

Atlantic Animal Hospitals Privacy Policy

General

Your privacy is important to us. At Atlantic Animal Hospitals, we are committed to maintaining the privacy and accuracy of your personal information and to protecting such information from loss, misuse, unauthorized access, disclosure, alteration, and unauthorized destruction. This Privacy Policy describes how Atlantic Animal Hospitals treat information received about you, when you provide information to us, and when you use the Atlantic Animal Hospitals website.

Collection and Use of Personal Information

You do not need to provide any information that identifies you ("Personal Information") to use the Atlantic Animal Hospitals Web site. In general, you can visit our Web site without telling us who you are or revealing any personal information. When you do provide us with personally identifiable information, we may use that information in the following ways, unless stated otherwise: we may store and process that information to better understand your needs and how we can improve our products and services and we may use that information to contact you.

Personal Information is collected and stored on our network to provide veterinary services and products. This information may be used to provide medical reminders. In accordance with our Financial Policy, as noted in the New Client Forms, this personal information may also be used by our affiliated collections agency to collect on delinquent accounts.

Information Sharing Between Practices

Our client and patient database is solely owned by Atlantic Animal Hospitals. However, it is shared with Veterinary Emergency Center of East Volusia, which operates after-hours in our Port Orange facility. The information is shared so that our patients may receive emergency care when we are closed.

Online purchase of products and Wellness Plans

Orders for Atlantic Animal Hospitals products, including flea and heartworm preventatives, prescriptions, and prescription food, can be placed through an affiliate link at our www.AtlanticDVM.com website. Wellness plan payments are handled by a third party management company. These online transactions are made via a secure server that utilizes data encryption. Payment and contact information, including email addresses, is shared with the service provider of the online store, the distributor of the products being ordered for the purpose of order fulfillment, and/or the wellness plan management company. User purchasing information that is collected is used to check the user's qualifications and bill the user for products and services.

Email

Atlantic Animal Hospitals regularly distributes health care, rewards program, and other updates via email to clients. Atlantic Animals Hospitals also may occasionally send email announcements to clients regarding new products, services, and information. These email messages may be sent to website visitors that have provided an email address and have indicated a desire to receive such announcements. Email addresses collected from clients, through www.AtlanticDVM.com, and/or in person are not given to third parties for any other purpose than to provide veterinary services, products, discounts, and information. An unsubscribe link is provided in email communications.

Service Announcements

It may be necessary for Atlantic Animal Hospitals to send users a service-related announcement for situations such as a temporary suspension of service.

Log files

In order to improve the functionality of the www.AtlanticDVM.com, Atlantic Animal Hospitals collect personally non-identifiable log files from visitors and analyzes this aggregate data. Atlantic Animal Hospitals may share basic website traffic information, such as the number of page views, hits, and unique visitors with sponsors and/or advertisers.

Links

Our website, www.AtlanticDVM.com includes links to other websites. Atlantic Animal Hospitals is not responsible for the privacy practices or content of other sites. This Privacy Policy applies solely to information collected by www.AtlanticDVM.com.

Social Media

Our Website, www.AtlanticDVM.com makes social media websites available to its users. Please remember that any information that is disclosed in these areas becomes public information and the user should exercise caution when deciding to disclose personal information. www.AtlanticDVM.com cannot ensure or warrant the security of any information the user transmits and the user does so at user's own risk. It is not Atlantic Animal Hospitals' responsibility for maintaining the secrecy of any passwords the user sets up and/or any account information disclosed.

How Personal Information is Protected

Atlantic Animal Hospitals take reasonable steps to protect Personal Information. Atlantic Animal Hospitals use technologies and processes such as access control procedures, network firewalls, and physical security. These technologies and methods increase the security and privacy of information traveling to, from, and within the Atlantic Animal Hospitals network.

Atlantic Animal Hospitals also safeguards Personal Information from unauthorized access. Only our authorized employees or agents carrying out permitted business functions are permitted to access Personal Information. Employees who violate our privacy access policies are subject to disciplinary actions, including termination when appropriate.

Changes to Privacy Policy

Atlantic Animal Hospitals reserves the right to change this Privacy Policy from time to time. Such changes will be posted on www.AtlanticDVM.com.

Please contact us at (386) 441-7387 in Ormond Beach or (386) 761-2220 in Port Orange with any further questions.