

Website Privacy and Cookies Policy

Nutramax Laboratories Veterinary Sciences, Inc. (“**Nutramax**”, also referred to as “we”, “us”) respects the privacy of individuals who visit our website located at www.cosequin.ca (the “**Website**”).

This Website Privacy and Cookies Policy (“**Policy**”) outlines Nutramax’s policies regarding the collection, use, retention and disclosure of your information in connection with your visit to and use of the Website. For more information about our information handling practices, please contact us as described under the “Contact Us” heading below.

Nutramax’s privacy practices are developed with regard to applicable privacy legislation. This Policy will be reviewed and may be updated periodically to reflect any changes in the way we handle the personal information of visitors to the Website and/or any changes to applicable laws.

For the purposes of this Policy, “**Personal Information**” means information about an identifiable individual, including if there is a serious possibility that an individual could be identified through the use of that information, whether alone or in combination with other information.

What Personal Information Do We Collect From Website Visitors?

We typically collect the following Personal Information from Website visitors:

- your location;
- information about how you interact with the Website, including the time you spend on the Website’s webpages, the source and terms used to request or find the Website, the type of Internet browser you are using, and the preceding and subsequent pages that you have viewed; and
- statistics about your interactions with the Website, such as content response times, download errors, and other information commonly shared when browsers communicate with websites.

Although it may be possible to link such information to an identifiable individual, Nutramax uses such information only in an aggregate and de-identified form, and does not seek to identify you from the information collected through its Website.

This Policy does not apply to information collected by us offline or through any other means, including on any other website operated by any third party or through any application or content (including advertising) that may link to or be accessible from or on the Website.

The Website may contain a links to third-party websites, including links to purchase Nutramax’s products. When you click these links, you will leave the Website and your browser will be redirected to a third-party website. The collection, use, disclosure, access to and retention of your Personal Information in connection with such third-party websites is governed by the privacy policy and practices of such third-parties, as may be amended from time to time. Please note that Nutramax does not have any control over or responsibility for information collected by or through third-party website.

How Do We Collect Your Information?

Nutramax utilizes third party service providers such as analytics providers and advertising networks. These third party service providers may use the following tracking technologies, including cookies, web beacons, and embedded scripts to collect information.

Web Beacons

The Website may use “web beacons” and/or “tracking tags” to serve users with relevant content at the Websites, count Website visitors, and monitor Website traffic patterns and activity.. Web beacons are small graphics or other web programming code with a unique identifier that may be invisible to you, but which are nevertheless inserted into the Website to serve the purpose described above.

Embedded Scripts

The Website also utilizes embedded scripts, which are code designed to collect information about your interactions with the Website, such as what pages are visited, how many times they are visited, and for how long. The code is temporarily downloaded onto your computer or other device and is deactivated or deleted when you disconnect from the Website.

The Website uses "cookies" to help personalize your visit to and use of the Website. A cookie is a small data file that is placed and possibly stored on your computer's hard drive, mobile phone or other device by a website server. Cookies are uniquely assigned to you, and can only be read by your computer or a web server in the domain that issued the cookie to you.

What cookies does Nutramax use?

Session Cookies

These cookies are removed when you close your browser. The main use of these cookies is to distinguish between a collective visit to the Website by a user and individual views on each page of the Website. For example, in instances where a single visitor to the Website views 5 pages, these cookies allow Nutramax to distinguish if one person viewed all 5 pages during a visit or if multiple individuals were responsible for those views.

Persistent Cookies

When you return to the Website, the information stored in this cookie can be retrieved. This allows Nutramax to identify visitors as either new or returning and in turn allows us to deliver more relevant content based on a visitor's previous activity.

Third-Party Cookies

These cookies are used by advertising networks to track your online activities over time on our Websites and on third-party websites that participate in the ad network. As a result, you may see ads on other websites based on prior activities on our Websites.

Website visitor consent to place cookies

Through your use of the Website, you consent to us placing cookies on your device. Most browsers automatically accept cookies. However, if you or another user of your device wish to withdraw your consent at any time, you have the ability to accept or decline cookies by modifying your browser settings. If you choose to decline cookies, you may not be able to use all features of the Website.

How Do We Use Your Information?

Information collected through the Website may be used to send personalized advertising to your computer or other devices, based on your past searches, visits to and activity on the Website, and other data obtained through the use of “cookies” placed on your computer or device. For more information about how we use cookies, please see the heading “How Do We Collect Your Information?” above.

We may use your information collected through the Website to help us determine how visitors arrive at the Website, what type of content is most popular or relevant to visitors, and what type of visitors are interested in particular kinds of content and advertising. We may also combine the information collected through the Website with information from other sources such as internet search engines to improve marketing, analytics, and determine the effectiveness of online advertising.

