

## **Privacy Policy of One Lucky Dog™, LLC**

**Last Updated: November 8, 2006**

This Privacy Policy applies to the Web site of One Lucky Dog, LLC located at [www.oneluckydog.org](http://www.oneluckydog.org) (the "Site"). One Lucky Dog, LLC is a for-profit organization which may be referred to as One Lucky Dog or "our," "us," or "we." We may refer to you as "you" or "user." Your privacy is important to us and we are committed to protecting the personally identifiable information ("**Personal Information**") that you disclose to us. Personal Information includes your name, mailing address, phone number, e-mail address, and other such information. This Privacy Policy is designed to help you understand the type of information we may collect from users who visit our Site, how we use the Personal Information and non-personally identifiable information that we collect, and how we protect your Personal Information.

This Privacy Policy is subject to change without prior notice. For that reason, we encourage you to review this Privacy Policy periodically and to make note of the date of the most recent revision. If you disagree with the manner in which we intend to use the Personal Information you provide to us, you may opt-out of these uses by following the instructions below. By using our Site, you agree to the terms of the Privacy Policy in effect at that time.

### **Information We Collect.**

We collect both Personal Information and non-personally identifiable information through this Site. Collection of information allows us to build features and functionality that will enhance your experience. You are not obligated to provide us with Personal Information in order to use the Site. However, we do require that you provide certain Personal Information in order to send us inquiries or comments or to submit essays and pictures about your favorite rescued animal. We collect non-personally identifiable information through the use of General Tracking Information and Click Path Tracking (cookie technology) described below.

### **Collection of Non-Personally Identifiable Information**

#### **General Tracking Information.**

We keep track of the pages visited by each user. Our Web server automatically collects some information about you when you request pages from our server, including your IP address. Your IP address is a number that is used by computers connected to the Internet to identify your computer so that data (such as the Web pages you request) can be sent to you. We aggregate this data with data on the pages visited by other users to track overall visitor traffic patterns. We use this information to improve our Site by making it more responsive to the needs and preferences of our users. **This information does not identify you personally.**

#### **Click Path Tracking.**

"**Cookies**" are pieces of information that are placed on an individual's computer hard drive to enable the individual to more easily communicate and interact with our Web site. Using cookie technology, we track your click path through our Site. Though this information does not identify you personally, we may use it to help customize your visit to our Site. We may also use cookies to record how many times a user has visited our Site and what pages the user has accessed. You may, however, disallow receiving cookies at any time through your Web browser. It is not our intention to use cookies to retrieve information that is unrelated to our Site or your interaction with our Site.

### **Collection of Personal Information**

#### **Contacting Us and Submitting Essays.**

In order to provide us with feedback and comments about our Site, you may write to us by mail, call us at the numbers shown on our contact page, or send us an e-mail. We also encourage our users to submit essays to us which describe a rescued animal and which include a picture of the rescued animal. If selected, these essays and pictures may be featured on greeting cards (or other products) that we sell on our Site, and may be posted on pages of our Site. If you send us an e-mail or submit an essay and photo,

you will be asked to provide Personal Information which may include your name, mailing address, e-mail address, and phone number. If you submit an essay and photo, you will also be asked to sign, and have signed, certain release forms which are available for downloading on our Site. We do not actively share any Personal Information gathered through comments or essay submissions.

#### **Information of Children.**

We do not knowingly collect any personally identifiable information from any users under the age of 13 or from users between the ages of 13 and 18. Due to the serious nature of our Site, and the lack of games or other child friendly pages, we have no reason to believe that any children under the age of 18 would be attracted to our Site or have reason to submit any personally identifiable information to us. This Site is targeted to and designed for adult users over 18 years of age. If you are under the age of 18, please do not provide any Personal information to us. Do ask your parent or guardian to read the information on this Site with you, and if your parent or guardian decides to send us comments or an essay, he or she will need to enter the Personal Information described above. If you transmit any information to us, regardless of the purpose of such transmission, you are representing to us that you are over the age of 18.

#### **Use of Personally Identifiable Information.**

We require Personal Information from you in order to learn more about how you use the Site, to help us with internal record keeping, to measure your areas of interest, and to provide our users with important information about One Lucky Dog and many important not-for-profit organizations, shelters, and other helpful organizations (collectively, the “**Organizations**”). If you correspond with us or submit an essay, your Personal Information may be included in our internal database system. In addition, we may send correspondence to the e-mail and/or street address you provide to us which may include newsletters and information about us and the work of certain Organizations about which you may be interested. You may limit this correspondence by following the instructions in the Opt-Out section below.

#### **Sharing of Personal Information.**

We will not provide or sell any Personal Information to marketing research or bulk advertising sales companies. If you give us your written consent, we may share your Personal Information with Organizations who offer services in conjunction with those of One Lucky Dog and who we believe may provide information that may be of interest to you.

#### **Links to Third-Party Web sites.**

We may include on our Site one or more links which allow you to connect to the Web sites of third-party Organizations. One Lucky Dog provides these links to you as a convenient method of accessing information that may be useful or of interest to you. Although One Lucky Dog may open a new browser window when you click on a link to an Organization’s Web site, you will not be alerted that you are leaving our Site. This Privacy Policy and the practices that we follow under this Privacy Policy do not apply to the Web sites of any Organizations. These Web sites are operated independently from One Lucky Dog. We are not responsible for the content, accuracy, or opinions expressed on any Organization Web site or for the privacy practices or security standards used by Organizations on their respective Web sites. We will not, and are under no obligation to investigate, monitor or check any of the Organization Web sites for accuracy or completeness, or for any incorrect, inflammatory, slanderous, defamatory, infringing, or unlawful content of materials. Nor are we under any obligation to investigate or monitor how these Organizations collect, use, or secure any Personal Information you provide to them through their Web sites. You understand and agree that by clicking on a link to an Organization Web site, you have left this Site and the One Lucky Dog Privacy Policy stated on this Site is no longer in effect.

#### **Opt-Out.**

You may choose to have your name taken off of our e-mail list, or review and/or update the information that you have provided to us by one of the following methods:

- Write to us at One Lucky Dog, PO Box 10, Weston, WY 82731
- E-mail us at [info@oneluckydog.org](mailto:info@oneluckydog.org)
- Call us at 307-299-8359 (voice mail).

**Security.**

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online. However, due to the open communication nature of the Internet, we cannot guarantee that communications between you and us, and us and you will be free from unauthorized access by third parties.

**Your Acceptance of this Policy.**

By using this Site, you signify your acceptance of our Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Site. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time so visitors are encouraged to review this policy from time to time. Your continued use of our Site following the posting of changes to these terms means you accept these changes.