

## **Dogsquare Laboratories. Privacy Policy**

**Dogsquare Laboratories hopes that you take your Dog's well being seriously. Because we do.**

Dogsquare Laboratories, Inc. ("Dogsquare ") knows that you take your privacy seriously. We do, too.

We are doing everything possible to deliver transparency over our privacy practices and control over your data which is in connection with Dogsquare's Service. The goal of the present document is to describe how we collect, use and share your and your dog's or dogs data and activities throughout the day, how this data is being shared and the choices you make concerning this data.

### **The kind of information we collect**

Dogsquare(called Service) collects information that you provide us when you register as a user for the first time such as your name, surname, date of birth, email, city, birthday, Facebook usernames and information concerning your dog such as the animal's name, gender, size, breed if it is of a known breed or stray if it is not of a certified breed. Automatically we receive your location when you use the Service. The reason of the information gathered is to set up a user account and thus create your own user profile along with creating a dog profile for your dog or dogs if you are lucky to have more than one. Both accounts the user's and its dog family are used so that the user(called pet owner) can interact with other pet owners and share his activity, location, dog walks and other interesting things that the Service provides. Each user can customize the content other users see at all times. The Service can use this information to improve both its content and the activity algorithm which is used to calculate the Dog –Fuel bar. We may also draw upon this information to develop new tools for improving the Service by all means.

The second part concerns the information that are being collected automatically on our server which are treated as non-Personal information except where we are to act otherwise upon applicable law. This information is used in aggregate form and we may provide them to our partners or scientists so that they evaluate how often people use our services.

### **How is My Information Shared?**

We do not sell or rent yours or your dog's information to anyone, but your publicly-available information is available to third parties and we may provide them to such parties by license or otherwise. Dogsquare may share your Personal Information only as described in this Privacy Policy and related documents.

**Woof-in:** The location information is shared with a "Woof-in" and is the location information of that place. When you visit and "Woof-in" to a particular location that is a 'claimed location' your woof-ins are shared with that location in order for it to provide better services to you. Via the "Woof-in" service dog owners can post their locations and events like dog walks or new dog parks they found, fancy pet shops they discovered, veterinaries and other cool stuff by providing this information to other Users-dog owners.

**Followers :** Your followers can see the location, time and distance of your daily activities with your dog or dogs, your "Woof-in" location, time of each of your woof-ins with or without your dog(s) and other information such as your name, email, photo, hometown your dog's photo, gender, breed, size ,matting situation, your dog's badges and any links to your Facebook accounts(if you have connected



those accounts to your Dogsquare account), a list of your followers and following users and comments you write about the places you have visited alone or with your dog. Everyone reading the information above can use it or disclose it to other individuals and entities without our control and without your knowledge. We therefore urge you to think carefully about including any specific information you may deem private in comments or tips or other content (location or otherwise) that you create in the Service.

**Dog-fuel bar:** One of the key purposes of Dogsquare is to prompt dog owners all over the globe to provide with the right amount of daily exercise their dogs by using the Activity session of the application which measures the exact Dog-fuel energy points every dog burns every day. Thus the user is aware if his dog is satisfied or not on a daily basis. For that reason we invented a dog based badge system that rewards the user each time he provides the right activity and even more if he does it regularly.

**Cruelty report:** Dogsquare is here to help animals in need so we invented the Cruelty Tag function in case you witness an animal in need of help. You have to be careful with this function as pictures including violence or other as described in the Terms of Use will be rejected and Users violating this agreement will be deleted along with their profiles, woof-ins, pictures, history and comments.

**Homeless dogs:** Dogsquare team cares about homeless dogs so we invented the homeless tag button where a user can tag a homeless dog so that other users, living nearby, can take care of them or even provide a shelter. Additionally Dogsquare provides the Cruelty tag button a service where you can report a cruelty and somebody might provide help to an injured animal or take legal action against a violent dog owner.

