

# PRIVACY POLICY

*Last updated: January 31, 2026*

This **Privacy Policy** describes the personal information Mark Morris Institute, Inc. (“**MMI**” or “**we**”) collects when you use the MMI website at markmorrisinstitute.org, related subdomains, mobile applications, learning management systems, and other media that link to this policy (the “**Website**”), how we use this information, with whom we share it, and the choices you have in connection with this.

## 1. INFORMATION WE COLLECT AND USE

Through your use of the Website, MMI will collect personal information, which is information that identifies you directly or indirectly as outlined below. Depending on the manner in which you use the Website, MMI collects information about you it deems necessary for providing services and optimizing and securing your user experience.

Except as otherwise expressly included in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. To the extent that you disclose your information to other parties through our website, whether between Instructor and Student or other users or individuals, different rules may apply to their use, collection, and disclosure of the personal information you disclose to them. Since we do not control the information use, collection, or disclosure policies of third parties, you are subject to their privacy policies.

Our website may include links to third-party websites. Once you have used these links to leave our website, you should note that we do not have any control over third-party websites. We are not responsible for the content of such websites or the protection and privacy of any information which you provide while visiting such sites. Third-party websites are not governed by this Privacy Policy. You should exercise caution and look at the privacy policies applicable to the websites in question.

### A. Information Collected From You

As you use the Website, MMI will collect personal information submitted by you, including when you:

- **Create an Account:** When you create an account on the Website, we may collect information directly from you, including your name, e-mail address, phone number, address, information about your organization, and your identifiers (username and password). We may use this information to verify your affiliation with a clinic, verify license information, and authenticate you when you log in to your account.
- **Connect With Us:** When you sign up for our marketing communications, we collect, from you, your *identifiers* (name, practice name or affiliation, email address). We use this personal information to send you emails regarding our general information and updates. To the extent we send you marketing emails, you may opt-out of receiving such emails

from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you notifications necessary to the Website or as requested by you.

- **Post Content:** All of the information that you disclose or content that you post in your user profile, forum posts, comments, or other public portions of our Website becomes public information. Because this information is publicly available, we cannot control how others treat it so we ask you to exercise care in deciding what information you choose to share.

MMI may also use your personal information collected for the above purposes to efficiently maintain our business, to comply with the law, and for other limited circumstances as described in **HOW WE SHARE YOUR INFORMATION**. You may choose to not provide certain information, but that may result in you being unable to use certain features of the Website.

## **B. Information Collected Automatically**

When you visit our Website, we use cookies and other similar technologies to: (i) enable the website to function properly; (ii) track you within the website; (iii) enhance user experience; (iv) conduct analytics to improve the website; (v) prevent fraudulent use of the website; (vi) effectively market to you, and (vii) diagnose and repair technical errors with the website and, in cases of abuse, track and mitigate the abuse. Thus, cookies might store information about you, your preferences, or your device, such as:

- **Usage information:** We use cookies to collect information about your interaction with our website and online content, such as pages visited, frequency of access, time spent on each page, and referring website details. We use this information for analytics and marketing purposes.
- **Location Information:** We use cookies to collect information about your location, which may be determined through your IP address. We use this information to improve our services by better understanding our userbase. You can adjust your consent to providing location information in your browser settings.
- **Device information:** We use cookies to collect certain information about the device you use to access the website, such as hardware model, operating system, browser, and device preferences. We use this information for analytics and marketing purposes.

Cookies used on our Website include:

- **Google Analytics:** We use Google Analytics to collect information on your use of the Website to improve our Website. In order to collect this information, Google Analytics may set cookies on your browser or read cookies that are already there. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to our Website or to

another application which partners with Google is governed by the Google Analytics Terms of Use and the Google Privacy Policy, available for review [here](#). To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics which can be found [here](#).

In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent.

