



PetVet247 Privacy Policy

PV247 AI Ltd · Last updated 20 October 2026 · petvet247.ai/privacy

🚨 **Important:** PetVet247 provides AI-assisted triage guidance for informational purposes only. It is not a substitute for professional veterinary care. In an emergency, contact a vet immediately.

PRIVACY POLICY

Last updated 20 October 2026

This Privacy Notice for PV247 AI Ltd, trading as PetVet247 ('we', 'us', or 'our'), describes how and why we might access, collect, store, use, and/or share ('process') your personal information when you use our services ('Services'), including when you:

- Visit our website at <https://petvet247.ai> or any website of ours that links to this Privacy Notice
- Download and use our mobile application (PetVet247), or any other application of ours that links to this Privacy Notice
- Use PetVet247. PetVet247 is a mobile app (iPhone and Android) that helps UK pet owners of dogs, cats, horses and rabbits decide how urgently their pet needs a vet, at any time of day or night. Owners answer a structured symptom questionnaire (for example breathing, gum colour, movement, pain, neurological signs and general appearance) and can add photos or videos of their pet. The app then uses artificial intelligence to give guidance on whether the pet needs emergency care, a routine vet appointment or monitoring at home.

Owners can also keep a Health Passport for each pet, uploading vet records and vaccination certificates so the app can build a summary of the pet's health. They can find nearby vets and receive reminders and tips. They can share their pets with members of their household, who can see the pet but not its checks. If they choose, owners can also publish their pet's story for other PetVet247 users to read, anonymously, under their pet's name, or with their first name and town; every story is reviewed by a member of our team before it appears. Owners can also choose to link a pet to their own vet practice, and then share the checks they choose with the practice's team (or every check, if they choose that). Linking and sharing are always optional, and owners can stop sharing or unlink at any time.

The app is free to download. Text-only checks are free; photo and video checks use credits, which can be bought in the app. PetVet247 is a technology tool, not a veterinary service. It does not diagnose and does not replace advice from a vet.

- Engage with us in other related ways

Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at privacy@petvet247.ai.

SUMMARY OF KEY POINTS

This summary provides key points from our Privacy Notice, but you can find out more details about any of these topics by following the link after each key point or by using our table of contents below.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. [Learn more about the personal information we collect.](#)

Do we process any sensitive personal information? Some information may be considered 'special' or 'sensitive' in certain jurisdictions, for example your racial or ethnic origins, sexual orientation, and religious beliefs. We do not process sensitive personal information. Information about your pet's health is not sensitive personal information about you.

Do we collect any information from third parties? Only a little: your name and email address from Apple or Google if you sign in with them, records of in-app purchases, and your email address if another user invites you. We never buy data about you. [Learn more about information collected from other sources.](#)

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. [Learn more about how we process your information.](#)

In what situations and with which parties do we share personal information? We share information with the service providers that run PetVet247 for us, with members of your household and vet practice if you choose to share with them, and in a few specific situations. We never sell your information and we do not advertise. [Learn more about when and with whom we share your personal information.](#)

How do we keep your information safe? We have adequate organisational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our

security and improperly collect, access, steal, or modify your information. [Learn more about how we keep your information safe.](#)

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. [Learn more about your privacy rights.](#)

How do you exercise your rights? The easiest way is to email privacy@petvet247.ai or use our [contact form](#). You can also delete your account yourself in the app. We will consider and act upon any request in accordance with applicable data protection laws.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: *We collect personal information that you provide to us.*

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- names
- email addresses
- usernames
- passwords
- contact or authentication data
- pet information (name, species, breed, age, sex)
- pet symptom and health assessment responses
- photos and videos of pets submitted during triage
- your mobile number, if you choose to give it when you link a pet to your vet practice (and, for vet practice staff given temporary access, their mobile number)
- contact preferences
- further pet details you choose to add (date of birth, weight, neutered status, microchip number, pet photo)
- vet records, vaccination certificates and other documents uploaded to a pet's Health Passport
- your vet practice's name and contact details, if you save them
- email addresses of household members you invite to share a pet
- community stories you choose to share, with your chosen display name (anonymous, pet's name, or first name and town)
- the first half of your postcode, if you choose to give it
- feedback and support messages you send us
- for vet practice staff: name, work email address, role at the practice, and notes written about linked pets

Please do not include details about your own health, or anyone else's, in free-text answers. They are not needed for your pet's check.

