

Privacy Policy – Pet ID

Effective Date: July 22, 2025

Version: 1.0

Last Updated: July 22, 2025

This Privacy Policy explains how Pet ID World B.V. (KVK-number 97648175), a company incorporated under the laws of the Netherlands, with its registered office in Rotterdam ("Pet ID", "we", "our", or "us"), collects, uses, shares, and protects personal information of users ("you") of the Pet ID mobile application, website, and services (collectively, the "Service").

By using the Service, you agree to this Privacy Policy. If you do not agree, please do not use the Service.

1. Information We Collect

We may collect the following types of personal information:

A. User Information

- Full name, nickname
- Gender, date of birth
- Country, city
- Email address, phone number

B. Pet Information

- Name, species, breed
- Gender, date of birth
- Biometric data
- Custom events (e.g., scheduled vet visit, grooming, vaccination reminders)

C. Content

- Photos, videos, messages, comments

D. Technical and Usage Data

- Device identifiers and related characteristics, such as model, operating system, hardware specifications, unique IDs, and other technical attributes, cookies, IP address
- Operating system, browser type, mobile network data
- App usage behavior, session duration, crash logs

E. Location Data

- Approximate and/or precise geolocation (when enabled by the user)

F. Transaction Data

- Purchase history within the Service
- Payment method details (where applicable)

2. How We Use Your Information

We use the collected information for the following purposes:

- To provide and operate the Service
- To personalize your experience and recommend relevant content
- To deliver targeted advertising and promotional content
- To ensure platform integrity, prevent abuse and fraud
- To analyze usage patterns and improve functionality

3. Sharing of Information

We may share your information with third parties in the following categories:

- **Advertising platforms** (e.g., Facebook Ads, Google Ads)
- **Analytics providers** (e.g., Mixpanel, Firebase, Amplitude, Google Analytics, Metabase)
- **Mapping and geolocation services** (e.g., Google Maps, Apple Maps)
- **Cloud service providers** (e.g., Amazon Web Services)
- **Payment processors** (for in-app purchases)
- **Veterinary and pet service partners** and other third-party services integrated into the app

We share only the information necessary for these partners to perform their services and expect them to handle data lawfully and securely.

4. User Rights and Controls

You have the following rights within the Service:

- **Access:** View and export your personal data via your personal profile
- **Correction:** Update or correct your information at any time
- **Deletion:** Delete your account and data upon request
- **Data Portability:** Transfer data to another Pet ID account upon request

Note: Opt-out from processing or complete data portability outside the platform is not supported at this time.

5. Data Retention

We retain your personal data for as long as your account exists, or as long as the Service continues to operate. You may delete your account at any time to initiate data deletion.

6. International Data Transfers

We operate from the European Union (EU), but our users may be located worldwide. All user data is stored and processed on secure servers located within the EU. By using the Service, you agree to this cross-border data handling and processing arrangement.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If material changes are made, we will notify users through the Service or via email.

Continued use of the Service after such changes constitutes acceptance of the updated Privacy Policy.

8. Contact

For questions or support, please contact: petidworld@gmail.com

This Policy is effective as of the date shown above and applies to all users of the Pet ID Service.