

Privacy & Consent Policy

Principles

Process personal data for explicit marketing purposes only; retain consent artifacts; honor deletions/opt-outs.

- Data minimization: prefer age bands to exact DOB; prefer state to precise geolocation.

Targeting Rules

Pet ownership (dog/cat) may be used when lawfully collected and cohorts remain ≥ 50 ; do not combine with other traits to infer health conditions.

- Prohibited: targeting by health, religion, sexual orientation, or proxies suggesting sensitive status.

Suppression & Unsubscribe

Email/SMS must include unsubscribe; process within 48 hours.

- Maintain suppression tables and enforce at audience build and activation time.