Sensitive Information. We do not process sensitive information.

Payment Data. All purchases are made through the Apple App Store or Google Play, using your Apple or Google account. We never see or store your card or bank details. We receive a record of what was bought and when (through RevenueCat), so we can add credits or Lifetime access to your PetVet247 account. You can find their privacy notices here: [Apple](#), [Google](#) and [RevenueCat](#).

Sign-in Data. You can sign in with your Apple or Google account instead of a password. If you do, we receive certain information from them, as described in '[How do we handle sign-in with Apple or Google?](#)' below.

Application Data. If you use our application(s), we also may collect the following information if you choose to provide us with access or permission:

- *Geolocation Information.* We may ask for your location while you are using the app, to find vets near you. If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Access.* We may request access or permission to certain features from your mobile device, including your mobile device's camera, microphone (so videos of your pet include sound) and storage (so you can choose photos, videos and documents). If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Data.* We automatically collect device information (such as your device model and manufacturer), operating system, the version of our app you use, and your Internet Protocol (IP) address.
- *Push Notifications.* We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications, you may turn them off in your device's settings.

This information is primarily needed to maintain the security and operation of our application(s), for troubleshooting, and for our internal analytics and reporting purposes.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

***In Short:** Some information, such as your Internet Protocol (IP) address and device characteristics, is collected automatically when you use our Services.*

We automatically collect certain information when you visit, use, or navigate the Services. This information may include device and usage information, such as your IP address, device characteristics, operating system, country, approximate location, information about how and when you use our Services, and other technical

information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

On our website, we also use cookies for analytics, but only if you accept them. See '[Do we use cookies and other tracking technologies?](#)' below.

The information we collect includes:

- *Log and Usage Data.* Service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services, recorded in log files. Depending on how you interact with us, this may include your IP address, device information, the date and time of your requests, and which features you use, as well as error reports.
- *Device Data.* Information about the phone, tablet or computer you use to access the Services, such as its model, operating system and app version.
- *Location Data.* Information about your device's location, which can be precise (from your phone, if you allow it) or approximate (worked out from your IP address). You can stop us collecting precise location by refusing access or by turning off location for PetVet247 in your device's settings, although finding nearby vets will then not work as well.
- *AI interaction data.* Records of each check: the answers given, photos and videos uploaded, documents read for the Health Passport, and the guidance the AI gave. We keep the exact text sent to the AI and its exact reply, so we can check and improve the safety of its advice. This text is removed when you delete your account.
- *Approximate area from IP address.* When you sign up and when you use the app, we record your IP address and look up the country and rough area it comes from (such as a town). This is done on our own server using a free list of IP addresses; no outside service is involved. We use it to understand where our users are.
- *Device location.* If you allow it, the app uses your phone's location to find vets near you. We keep your last known location and the location of any emergency vet search.
- *Practice access records.* When staff at a practice you have linked to view your pet's checks, we record who viewed them and when.

Google API

Our use of information received from Google APIs will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements.

Information collected from other sources

In Short: *We receive a small amount of information about you from Apple, Google and other users. We never buy information about you.*

We receive your name and email address from Apple or Google if you sign in with them; records of in-app purchases from Apple and Google (through our payment provider RevenueCat); and your email address from another user if they invite you to share a pet in their household, or from a practice manager if they invite you to join their practice's team. We do not obtain information about you from public databases, marketing partners, data brokers or social media platforms.

2. HOW DO WE PROCESS YOUR INFORMATION?

In Short: *We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes only with your prior explicit consent.*

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- **To facilitate account creation and authentication and otherwise manage user accounts.** So you can create and sign in to your account, and to keep your account in working order.
- **To deliver and facilitate delivery of services to the user.** To provide you with the service you have asked for.
- **To respond to user inquiries and offer support.** To answer your questions and solve any problems you have with the service.
- **To send administrative information to you.** To send you details about our products and services, changes to our terms and policies, and other similar information.
- **To fulfil and manage your orders.** To add the credits or Lifetime access you buy in the app to your account.
- **To enable sharing between users.** To let you share a pet with members of your household you invite.
- **To request feedback.** To ask for your feedback and contact you about your use of our Services.
- **To protect our Services.** As part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.
- **To identify usage trends.** To understand how our Services are used so we can improve them.
- **To save or protect an individual's vital interest.** When necessary to save or protect someone's vital interest, such as to prevent harm.

