

Website Privacy Policy

www.southernserenityvet.com

Effective Date: April 23, 2026

Introduction

Southern Serenity Veterinary Services, LLC ("we," "our," or "us") is committed to protecting your privacy and treating your personal information with care, compassion, and respect. This Privacy Policy explains how we collect, use, and safeguard your information when you interact with our services, including our website and in-home veterinary care.

This policy is designed to align with applicable United States privacy standards and general business practices in the state of Georgia.

Consent

By using our Site users agree that they consent to:

- The conditions set out in this Privacy Policy; and
- The collection, use, and retention of data listed in this Privacy Policy.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Information We Collect

We may collect personal information that you voluntarily provide to us, including:

- Your name, phone number, and email address
- Your home address for in-home services
- Information about your pet(s), including medical history
- Payment and billing information
- Any additional details you provide when contacting us

We may also automatically collect limited non-personal information when you visit our website, such as browser type, IP address, and general usage data.

How We Use Your Information

We use your information in a thoughtful and respectful manner to:

- Schedule and provide in-home veterinary and euthanasia services
- Communicate with you about appointments, care, and follow-up support
- Coordinate aftercare services, such as cremation or memorial arrangements
- Process payments and provide receipts
- Improve our services and website experience
- Provide supportive resources, including pet loss and grief support

Sharing of Information

We do not sell, rent, or trade your personal information. We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

We may share your information only when necessary with trusted third parties, including:

- Aftercare providers (e.g., cremation services)
- Payment processors for secure transactions
- Service providers who assist in operating our business
- Legal authorities when required by applicable law

All third parties are expected to maintain the confidentiality and security of your information.

How Long We Store Personal Data

User data will be stored for three years.

You will be notified if your data is kept for longer than this period.

Data Security

We take reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, loss, misuse, or disclosure. While we strive to protect your information, no method of transmission over the internet is completely secure.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Your Rights and Choices

Depending on applicable U.S. and Georgia laws, you may have the right to:

- Request access to the personal information we hold about you
- Request corrections to inaccurate information
- Request deletion of your information, where applicable
- Limit certain uses of your data

To make a request, please contact us using the information below.

Cookies and Tracking Technologies

Our website may use cookies or similar technologies to enhance your browsing experience and understand how visitors use our site. You may adjust your browser settings to decline cookies if you prefer.

Third-Party Links

Our website may include links to external websites. We are not responsible for the privacy practices or content of those sites.

Children's Privacy

Our services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data, their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to whom we disclosed your personal data, or if you would like your data to be deleted to modified in any way, please contact our privacy officer here:

Dr. Brittany Moorhead
info@southernserenityvet.com

Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Updates will be posted on this page with a revised effective date. We recommend

that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact us:

Southern Serenity Veterinary Services, LLC

(706) 420-6429

info@southernserenityvet.com

8735 Dunwoody Place Ste N, Atlanta, GA, 30350, USA

We are here to support you and will respond to inquiries as promptly as possible.