## 2. HOW WE SHARE YOUR INFORMATION

### A. General Sharing

MMI may share or use the personal information identified in this Privacy Policy in the following instances:

- **Within MMI:** Where necessary, MMI will share your personal information within MMI to efficiently carry out business and to the extent permitted by law.
- **With Course Instructors:** MMI may provide instructors with information regarding veterinary students enrolled in one of MMI's partner schools. Such information may include: (1) name, (2) e-mail address, (3) IP address, (4) the instructor's course in which the student has enrolled, and (5) course completion data. MMI does not disclose any other information about students to instructors, and students assume full responsibility for the disclosure and use of any other personal data the student chooses to disclose to any instructor or other users, which at all times shall be subject to the terms of this Privacy Policy.
- **Advertising:** MMI may use your personal information to market and advertise its products and services, including making recommendations about courses and other services you may be interested in, conducting market research, surveys, or competitions.
- **With service providers:** MMI may share your personal information with service providers that perform services on MMI's behalf. These service providers include our IT support and security, website hosting provider, and e-mail provider.
- **In the event of a corporate reorganization:** In the event that MMI enters into, or intends to enter into, a transaction that alters the structure of MMI, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our assets, MMI would share your personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction.
- **For legal purposes:** MMI will share your personal information where legally required, in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required by contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action

against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law.

## **B. Non-Personal Information**

MMI may also use and share non-personal information we collect with third parties to help improve our website. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information with third parties, including advisors, advertisers and investors. For example, we may engage a third party acting on our behalf to collect web log data from you (including IP address and information about your browser or operating system) when you use the Website and other websites you may access during your internet browsing session, or place or recognize a unique cookie on your browser to enable you to receive customized content.

## **3. DATA RETENTION**

We keep the categories of personal data described in this policy for as long as reasonably necessary to fulfill the purposes described or for as otherwise legally permitted or required, such as maintaining the Website, operating our organization, complying with our legal obligations, resolving disputes, and for safety, security, and fraud prevention. This means that we consider our legal and business obligations, potential risks of harm, and nature of the information when deciding how long to retain personal data. At the end of the retention period, personal data will be deleted, destroyed, or deidentified.

## **4. ACCESS TO YOUR INFORMATION AND OTHER RIGHTS**

Depending on your state of residency, you may have certain rights related to your personal data, including:

- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible, data will be provided in a portable format. Depending on your state, you may have the right to receive additional information and it will be included in the response to your access request.
- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, taking into account the information's nature and processing purpose.
- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exceptions under applicable law.

The exact scope of these rights varies by state. There are also several exceptions where we may not have an obligation to fulfill your request. To exercise any of these rights, you may contact us using the contact details provided at the bottom of this Privacy Policy.

## **5. DO NOT TRACK**

This website does not respond to ‘Do Not Track’ signals. We use only essential cookies and limited analytics to understand site usage.

## **6. INFORMATION SECURITY**

MMI implements and maintains reasonable security measures, including access controls, to help protect the personal information that MMI collects and maintains. However, unfortunately, we cannot guarantee that our security measures will prevent malicious attacks to our systems 100% of the time.

Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. As the safety and security of your information also depends on the precautions you take, we ask you not to share your password with anyone.

## **7. AGE RESTRICTION**

The Website is intended only for individuals who are at least 18 years old. If we learn we have collected personal information from a child under 18 years old without verification of parental consent, we will delete that information. Parents or legal guardians who believe that MMI might have any information from or about a child may submit a request to [info@markmorrisinstitute.org](mailto:info@markmorrisinstitute.org) and request that such information be removed.

## **8. CHANGES TO THIS PRIVACY POLICY**

MMI may change this Privacy Policy from time to time. We will provide notice of any such changes and indicate the date the changes go into effect. The date the Privacy Policy was last updated is identified at the top of the page. We will notify you of changes to this policy by updating the “last updated” date and posting the updated policy on the Website. We encourage you to review our Privacy Policy periodically to see the current policy and any changes we have made to it.

## **9. CONTACT**

If you have any questions about this Privacy Policy, please contact us at [info@markmorrisinstitute.org](mailto:info@markmorrisinstitute.org).