sell your personal information. We may share information in limited circumstances:

- With Service Providers: Third-party vendors who assist us in operating the Website and fulfilling our mission. These providers are contractually obligated to protect your data.
- For Legal Reasons: If required by law, subpoena, or government request; to enforce our terms; or to protect our rights, safety, or property.
- In Organizational Changes: In the event of a merger, acquisition, or asset sale involving Pawsitive Advertising.
- With Your Consent: For any other purpose with your explicit permission.

#### **5. Data Security**

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, loss, misuse, or alteration. However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee absolute security.

#### **6. Your Rights and Choices**

Depending on your location, you may have certain rights regarding your personal information, including under the California Consumer Privacy Act (CCPA) or similar laws:

- Access and Correction: Request access to or correction of your personal data.
- Deletion: Request deletion of your data, subject to legal exceptions.
- Opt-Out: Opt out of marketing communications at any time by clicking "unsubscribe" in emails or contacting us.
- Do Not Sell: We do not sell data, but you can opt out of any future sharing if applicable.
- Cookie Management: Disable cookies via your browser, though this may limit Website functionality.

To exercise these rights, contact us at [pawsitiveadvertising@yahoo.com](mailto:pawsitiveadvertising@yahoo.com). We will respond within the timeframe required by law.

## **7. Third-Party Links**

Our Website may contain links to third-party sites. We are not responsible for their privacy practices. We encourage you to review their policies.

## **8. International Users**

Our Website is hosted in the United States. If you access it from outside the U.S., your information may be transferred to and processed in the U.S., where data protection laws may differ. By using our Website, you consent to this transfer.

## **9. Changes to This Privacy Policy**

We may update this policy from time to time. Changes will be posted on this page with a revised effective date. Your continued use of the Website after changes constitutes acceptance.

## **10. Contact Us**

If you have questions about this Privacy Policy, contact us at:

Pawsitive Advertising

Email: [pawsitiveadvertising@yahoo.com](mailto:pawsitiveadvertising@yahoo.com)