



Microchip Identification Systems, Inc.

Privacy Policy

Microchip ID Systems Inc. is committed to your right to privacy and to keeping your personal information private. You can visit the website(s) of Microchip ID Systems or any of those listed below, without telling us who you are or revealing any identifying information about yourself.

However, our websites do include areas in which visitors can sign up to receive information, specials or alerts or place an online order for our products. Our Privacy Policy is being provided to inform you of our practices regarding information you submit to us.

This Privacy Policy governs the following URLs: <http://www.microchipidsystems.com>, <http://www.microchipmarketplace.com>, <http://www.microchipIDequine.com>, <http://microchipIDsystems.com/register>, <http://horsetracusa.com> and certain electronic communications sent out by us. These web sites are owned and operated by Microchip ID Systems, Inc. for the benefit of its customers and other visitors interested in microchip identification of pets and animals in general. Our Privacy Policy also governs all telephone orders and other written communications with us.

Information Collection, Use, and Sharing

Microchip ID Systems, Inc. is the sole owner of any information collected on our sites and maintains the right at our sole discretion to do what is in the best interests of our customers. We only have access to or collect information that you voluntarily give us via email submittal or other direct contact from you. We will not sell or rent this information. We might use your information in the following ways:

1. To respond to you, regarding the reason you contacted us.
2. To send notices to you (via email) of special sales or events within our company or the pet industry as we deem it might concern you.
3. **NOTE:** You will NOT receive emails from us, other than to confirm or ask you a question about your online order, unless you have signed up to be placed on our mailing list.

Privacy Promise: We will not share your information over the internet or by other means with any third party. This applies to online, phone or email orders and/or communications. If you do not want your private information released to those trying to reunite a pet and its owner, let us know and we will place a "No data without permission" flag on your account.

Your Access to and Control over Information

You may opt out of any future contacts from us at any time by sending an email to answers@microchipidsystems.com.

You can also do the following at any time by contacting us via email:

1. See what data we have about you, if any.
2. Change/correct any data we have about you, especially for online orders.
3. Have us delete any data we have about you.
4. Express any concern you have about our use of your data

If you feel that we are not abiding by this privacy policy, you should contact us immediately via email at answers@microchipidsystems.com or by telephone at 800.434.2843.

Links

This web site may in the future contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.