- **AI-assisted veterinary triage.** To process your pet's symptom answers, photos and videos with AI models (Anthropic's Claude, run through Amazon Web Services in London and the EU) to give guidance on how urgently your pet needs a vet, suited to its species, age and symptoms.
- **Account management and authentication.** To create and manage your account and let you sign in with email and password, Google Sign-In or Sign in with Apple.
- **Service communications.** To send emails you need, such as welcome messages, password resets and household invitations (sent through SendGrid), and, for vet practice staff with temporary access, a sign-in link by text message (sent through Twilio).
- **Health Passport.** To store the vet records and documents you upload and use AI to read them, so we can build a summary of your pet's health.
- **Practice linking and sharing.** If you choose to link a pet to your vet practice, to show the practice's team that pet's details and the checks you choose to share (or every check, if you choose that), to let you share one check with a different vet for 72 hours, and to email the practice's team when a check is shared. You can stop sharing or unlink at any time.
- **Finding vets.** To use your location, if you allow it, to find vet practices near you.
- **Credits and purchases.** To keep track of the credits and purchases on your account, so photo and video checks work as you have paid for.
- **AI safety records.** We keep a record of every request to the AI: the exact text sent, the exact reply, and the date, model and cost.
- **Approximate area.** We look up the country and rough area (such as a town) your IP address comes from, on our own server.
- **Reminders and tips.** We send you reminders and tips about your pet's care by email and push notification. You can turn them off in the app or your phone's settings at any time.
- **Practice access records.** When staff at a practice you have linked to view your pet's checks, we record who viewed them and when.

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

***In Short:** We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e. legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfil our contractual obligations, to protect your rights, or to fulfil our legitimate business interests.*

If you are located in the UK or EU, this section applies to you.

The UK GDPR and EU GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission (i.e. consent) to use your personal information for a specific purpose, such as publishing your community story or allowing analytics cookies on our website. You can withdraw your consent at any time. [Learn more about withdrawing your consent.](#)
- **Performance of a Contract.** We may process your personal information when we believe it is necessary to fulfil our contractual obligations to you, including providing our Services or at your request prior to entering into a contract with you.
- **Legitimate Interests.** We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information in order to:
 - analyse how our Services are used so we can improve them
 - diagnose problems and/or prevent fraudulent activities
 - understand how our users use our products and services so we can improve user experience
 - check that the AI's advice is safe and accurate, look into any concern about a check, and manage our running costs
 - understand where our users are, so we can plan which areas and vet practices to work with
 - help you keep up with your pet's health and get the most from the app
 - keep your pet's information secure and make sure only the right people can see it
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.
- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

In legal terms, we are the 'data controller' of the personal information described in this Privacy Notice, since we determine the means and/or purposes of the data processing we perform. A vet practice you link to is a separate data controller for anything it copies into its own records; see '[Vet practices you link to](#)'.

If you are located in Canada, this section applies to you.

We may process your information if you have given us specific permission (i.e. express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e.

implied consent). You can withdraw your consent at any time.

In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including, for example:

- If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way
- For investigations and fraud detection and prevention
- For business transactions provided certain conditions are met
- If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim
- For identifying injured, ill, or deceased persons and communicating with next of kin
- If we have reasonable grounds to believe an individual has been, is, or may be victim of financial abuse
- If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province
- If disclosure is required to comply with a subpoena, warrant, court order, or rules of the court relating to the production of records
- If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced
- If the collection is solely for journalistic, artistic, or literary purposes
- If the information is publicly available and is specified by the regulations
- We may disclose de-identified information for approved research or statistics projects, subject to ethics oversight and confidentiality commitments

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

***In Short:** We share information with the service providers that run PetVet247 for us, and with others only in the situations described below. We never sell your information and we do not advertise.*

Vendors, Consultants, and Other Third-Party Service Providers. We share your data with third-party service providers who perform services for us and need access to it to do that work. We have contracts in place with them, including data processing agreements, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct.