**Matting function:** Another part of the Content is the matting function where a user can declare if his dog is searching for a matte near the area. This function as declared in the Terms of Use is to be used with caution as we did not invent it for commercial reasons but only for personal use of the newborns that may arise from a successful matting situation.

**Lost dog alert:** Finally if a user loses his dog this is declared immediately to the system by pressing the Lost my Dog button and other users walking at the area can see the missing dog's photo and information so that they can contact the user when the dog is found. Again as underlined in the Terms of Use this function is not to be used for commercial reasons so the user who finds the dog must and will not accept any money for the founding of the lost animal.

#### **Publicly Available Information, the Dogsquare API, and Apps:**

When you use Dogsquare, a pile of information can be viewed by other users, such as your public user profile information, dog(s) profile(s) information, tips, likes, public photos, dog walks, places you Woofed-in, any comments you made, and may be searchable by search engines and be shared with or disclosed to third parties, including through our API to a wide range of users and services. We may also share or disclose aggregated and anonymous data, such as anonymized "Woof-in" data (that is, not tied to individual users), to third parties, including users of our API, for analytical or other purposes. In addition, use of third party apps developed using our API are subject to the Terms of Use and privacy policies of such third party developers. Certain Personal Information may be made available to third party developers if you or your "friends" use these third party apps. You should review the policies of third party apps and websites to ensure that you are comfortable with the ways in which they use and disclose the information you share with them. We do not guarantee that



they will follow our rules or our Privacy Policy. Note that your followers will also be able to see which third party apps that you use. Additionally, brands may have access to aggregated and anonymous data, such as anonymized "Woof-in" data (that is, not tied to individual users) of users that like their brand.

Finally we employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Our agents do not have any right to use Personal Information we share with them beyond what is necessary for them in order to assist us, and they provide a comparable level of protection for your Personal Information.

#### **Determining and Sharing Location:**

Dogsquare is a GPS based application so in order to work, it needs to know your location. Every time you open and use/interact with the Dogsquare app on your mobile device or go to Dogsquareapp.com, we use the location information from your mobile device or browser (e.g., latitude and longitude) to tailor the Dogsquare experience to your current location (i.e., we'll show you a list of nearby locations, friends and tips). This information is NOT shared with others. Also, Dogsquare uses your mobile device's 'background location' (formerly known as 'Radar') to provide the service, including to send you notifications of tips/friends/interesting things etc. near you. If you have 'background location' turned on, the Dogsquare app will, from time to time, tell us about your device's location even if you are not directly interacting with the application.

Every time you proactively decide to perform a "Woof-in" or Tag a homeless animal, report a cruelty add a pet shop or a dog hospital your location is shared. The former version of the application is public open which means that all users can see and interact with one another. In the future though there will be 'Woof-in by followers' service that when on only friends can actually see your activities and backwards.

The location information is shared with a "Woof-in" and is the location information of that place. Every single "Woof-in" is recorded in our database and if for some reason you ever decide to delete your Dogsquare account, your entire "Woof-in" history will be removed from our database.

#### **Dogsquare Features:**

The Service includes several features that may allow you to share your information and activities with others about you and your dog(s). For each of these and our other features, the information available to friends and others, our default user settings, and how to alter the default settings, is available in the Privacy FAQs. Please review them carefully. Please remember that if you choose to provide personal information using certain features of the Service such as Dog matting or other information about you or your dog(s) that information may be available to the wider Dogsquare community, or may be published on the Dogsquare website, which is subject to indexing by third party search engines.

#### **Sharing with Partners, in connection with business transfers, and for the protection of Dogsquare and others:**

Our Partners: In addition to the data and activity sharing described above, we collaborate with a variety of businesses such as pet shops, dog hospitals or veterinaries. In most situations, these businesses, provide services to you, sell items or provide promotions to you through our Service. In other situations, Dogsquare may provide services, or sell products jointly with these businesses. You



will be able to recognize when one of these businesses is associated with your transaction, and we will share your Personal Information that is related to such transactions with that business.

