

# Privacy Policy

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*Effective Date: May 21, 2026*

USA Web Services LLC, doing business as Pawsome Digital ("Pawsome Digital", "we", "us", or "our"), operates the website pawsomedigital.com and provides bespoke digital infrastructure, custom software deployment, private database/CRM configurations, automated workflow management pipelines (utilizing self-hosted engines like n8n), and local search engine optimization services tailored exclusively for independent veterinary practices.

We respect your privacy and the privacy of your clients and patients. This Privacy Policy outlines our strict practices regarding the collection, use, disclosure, and safeguarding of information when you engage our architecture services.

## 1. Data Sovereignty and Our Role as a Data Processor

A core foundational pillar of Pawsome Digital is absolute data sovereignty. Unlike standard generic SaaS marketing platforms, the software stacks, patient portals, and automated communication CRM systems we deploy are hosted directly on a **dedicated private virtual private server (VPS) leased or owned strictly by your clinic.**

Consequently, Pawsome Digital acts strictly as a **Data Processor** or Service Provider under applicable US privacy laws. Your clinic remains the absolute owner, controller, and custodian of all patient data, veterinary medical records, and pet owner personally identifiable information (PII). We do not own, monetize, harvest, or retain rights to any data generated by your clinic's workflows or platforms.

## 2. Information We Collect

In the course of provisioning, auditing, and maintaining your private infrastructure, we may collect or access the following categories of information:

- **Practice Information:** Clinic name, physical business address, corporate legal structure, operational metrics, phone numbers, existing website domains, and digital access credentials provided to us for setup purposes.
- **Billing and Corporate Information:** Standard payment details, corporate email addresses, and invoicing data processed via our secured payment infrastructure (such as Stripe).
- **Technical Implementation Data:** Log configurations, system performance metrics, server uptime statuses, API response data, and webhook diagnostic files necessary to maintain the health of your self-hosted pipelines.

- **Patient and Client Sync Data:** During the configuration of your private CRM and n8n automated pipelines (such as SMS or email notification sequences), our engineering team may temporarily view or format test records containing client names, phone numbers, email addresses, and pet appointment schedules. This data resides permanently inside your private ecosystem.

### 3. How We Use Collected Information

We utilize the information strictly for specific, legally compliant business operations, including:

- Conducting digital footprint and Local SEO audits to clean up duplicitous listings on search indexes and Google Maps.
- Provisioning, maintaining, updating, and monitoring the dedicated private server infrastructure and custom Next.js web instances.
- Configuring, routing, and testing automated conditional logic pathways (such as automated vaccine reminders, appointment confirmations, no-show mitigations, and client re-engagement campaigns).
- Fulfilling legal and corporate obligations under Wyoming state and US federal laws, including secure tax and compliance accounting.
- Providing continuous technical support, server patching, security hardening, and troubleshooting assistance covered under your operations retainer.

### 4. Information Sharing and Disclosure

We enforce a strict zero-monetization policy. We do not sell, rent, trade, or distribute your practice data or your clients' records to third-party data brokers, advertising agencies, or pharmaceutical companies. Information is shared only with a limited number of trusted core infrastructure providers required to deliver our services:

- **Infrastructure Providers:** Secured enterprise hosting data houses (such as your dedicated private VPS node provider) where your software stack is compiled.
- **Communications Pipelines:** Third-party communication APIs (such as Twilio or Mailgun) integrated directly into your private n8n workflows to physically route text messages and transactional emails to pet owners.
- **Payment Systems:** Secured, PCI-compliant payment gateways handling corporate accounting transactions for setup fees and operations maintenance retainers.
- **Legal Mandates:** Only when compelled by valid statutory obligations, courts of competent jurisdiction, or law enforcement bodies acting under proper legal authority.

### 5. Security and Encryption Standards

We employ robust, industry-standard administrative, physical, and technical measures to protect administrative records and system credentials. The virtual infrastructure we build for you is systematically hardened with secure firewalls, private SSH key authentications, and automated daily backups. Traffic routing

through your Next.js patient portals and automated CRM endpoints is systematically encrypted using advanced Transport Layer Security (TLS/SSL).

## **| 6. California Privacy Rights (CCPA/CPRA Compliance)**

If your independent practice operates within or serves pet owners residing in the State of California, please note that we operate strictly as a "Service Provider" as defined under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA). Your clinic is the primary business responsible for managing consumer rights requests (such as the right to delete, correct, or access records). Pawsome Digital will fully assist your practice in executing data removal or deletion sequences from your private server upon structured legal request.

## **| 7. Children's Online Privacy Protection Act (COPPA)**

Our infrastructure architectural solutions are built strictly for commercial businesses and adult veterinary practice operators. We do not knowingly market to or collect personal information from individuals under the age of 13.

## **| 8. Amendments and Contact Details**

We reserve the right to amend this Privacy Policy at any time to reflect infrastructural, legal, or operational updates. Updated policies will be published with an adjusted effective date directly on our primary digital portal.

For formal inquiries, data compliance questions, or legal communications regarding this policy, please contact us at:

### **USA Web Services LLC**

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