The service providers we may share personal information with are:

- **Amazon Web Services (AWS):** our servers, database and file storage (London), and the AI that reads checks and documents (Amazon Bedrock, running Anthropic's Claude, in London and the EU)
- **Google:** the emergency vet search (Gemini, sent your location only), maps and nearby vets (Google Maps Platform), Google Sign-In, push notifications (Firebase Cloud Messaging), website analytics (Google Analytics, only if you accept cookies) and purchases on Android (Google Play)
- **Apple:** Sign in with Apple and purchases on iPhone (App Store)
- **RevenueCat:** managing in-app purchases
- **Twilio SendGrid:** sending emails
- **Twilio:** sending text messages (vet practice staff sign-in links) and carrying WhatsApp messages you send us
- **Meta (WhatsApp):** carrying WhatsApp messages between you and us
- **Netlify:** hosting our website
- **Slack:** internal alerts to our team (for example, that a check has finished or an account deletion was requested)

We may also share your personal information in the following situations:

- **Members of your household.** If you share a pet with someone, they can see that pet and who shared it, but not its checks.
- **Vet practices you link to or share with.** If you choose to link a pet to a vet practice, the practice's team can see that pet's details and the checks you share with them. You can also share one check with a different vet for 72 hours. See '[Vet practices you link to](#)'.
- **Other users.** If you publish a community story, other PetVet247 users can read it, shown with the display name you chose (anonymous, your pet's name, or your first name and town).
- **When we use Google Maps Platform APIs.** When you search for vets near you, we send your location to Google Maps Platform (Maps and Places) to find them. This includes your phone's location (latitude and longitude), when you allow the app to use it, and the location used for each emergency vet search. We keep your last known location on our server until the app sends a newer one or you delete your account. You can turn off location access at any time in your phone's settings. Google's use of this information is covered by the [Google Privacy Policy](#).
- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: *Our website uses Google Analytics cookies, but only if you accept them. The app does not use advertising or tracking tools. We do not advertise.*

On our website, a small cookie bar asks whether you allow cookies. Until you press Accept, Google Analytics counts visits without setting cookies. If you accept, it sets two cookies so we can understand how the website is used. We do not use cookies or tracking for advertising, and we do not let anyone else advertise on our website or app.

If you use the chat bubble on our website, a small cookie keeps your conversation open between pages. Your chat messages (on the website or with Chat with us in the app), and messages sent with our contact form, go to our own helpdesk (help.petvet247.ai), which we run on our servers in AWS London, not a third-party chat service. If you message us on WhatsApp, your messages travel through WhatsApp (Meta) and Twilio to the same helpdesk. Meta and Twilio may handle them outside the UK.

You can change your choice at any time. Our [Cookie Policy](#) lists the cookies we use and lets you switch analytics cookies on or off. To opt out of Google Analytics on every website, you can also use [Google's opt-out add-on](#). For more on Google's privacy practices, see the [Google Privacy & Terms page](#).

6. DO WE OFFER ARTIFICIAL INTELLIGENCE-BASED PRODUCTS?

In Short: *We offer products, features, or tools powered by artificial intelligence, machine learning, or similar technologies.*

As part of our Services, we offer products, features, or tools powered by artificial intelligence, machine learning, or similar technologies (collectively, 'AI Products'). The terms in this Privacy Notice govern your use of the AI Products within our Services.

Use of AI Technologies

We provide the AI Products through third-party service providers ('AI Service Providers'): Amazon Bedrock on Amazon Web Services, running Anthropic's Claude models, and Google's Gemini (for the emergency vet search, which is sent your location only). As outlined in this Privacy Notice, your input, output, and personal information will be shared with and processed by these AI Service Providers to enable your use of our AI Products for the purposes set out in '[What legal bases do we rely on to process your personal information?](#)'. You must not use the AI Products in any way that violates the terms or policies of any AI Service Provider.

Our AI Products

Our AI Products are designed for the following functions:

- AI applications
- AI insights
- Image analysis
- Machine learning models
- Natural language processing
- Text analysis
- Video analysis

How We Process Your Data Using AI

All personal information processed using our AI Products is handled in line with this Privacy Notice and our agreements with our AI Service Providers. See '[Where our AI runs](#)' for where this happens.