Business Transfers: If Dogsquare or substantially all of its assets are acquired, or in the unlikely event that we go out of business or enter bankruptcy, user information would be one of the assets that is transferred or acquired by a third party.

Protection of Dogsquare and Others: According to our Terms of Use we may give away Personal Information when we believe that is necessary to comply with the law, including laws outside your country of residence; enforce or apply our Terms of Use and other agreements; or protect the rights, property, or safety of Dogsquare, our employees, our users, their animal(s) or others. This includes exchanging information with other companies and organizations (including outside of your country of residence) for fraud protection and credit risk reduction.

#### **Email Communications:**

During the registration process it is your right to choose if you want to receive commercial email or other mail from us. Note that if you do not want to receive legal notices from us, such as notices regarding this Privacy Policy, those legal notices will still govern your use of the Dogsquare Service, and you are responsible for reviewing such legal notices for changes. We may receive a confirmation when you open an email from Dogsquare if your computer supports this type of program. We use this confirmation to help us improve our service.

#### **Cookies and Similar Technologies**

This Privacy Policy covers the use of cookies by Dogsquare and its service providers and does not cover the use of cookies by any advertisers.

#### **Is Personal Information About Me Secure?**

Your account Personal Information is protected by a password for your privacy and security. You need to prevent unauthorized access to your account and Personal Information by selecting and protecting your password appropriately, and limiting access to your computer and browser by signing off after you have finished accessing your account. We cannot guarantee the security of user account information. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. The Service may contain links to other sites. Dogsquare is not responsible for the privacy policies and/or practices on other sites. When linking to another site, you should read the privacy policy stated on that site. This Privacy Policy only governs information collected on Dogsquare.

#### **International Users**

If you are located outside of the United States, please note that this site is hosted on our computer servers in the United States. Therefore, your information may be processed and stored in the United States. As a result, United States federal and state governments, courts, or law enforcement or regulatory agencies may be able to obtain disclosure of your information through laws applicable in the United States. Your use of this site or the Service or your submission of any Personal Information to us will constitute your consent to the transfer of your Personal Information outside of your home country, including the United States, which may provide for different data protection rules than in your country.



### **What Personal Information Can I Access?**

You are allowed to access the following information about you for the purpose of viewing, updating that information and ensuring that it is accurate and complete. You can access this information on our mobile app by visiting the settings. This list will change as our Service changes.

#### **List:**

- Password
- Phone number
- Email address
- Other User profile information (for example, home city, photo)
- Dog profile(s) information (for example breed, gender, size, weight, matting situation)

### **How Do I Delete My Account?**

If you decide to leave our Dogsquare community for any reason feel free to do so, by clicking on the "delete account" link on your account settings page. If you terminate your account, your profile then your dog(s) profile(s) including your "Woof-in" history, badges you received, activities you posted, comments, your User Submissions will be removed from the site and deleted from our servers.

### **How I delete my dog's profile?**

Deleting your dog's profile for any reason has no effect to your profile and history. You may delete your animal's profile by visiting the Settings section of the mobile app menu and selecting remove dog profile OR by selecting your dog from the mobile app and pressing the delete button.

### **How Is Information Removed From My Account?**

As described in the Terms of Use even after you remove information from your account or profile, copies of that information may remain viewable elsewhere, to the extent it has been shared with others, it was otherwise distributed pursuant to your privacy settings, or it was copied or stored by other users. Removed and deleted information may remain on backup media for up to ninety (90) days prior to being deleted from our servers.

### **Will There Be Changes To This Privacy Policy?**

If we make material changes in the way we use Personal Information, we will notify you by posting an announcement on our Service or sending you an email. Users are bound by any changes to the Privacy Policy when they use the Service after such changes have been first posted.

### **What If I Have Questions Or Concerns?**

If you have any questions or concerns regarding privacy using the Service, please send a detailed message to: [privacy@dogsquareapp.com](mailto:privacy@dogsquareapp.com). We will make every effort to resolve your concerns.



