

# Gentle Goodbye, Inc.

*In-Home Pet Farewell Guidance*

Paso Robles & Northern San Luis Obispo County, California

## PRIVACY POLICY

*Last Updated: June 2026*

Gentle Goodbye, Inc. (“we,” “us,” or “our”) is committed to protecting the privacy of our clients and their families. This Privacy Policy explains what personal information we collect, how we use it, who we share it with, and what rights you have regarding your information.

By scheduling an appointment, submitting our intake form, or using our website, you agree to the practices described in this Privacy Policy.

*Gentle Goodbye, Inc. does not sell, rent, or trade your personal information. Ever.*

### 1. Information We Collect

We collect information you provide directly to us, including:

#### **Client & Contact Information**

- Your full name, phone number, and email address
- Your home address and the service address where the visit will occur

#### **Pet Information**

- Your pet’s name, species, breed, age, weight, and physical description
- Vaccination history, including rabies vaccination status
- Behavioral notes, medical history, and reason for the appointment
- Bite or scratch history

#### **Aftercare & Service Preferences**

- Aftercare choices (cremation type, home burial, etc.)
- Memorial keepsake requests
- Referring veterinarian information

#### **Payment Information**

- Your preferred payment method (Zelle, Venmo, CareCredit, credit card, check, or cash)
- We do not store credit card numbers, bank account details, or full payment credentials. Payment transactions are processed through third-party platforms with their own security and privacy practices.

#### **Communications**

- Messages you send us via text, email, or through our website contact form
- Information you share during phone calls or in-person during your appointment

### **Website Information**

- Basic usage data such as pages visited and browser type, which may be collected automatically by our website platform (WordPress) and its plugins
- Any information submitted through our website contact or inquiry forms

## **2. How We Use Your Information**

We use the information we collect for the following purposes:

### **Providing Our Services**

- Scheduling, confirming, and managing your appointment
- Preparing for your visit, including reviewing pet history and behavioral notes
- Performing the services you have requested
- Coordinating aftercare and cremation with third-party providers on your behalf
- Providing grief support resources and follow-up care

### **Communications**

- Contacting you via phone, text (including through Google Voice), or email to confirm appointments, send reminders, and follow up after your visit
- Sending invoices and payment receipts through Zoho Books
- Sending visit summaries to your referring veterinarian, but only when you have authorized us to do so

### **Legal & Public Health Obligations**

- Reporting bite incidents to local public health authorities as required by California law
- Complying with veterinary record-keeping requirements under California law
- Responding to lawful requests from government authorities

### **Business Operations**

- Maintaining our records and improving our services
- Resolving disputes and enforcing our agreements

## **3. How We Share Your Information**

We do not sell, rent, or share your personal information for marketing purposes. We share your information only in the following limited circumstances:

### **Aftercare & Cremation Providers**

We share necessary pet and aftercare information with the crematorium or aftercare provider you have selected, or that your veterinarian coordinates with on your behalf. These providers receive only the information needed to complete your aftercare arrangements.

### **Referring Veterinarians**

With your explicit permission, we will send a visit summary to your regular veterinarian or veterinary team. We will not contact your veterinarian without your authorization.

### **Payment Processors**

When you make a payment, your transaction is processed through a third-party platform (such as Zelle, Venmo, CareCredit, or your credit card processor). We do not receive or store your full financial credentials. These platforms have their own privacy policies that govern how your payment information is handled.

### **Public Health & Legal Authorities**

We are required by California law to report certain incidents, including animal bites that break the skin, to local public health authorities. We may also disclose information when required by a court order, subpoena, or other legal obligation.

### **Third-Party Service Platforms**

We use the following third-party platforms to operate our business. Each has its own privacy policy governing how your data is handled on their systems:

- Google Forms and Google Drive — intake forms and document storage
- Google Voice — text and phone communications
- Zoho Books — invoicing and payment records
- WordPress — our website

We encourage you to review the privacy policies of these platforms if you have questions about how they handle data.

## **4. How Long We Keep Your Information**

We retain client and pet records for a minimum of three years following your appointment, in accordance with California veterinary record-keeping requirements. Financial records are retained as required by applicable tax and business laws.

If you request deletion of your information, we will honor that request to the extent permitted by law. Some information may be retained where we have a legal obligation to do so (for example, records related to a reported bite incident or financial records required for tax purposes).

## **5. How We Protect Your Information**

We take reasonable precautions to protect your personal information from unauthorized access, loss, or misuse. These include:

- Storing records in password-protected Google Drive and Zoho Books accounts
- Using secure, reputable third-party platforms for communications and payments
- Limiting access to your information to only what is necessary to provide your services

Please be aware that no method of electronic storage or transmission is 100% secure. While we do our best to protect your information, we cannot guarantee absolute security.

## **6. Your Rights Under California Law**

California residents have specific rights regarding their personal information under the California Consumer Privacy Act (CCPA) and the California Online Privacy Protection Act (CalOPPA). These include:

### **Right to Know**

You have the right to request information about the categories and specific pieces of personal data we have collected about you, the purposes for which we use it, and the categories of third parties with whom we share it.

### **Right to Delete**

You have the right to request that we delete the personal information we have collected about you, subject to certain exceptions (such as records we are required to retain by law).

### **Right to Correct**

You have the right to request that we correct inaccurate personal information we hold about you.

### **Right to Opt Out of Sale**

We do not sell your personal information. This right is already fully protected — there is nothing to opt out of.

### **Right to Non-Discrimination**

We will not discriminate against you for exercising any of your privacy rights. Exercising these rights will have no effect on the services we provide to you.

### **How to Exercise Your Rights**

To exercise any of the rights above, please contact us directly at:

**Leigh Stevens, DVM**

Gentle Goodbye, Inc.

[dr.leighstevensdvm@gmail.com](mailto:dr.leighstevensdvm@gmail.com)

We will respond to your request within 45 days, as required by California law. In some cases we may need to verify your identity before processing your request.

## **7. Cookies & Website Tracking**

Our website is built on WordPress and may use cookies or similar technologies to improve your browsing experience. Cookies are small text files stored on your device that help the website function properly.

We do not use cookies for advertising or behavioral tracking. If you prefer not to accept cookies, you can adjust your browser settings to decline them. Please note that some website features may not function correctly without cookies.

## **8. Children's Privacy**

Our services are intended for adults making end-of-life decisions for their companion animals. We do not knowingly collect personal information from individuals under the age of 18. If you believe a minor has submitted personal information to us, please contact us and we will promptly delete it.

## 9. Communications & Opt-Out

We communicate with clients via text message and email, including through Google Voice, for appointment scheduling, reminders, and follow-up. Message and data rates may apply.

You may opt out of text message communications at any time by notifying us directly. You may also request to be removed from our email contact list at any time. Please note that opting out of communications may affect our ability to coordinate your appointment and aftercare services.

## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will update the “Last Updated” date at the top of this document and post the revised policy on our website.

We encourage you to review this Privacy Policy periodically. Continued use of our services after changes are posted constitutes your acceptance of the updated policy.

## 11. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or how we handle your personal information, please contact us:

### **Leigh Stevens, DVM**

Gentle Goodbye, Inc.

Paso Robles, California

[dr.leighstevensdvm@gmail.com](mailto:dr.leighstevensdvm@gmail.com)

*We are a small, solo veterinary practice. When you contact us about your privacy, you will hear back from Dr. Stevens directly.*

*Gentle Goodbye, Inc. — Paso Robles, California*

*Serving families with compassion at life's most difficult moment.*