How to Opt Out

- AI is part of how every check and Health Passport upload works, so it cannot be switched off for one account. If you do not want your information processed by AI, please do not use these features; you can delete your account at any time in Settings.
- If you shared a community story and agreed it could help improve our AI, you can withdraw that permission at any time by contacting us.
- For anything else, contact us using the details in '[How can you contact us about this notice?](#)'.

7. HOW DO WE HANDLE SIGN-IN WITH APPLE OR GOOGLE?

***In Short:** If you sign in with your Apple or Google account, we receive your name and email address from them.*

You can create your account and sign in with Sign in with Apple or Google Sign-In instead of a password. If you do, we receive your name and email address from Apple or Google. If you use Apple's 'Hide My Email', we receive a private relay address instead of your real one. We use this information only to create and run your account. We do not receive your password, contacts or other account content.

Please note that we do not control, and are not responsible for, other uses of your personal information by Apple or Google. We recommend that you review their privacy notices to understand how they collect, use, and share your personal information.

8. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: *We keep your information for as long as you have an account with us, unless the law requires otherwise.*

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us keeping your personal information for longer than the period of time in which you have an account with us.

- When you delete your account, we delete your account and your pets' information within 30 days.
- The exact text sent to and from the AI is wiped at the same time. We keep only the date, model and cost of each request, for our accounts, with nothing that identifies you.
- Apple and Google keep their own records of your purchases under their own policies.
- Anything a vet practice has copied into its own records is kept under that practice's own privacy notice.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Backups. We keep encrypted backups of our database so we can recover from a failure: daily backups for 35 days and monthly backups for 12 months. After you delete your account or information, it can stay in these backups until they expire, and we only use them to recover from a failure.

9. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: *We aim to protect your personal information through a system of organisational and technical security measures.*

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. Our servers, database and files are held by Amazon Web Services in London. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

10. DO WE COLLECT INFORMATION FROM MINORS?

In Short: *We do not knowingly collect data from or market to children under 18 years of age or the equivalent age as specified by law in your jurisdiction.*

We do not knowingly collect, solicit data from, or market to children under 18 years of age or the equivalent age as specified by law in your jurisdiction, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 or the equivalent age as specified by law in your jurisdiction or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age or the equivalent age as specified by law in your jurisdiction has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18 or the equivalent age as specified by law in your jurisdiction, please contact us at privacy@petvet247.ai.

11. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: *Depending on where you live, such as the United Kingdom, the European Economic Area (EEA), Switzerland, Canada, or some US states, you have rights that allow you greater access to and control over your personal information. You may review, change, or delete your account at any time.*

In some regions (like the UK, EEA, Switzerland, and Canada), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; (iv) if applicable, to data portability; and (v) not to be subject to automated decision-making. If a decision that produces legal or similarly significant effects is made solely by automated means, we will inform you, explain the main factors, and offer a simple way to request human review. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by contacting us using the details in '[How can you contact us about this notice?](#)' below. Anyone may ask us what personal information we hold about them, wherever they live.

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in the UK and are unhappy with how we have handled your personal information, you can make a complaint directly to us. This is in addition to the rights you have under the UK General Data Protection Regulation and the Data Protection Act 2018.

How to contact us:

- Online: <https://petvet247.ai/contact>

- Email: privacy@petvet247.ai
- Post: see '[How can you contact us about this notice?](#)'

What happens after you complain:

- We will acknowledge your complaint within 30 days of receiving it.
- We will investigate without unjustifiable or excessive delay.
- We will keep you informed of progress and explain the outcome.

If you are not happy with our final response, you can refer your complaint to the Information Commissioner's Office, the UK supervisory authority:

- Website: ico.org.uk/make-a-complaint
- Helpline: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

If you are located in the EEA and you believe we are unlawfully processing your personal information, you also have the right to complain to your Member State data protection authority. If you are located in Switzerland, you may contact the Federal Data Protection and Information Commissioner.

Withdrawing your consent: If we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can do this by contacting us using the details in '[How can you contact us about this notice?](#)' below, by changing your settings in the app, or, for website cookies, on our [Cookie Policy](#) page.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

Account Information

If you would at any time like to review or change the information in your account or delete your account, you can:

- Sign in to the app and update your details in Settings.
- Delete your account in the app: go to Settings, tap Delete Account and confirm. Your account and data will be deleted within 30 days.
- Email us at privacy@petvet247.ai with your request and we will process it within 30 days.

