

Privacy Policy

Effective Date: July 1, 2025

A Bark Idea (“we”, “our”, “us”) is committed to protecting the privacy of our clients and their pets. This Privacy Policy explains how we collect, use, store, and share your personal information when you use our mobile and web applications (collectively, the “App”). By accessing or using the App, you agree to the practices described in this policy.

1. Information We Collect

- **Personal Information:** name, email address, phone number, mailing address
 - **Account Credentials:** username, hashed password, authentication tokens
 - **Pet Information:** pet name, species, breed, age, medical notes, vaccination records, special needs
 - **Photos:** images uploaded for your pet's profile
 - **Usage Data:** login timestamps, feature interactions, preferences
 - **Messages:** content of conversations between clients and staff
 - **Booking Data:** service dates, times, types
 - **Billing Data:** payment method token, billing address, transaction records
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2. How We Use Your Information

- **Service Delivery:** facilitate bookings, check-ins, and communication
- **Account Management:** authentication, security, and customer support
- **Personalization:** tailoring services based on preferences
- **Billing:** processing charges, refunds, and invoices
- **Analytics:** performance monitoring, issue detection, UX improvements

3. Data Storage & Security

- **Encryption:** TLS in transit, AES-256 at rest
 - **Access Controls:** limited to authorized staff
 - **Infrastructure:** secure, SOC 2 Type II compliant cloud servers
 - **Backups:** regular encrypted backups
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4. Data Sharing & Disclosure

- We do **not** sell your personal data
 - Shared with trusted service providers under confidentiality agreements
 - Disclosed to comply with legal obligations (subpoenas, court orders)
 - Transferred as part of mergers or acquisitions, subject to this policy
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5. Data Retention

- Data retained only as long as necessary or required by law
 - Upon account deletion, personal data is deleted or anonymized within 30 days
 - Transaction records retained (anonymized) for up to 7 years
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6. Your Rights

Depending on your jurisdiction, you may have the right to:

- Access your data
- Correct inaccurate information
- Request deletion (subject to legal obligations)

- Receive a portable copy of your data
- Object to or restrict certain processing

To exercise these rights, contact **woof@abarkidea.com**.

7. International Transfers

Data may be stored or processed in the United States. We use standard contractual clauses to safeguard international data transfers where required.

8. Children's Privacy

This App is not intended for children under 13. We do not knowingly collect data from children under 13. If such data is discovered, we will delete it promptly.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will include a revised effective date and notifications as required by law.

10. Contact Us

A Bark Idea, LLC
2417 Artesia Blvd
Redondo Beach, CA 90278
Email: **woof@abarkidea.com**

Terms of Service

Effective Date: July 1, 2025

Welcome to A Bark Idea. These Terms of Service (“Terms”) govern your access to and use of our website, mobile applications, and related services (collectively, the “Service”). By creating an account, booking services, or otherwise using the Service, you agree to these Terms and the Privacy Policy above.

1. Definitions

- **Provider:** A Bark Idea, LLC
 - **Client:** Any user booking or using services for pets
 - **Staff:** Authorized employees or contractors
 - **Booking:** A scheduled reservation for services
 - **Services:** Bookings, messaging, updates, billing, and record-keeping
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2. Eligibility & Account Security

- Must be at least 18 years old
 - Accurate registration information required
 - Account credentials must remain confidential
 - Accounts may be suspended or terminated for violations
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3. Booking, Payments & Invoicing

- Service descriptions and fees are displayed at booking or invoicing

- All fees are in U.S. dollars
 - Payment due upon invoicing unless otherwise agreed
 - Invoices payable within 7 days
 - Late payments may incur a 5% monthly fee
 - Payment methods are tokenized via Square; no card data is stored
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4. Cancellations & Refunds

- Client cancellations require 48-hour notice
 - Deposits may be non-refundable within 48 hours
 - Provider cancellations may result in rescheduling or full refund
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5. Health & Safety Requirements

- Vaccinations must be current and uploaded before check-in
 - Aggressive or undisclosed behavioral issues may result in refusal of service
 - Client assumes all risks associated with participation
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6. User Conduct & Messaging

- Harassment or abuse will result in suspension
- Messages may be monitored for quality and safety
- Clients may only message staff or official group accounts

7. Intellectual Property

- All Service content, branding, and code are owned by Provider
 - User-uploaded content remains owned by the user but licensed to Provider
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8. Privacy & Data

Use of the Service is governed by the Privacy Policy above.

9. Disclaimers & Limitation of Liability

- Service provided “as-is”
 - Liability limited to fees paid in the prior 6 months
 - No liability for indirect or consequential damages where permitted
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10. Indemnification

You agree to indemnify Provider against claims arising from misuse or breach of these Terms.

11. Modifications & Termination

- Terms may be updated at any time
- Continued use constitutes acceptance
- Accounts may be terminated with or without notice

12. Governing Law & Dispute Resolution

- Governed by California law
 - Binding arbitration in Los Angeles County unless opted out within 30 days
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13. Severability & Waiver

Unenforceable provisions are severed without affecting remaining Terms.

14. Contact Us

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