

## **Messaging Privacy Policy**

**Effective Date: 3/1/25**

Ridgeline Equine Veterinary Services, Inc. DBA Ridgeline Veterinary Services (“we,” “us,” “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how Ridgeline Veterinary collects and uses information about you when you opt-in to receive SMS messages from us.

### **Information We Collect**

When you opt-in to receive SMS messages, we collect:

- Your phone number
- Consent to send SMS messages
- Your email address
- Your basic contact information
- Your messaging history

### **How We Collect Your Information**

We may collect your information directly from you, such as when you email us, or talk to a customer service representative over the phone.

### **How We Use Your Information**

We use your information to:

- Send you the SMS messages you’ve opted in to receive
- Provide updates, promotions, or other relevant content based on your preferences
- Choices and Controls
- To operate our business

You can opt out of receiving SMS messages at any time by replying STOP to any message we send you. You can review our Terms found on our website, [www.ridgelinevet.com](http://www.ridgelinevet.com), for additional information about the opt-out process.

### **To Whom We Disclose Your Information**

We may disclose your information to third party service providers, such as outside labs, referral veterinarians, or others who provide medical services for us; in connection with a merger, acquisition, reorganization, restructuring, financing transaction or sale of assets; as required by law or administrative order; and to assert claims or rights or to defend against claims. Any data transfers are conducted with appropriate safeguards.

We do not share your personal information, phone number, or SMS consent opt-in data with third parties or affiliates for marketing or promotional purposes.

### **Protection of Information**

We take steps to protect your information against unauthorized use or disclosure.

### **Updates**

We may periodically update this privacy policy. If we make material changes that have a substantive and adverse impact on your privacy, we will provide notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information about our privacy practices.

### **How to Contact Us**

You may contact us directly at [info@ridgelinevet.com](mailto:info@ridgelinevet.com) or by calling 812-714-8158.