Upon your request to delete your account, we will delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

In the app, you can turn reminder and tips emails on or off in Settings, and stop sharing a pet with your vet practice at any time. You can turn off location, camera, photo and notification access in your phone's settings.

Cookies and similar technologies: You can switch website analytics cookies on or off at any time on our [Cookie Policy](#) page. Most web browsers also let you remove or reject cookies.

If you have questions or comments about your privacy rights, you may email us at privacy@petvet247.ai.

12. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ('DNT') feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals. However, our website does honour Global Privacy Control (GPC): if your browser sends a GPC signal, we treat it as a refusal of analytics cookies. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Notice.

California law requires us to let you know how we respond to web browser DNT signals. Because there currently is not an industry or legal standard for recognising or honouring DNT signals, we do not respond to them at this time. We do honour Global Privacy Control signals, as described above.

13. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: *If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. More information is provided below.*

Categories of Personal Information We Collect

The table below shows the categories of personal information we have collected in the past twelve (12) months. The table includes illustrative examples of each category and does not reflect the personal information we collect from you. For a comprehensive inventory of all personal information we process, please refer to the section '[What information do we collect?](#)'

Category	Examples	Collected
A. Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name	YES
B. Personal information as defined in the California Customer Records statute	Name, contact information, education, employment, employment history, and financial information	NO
C. Protected classification characteristics under state or federal law	Gender, age, date of birth, race and ethnicity, national origin, marital status, and other demographic data	NO
D. Commercial information	Transaction information, purchase history, financial details, and payment information	YES
E. Biometric information	Fingerprints and voiceprints	NO
F. Internet or other similar network activity	Browsing history, search history, online behaviour, interest data, and interactions with our and other websites, applications, systems, and advertisements	YES
G. Geolocation data	Device location	YES
H. Audio, electronic, sensory, or similar information	Images and audio, video or call recordings created in connection with our business activities	YES
I. Professional or employment-related information	Business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us	YES
J. Education Information	Student records and directory information	NO
K. Inferences drawn from collected personal	Inferences drawn from any of the collected personal information listed above to create a profile or summary	NO

information	about, for example, an individual's preferences and characteristics	
L. Sensitive personal information		NO

We may also collect other personal information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Facilitation in the delivery of our Services and to respond to your inquiries.

We will use and retain the collected personal information as needed to provide the Services. Categories A, D, F, G, H and I are kept for as long as you have an account with us.

Sources of Personal Information

Learn more about the sources of personal information we collect in '[What information do we collect?](#)'

How We Use and Share Personal Information

Learn more about how we use your personal information in the section '[How do we process your information?](#)'

Will your information be shared with anyone else?

We may disclose your personal information to our service providers under a written contract between us and each service provider. Learn more in '[When and with whom do we share your personal information?](#)'

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be 'selling' of your personal information.

We have not sold or shared any personal information to third parties for a business or commercial purpose in the preceding twelve (12) months. We have disclosed the following categories of personal information to third parties for a business or commercial purpose in the preceding twelve (12) months:

- Category A. Identifiers
- Category D. Commercial information

- Category F. Internet or other electronic network activity information
- Category G. Geolocation data
- Category H. Audio, electronic, visual, and similar information

The categories of third parties to whom we disclosed personal information for a business or commercial purpose can be found under ['When and with whom do we share your personal information?'](#)

Your Rights

You have rights under certain US state data protection laws. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law. These rights include:

- Right to know whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request the deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to non-discrimination for exercising your rights
- Right to opt out of the processing of your personal data if it is used for targeted advertising (or sharing as defined under California's privacy law), the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ('profiling')

Depending upon the state where you live, you may also have the following rights:

- Right to access the categories of personal data being processed (as permitted by applicable law, including the privacy law in Minnesota)
- Right to obtain a list of the categories of third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in California, Delaware, and Maryland)
- Right to obtain a list of specific third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in Minnesota and Oregon)
- Right to obtain a list of third parties to which we have sold personal data (as permitted by applicable law, including the privacy law in Connecticut)
- Right to review, understand, question, and depending on where you live, correct how personal data has been profiled (as permitted by applicable law, including the privacy law in Connecticut and Minnesota)
- Right to limit use and disclosure of sensitive personal data (as permitted by applicable law, including the privacy law in California)

- Right to opt out of the collection of sensitive data and personal data collected through the operation of a voice or facial recognition feature (as permitted by applicable law, including the privacy law in Florida)

How to Exercise Your Rights

To exercise these rights, you can contact us by emailing privacy@petvet247.ai, by using our [contact form](#), or by referring to the contact details at the bottom of this document.

