

# Privacy Policy

**Effective Date:** June 09, 2025

**Last Updated:** June 25, 2025

At Oyeee's Pet Shop, we respect your right to privacy and are committed to protecting your personal information. This Privacy Policy describes how we collect, use, disclose, and protect your data in compliance with applicable laws, including the Data Privacy Act of 2012 (Republic Act No. 10173) and its Implementing Rules and Regulations in the Philippines.

## 1. Scope of This Policy

This Privacy Policy applies to all individuals who:

- Access our website, mobile applications, or digital platforms
- Provide personal information through our in-store or online ordering systems
- Make inquiries about our products and services
- Subscribe to our newsletters or promotional communications
- Engage with our customer service team

## 2. Information We Collect

### 2.1 Personal Information

We may collect the following personal data:

- Identity Information: Full name, date of birth, government-issued ID numbers (when required)
- Contact Information: Phone number, email address, billing and delivery addresses
- Transaction Information: Purchase history, order details, payment preferences
- Account Information: Username, password, account preferences
- Communication Records: Customer service interactions, feedback, complaints, and inquiries

### 2.2 Financial Information

- Payment method details (processed securely through third-party payment processors)
- Billing information and transaction history

- *Note: Sensitive payment card information is not stored on our servers*

## 2.3 Technical and Usage Data

- Device Information: IP address, browser type, operating system, device identifiers
- Usage Data: Website interactions, pages viewed, time spent on pages, referring URLs
- Location Data: General location information based on IP address
- Cookies and Tracking Data: As described in Section 10

## 3. How We Collect Information

We collect information through various methods:

- Direct Collection: When you provide information via forms, registrations, or purchases
- Automatic Collection: Through cookies, web beacons, and similar technologies
- Third-Party Sources: From payment processors, delivery services, and business partners
- In-Store Transactions: When processed through our digital systems
- Customer Communications: Through phone calls, emails, and chat services

## 4. Purposes for Processing Personal Information

We process your personal information for the following legitimate purposes:

### 4.1 Order Processing and Fulfillment

- Processing and managing customer orders
- Coordinating product delivery and pickup
- Managing inventory and stock levels
- Handling returns, exchanges, and refunds

### 4.2 Customer Service and Support

- Responding to inquiries and providing customer support
- Resolving complaints and disputes
- Providing product information and recommendations
- Managing customer accounts and preferences

#### 4.3 Business Operations

- Maintaining business records and analytics
- Improving our products and services
- Conducting market research and analysis
- Managing supplier and vendor relationships

#### 4.4 Marketing and Communications

- Sending promotional materials and newsletters (with consent)
- Providing personalized product recommendations
- Conducting customer satisfaction surveys
- Managing loyalty programs and rewards

#### 4.5 Legal and Regulatory Compliance

- Complying with tax and accounting requirements
- Meeting regulatory obligations
- Cooperating with law enforcement when required
- Protecting against fraud and unauthorized activities

### **5. Legal Basis for Processing**

Our processing of personal information is based on:

- Contract Performance: Processing necessary to fulfill our contractual obligations
- Legitimate Interests: For business operations, fraud prevention, and service improvement
- Legal Compliance: To meet regulatory and legal requirements
- Consent: For marketing communications and optional services (where applicable)

### **6. Information Sharing and Disclosure**

#### 6.1 Service Providers

We may share information with trusted third parties including:

- Payment processors and financial institutions
- Delivery and logistics partners

- IT service providers and hosting companies
- Customer service platforms and communication tools

## 6.2 Legal Requirements

We may disclose information when required by law or to:

- Comply with legal processes, court orders, or government requests
- Protect our rights, property, or safety
- Prevent fraud or other illegal activities
- Cooperate with law enforcement investigations

## 6.3 Business Transfers

In the event of a merger, acquisition, or sale of business assets, personal information may be transferred to the acquiring entity, subject to continued protection under this Privacy Policy.

## 6.4 No Sale of Personal Information

We do not sell, rent, or lease your personal information to third parties for their marketing purposes.

# 7. Data Security Measures

We implement comprehensive security measures to protect your personal information:

## 7.1 Technical Safeguards

- SSL/TLS encryption for data transmission
- Secure database storage with access controls
- Regular security updates and patches
- Firewall protection and intrusion detection systems

## 7.2 Administrative Safeguards

- Access restrictions to authorized personnel only
- Regular staff training on data protection
- Confidentiality agreements for employees and contractors
- Incident response procedures for data breaches

## 7.3 Physical Safeguards

- Secure facilities with controlled access
- Protected storage of physical documents
- Secure disposal of sensitive materials

## **8. Data Retention**

We retain personal information only as long as necessary to:

- Fulfill the purposes outlined in this Privacy Policy
- Comply with legal and regulatory requirements
- Resolve disputes and enforce agreements
- Maintain business records as required by law

When retention is no longer necessary, we securely delete or anonymize personal information.

## **9. Your Rights as a Data Subject**

Under the Data Privacy Act of 2012, you have the following rights:

### **9.1 Right to Be Informed**

You have the right to know how your personal information is being collected, used, and shared.

### **9.2 Right to Access**

You may request access to your personal information in our possession and control.

### **9.3 Right to Object**

You may object to the processing of your personal information, including for direct marketing purposes.

### **9.4 Right to Rectification**

You may request correction of inaccurate or incomplete personal information.

### **9.5 Right to Erasure or Blocking**

You may request deletion or blocking of your personal information under certain circumstances.

### **9.6 Right to Data Portability**

You may request a copy of your personal information in a structured, commonly used format.

#### 9.7 Right to File a Complaint

You may file complaints with the National Privacy Commission if you believe your rights have been violated.

## 10. Cookies and Tracking Technologies

### 10.1 Types of Cookies We Use

- Essential Cookies: Required for website functionality
- Performance Cookies: Help us understand website usage and improve performance
- Functional Cookies: Remember your preferences and settings
- Marketing Cookies: Used for targeted advertising (with consent)

### 10.2 Managing Cookie Preferences

You can control cookie settings through your browser preferences. However, disabling certain cookies may affect website functionality.

## 11. International Data Transfers

If we transfer personal information outside the Philippines, we ensure appropriate safeguards are in place to protect your data in accordance with Philippine law.

## 12. Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from minors without parental consent. If we become aware of such collection, we will take steps to delete the information promptly.

## 13. Third-Party Websites and Services

Our website may contain links to third-party websites or integrate with external services. We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing any personal information.

## 14. Data Breach Notification

In the event of a personal data breach that is likely to cause harm, we will:

- Notify the National Privacy Commission within 72 hours of becoming aware of the breach

- Inform affected individuals without undue delay
- Take immediate steps to contain and remediate the breach

## **15. Updates to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect:

- Changes in our business practices
- Updates to applicable laws and regulations
- Improvements to our data protection measures

Material changes will be communicated through:

- Prominent notice on our website
- Email notification to registered users
- Updated effective date on this policy

Continued use of our services after changes indicates acceptance of the updated Privacy Policy.

## **16. Contact Information**

For questions about this Privacy Policy or our data practices:

Oyeee's Pet Shop

Address: Pearl St., Marfori Heights, Davao City, Philippines

Phone: 0930 154 6634

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*This Privacy Policy complements our Terms and Conditions and forms part of our commitment to protecting your privacy and personal information.*