Consent

By accessing or using the Website, you consent to the collection, use and disclosure of your Personal Information for the purposes set out in the “How Do We Use Your Information?” section above.

We will seek your consent as required by law before using your Personal Information for any purposes beyond the scope of this original consent. You may withdraw your consent at any time, subject to legal and actual restrictions. Please note, however, that withdrawing consent may affect your ability to use all features of the Website.

When May We Disclose Your Personal Information?

In connection with one or more of the purposes outlined in the “How Do We Use Your Information?” section above, and subject to applicable laws and legislation, Nutramax may share your Personal Information with another person or entity in the following circumstances:

Affiliates

We may share your Personal Information with our parent company, Nutramax Laboratories, Inc., which is located in the United States and will only use your Personal Information for the same purposes as we do.

Our Employees

Your Personal Information will be accessible to employees of Nutramax and Nutramax Laboratories, Inc., who have a need to know such information, which would generally only include employees in our marketing, information technology, legal, or other departments that may from time to time require access to such information.

Service Providers

There are certain third parties that provide services to Nutramax. Currently, the service providers or the related services used by Nutramax that may have access to or be in possession of the Personal Information about Website visitors are as follows:

Google LLC (Google Analytics)

Hotjar Ltd.

Amazon Advertising LLC (Sizmek)

Wistia, Inc.

Mux, Inc.

SolarWinds Worldwide, LLC (Pingdom)

Raygun Ltd.

As our business grows and Nutramax's services continue to develop, we may choose to use other service providers in Canada, the United States or elsewhere.

Legal Requirements

There are circumstances where we may collect, use or disclose your Personal Information without notice or consent when permitted or required by law or lawful authority. For example, from time to time, we may be compelled by legal action to release Personal Information, including, for example, in the case of a statutory reporting obligation or court order.

In certain circumstances, we may also be permitted by law to disclose Personal Information without the consent of the Website visitor concerned. For example, we may disclose Personal Information without consent in certain emergency circumstances.

International Transfer of Personal Information

The global nature of our business sometimes requires us to use services providers who may be located in the United States or elsewhere outside of Canada.

Accordingly, your Personal Information may be transferred outside of Canada to a country that does not have the same data protection laws as Canada. Such Personal Information will be subject to the legal requirements of the applicable foreign jurisdiction(s) and may be accessible to courts, law enforcement and national security authorities in each jurisdiction where it is accessed or stored.

Security of Personal Information

To the extent any Personal Information is stored on any system controlled by Nutramax, we have implemented organizational, physical and technological safeguards to protect Personal Information from loss and unauthorized access or disclosure, including but not limited to the use of security software, passwords and firewalls to prevent unauthorized computer access. Our employees receive training with respect to secure and confidential handling of Personal Information.

Please note that no method of transmitting or storing Personal Information online is completely secure. As a result, while we strive to protect your Personal Information, you should be aware that:

- there are security and privacy limitations of the Internet which are beyond our control;
- the security, integrity and privacy of any and all information and data exchanged between you and us through the Website cannot be guaranteed; and
- any such information and data may be viewed or tampered with in transit by a third party.

We endeavor to protect Personal Information, but we cannot guarantee the security of information transmitted to us, or by us, by electronic means.

Accessing Your Personal Information

You may ask for access to the Personal Information that we hold about you, as well as for information about our handling of your Personal Information. Your request for access must be in writing, and should be sent to General Counsel, Legal Department, at the contact information below.

Access will generally be provided free of charge; however, if you request that information be copied or transmitted to you, we may charge a reasonable fee where permitted by applicable law.

In certain circumstances, we may decline or be unable to provide access to some or all of the Personal Information that we hold about you where permitted or required by applicable law. If we do not provide you with access, we will generally provide you with an explanation as to why.

Questions, Concerns and Updates to Your Personal Information

You may contact us at any time to access your Personal Information, or with any questions or concerns with respect to your Personal Information, including for reasons such as:

- accessing, correcting or updating your Personal Information;
- asking questions or expressing concerns about this Policy or any other matter related to Nutramax's collection, use, protection, retention or disclosure of your Personal Information;
- to obtain written information about our policies and practices with respect to service providers (including affiliates) outside Canada, or to ask questions about the collection, use, disclosure or storage of personal information by our service providers outside Canada; or

- withdrawing consent to Nutramax's continued use or disclosure of your Personal Information.

Please direct all such requests to General Counsel, Legal Department, 946 Quality Drive, Lancaster, SC 29720.

This Policy was last updated on: November 14, 2019.