Under certain US state data protection laws, you can designate an authorised agent to make a request on your behalf. We may deny a request from an authorised agent that does not submit proof that they have been validly authorised to act on your behalf in accordance with applicable laws.

Request Verification

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. We will only use personal information provided in your request to verify your identity or authority to make the request. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes.

If you submit the request through an authorised agent, we may need to collect additional information to verify your identity before processing your request and the agent will need to provide a written and signed permission from you to submit such request on your behalf.

Appeals

Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at privacy@petvet247.ai. We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may submit a complaint to your state attorney general.

14. VETERINARY TRIAGE DISCLAIMER

PetVet247 gives guidance to help you decide how urgently your pet needs a vet. The guidance is produced by artificial intelligence together with fixed safety controls, and it is not checked by a vet before you see it. PetVet247 is a technology tool, not a veterinary service: it does not diagnose and does not replace advice from a vet. If you think your pet needs urgent help, contact a vet straight away. Our [Terms of Use](#) explain the limits of our responsibility.

15. WHERE OUR AI RUNS

Your pet's checks, photos, videos and Health Passport documents are processed by Anthropic's Claude AI models through Amazon Web Services (Amazon Bedrock) in London and the European Union. AWS does not use this information to train AI models or share it with the model's maker. When you search for emergency vets, we send Google's Gemini AI your location only, never any details about you or your pet.

16. VET PRACTICES YOU LINK TO

If you choose to link a pet to a vet practice, the practice's team can see your name, email address and mobile number (if you gave one), and your pet's details, such as its age, weight, photo and microchip number, so they can recognise you and match your pet to their own records. **They see a check (your answers, photos and videos, and the guidance given) only when you share it.** After each check, the app asks whether you want to share it, or you can choose 'share every check automatically' for that pet. Checks you did before linking stay private unless you share them. The practice cannot see your account, payments, household or your other pets.

Sharing one check with a different vet. If you take your pet to a different vet that uses PetVet247 (for example, out of hours), you can share just that one check with them for 72 hours. They see that check and the same details about you and your pet as above. Your usual practice is not told. If the vet does not use PetVet247, you can send them a summary yourself, by text, email or another app of your choice.

Emails to the practice. When you share a check, members of the practice team may get an email saying so. To help them know who it is, it includes your pet's name and species, your surname and the urgency colour, but never your answers, photos or the guidance, which stay on our secure pages.

If the practice copies any of this information into its own records, the practice is responsible for that copy as a separate data controller, under its own privacy notice.

Linking and sharing are always optional. You can stop sharing any check, change how checks are shared, or unlink at any time from the app. When you stop sharing a check, or unlink, the practice can no longer see it in PetVet247, and when you unlink your details are removed from the practice's notes about your pet. We keep a record of what was shared, when and who viewed it.

17. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated 'Last updated' date at the top of this Privacy Notice. If we make material changes to this Privacy Notice, we

may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this Privacy Notice frequently to be informed of how we are protecting your information.

18. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

PV247 AI Ltd (Company No. 17098689), trading as PetVet247, is the data controller of your personal information, registered with the Information Commissioner's Office (registration reference ZC263189). If you have questions or comments about this notice, you may contact our data protection contact, Neil Ellis, by email at privacy@petvet247.ai, by phone at 07782 220 247 (from outside the UK: +44 7782 220247), or by post at:

PV247 AI Ltd
Data Protection
62 Bassaleg Road
Newport
Wales NP20 3PY
United Kingdom

19. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

You have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your personal information, email privacy@petvet247.ai or use our [contact form](#). You can also delete your account yourself in the app, in Settings.

17. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. To request to review, update, or delete your personal information, please email us at privacy@petvet247.ai. We will respond to your request within 30 days.