

Privacy Policy

Last Updated: October 18,2026

Happy Dog, LLC (“Happy Dog Cuisine,” “we,” “us,” or “our”) values your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and share information obtained through our online services (the “Services”), accessible via our website <http://www.HappyDogCuisine.com> (the “Website”).

By visiting our Website and/or using our Services, you agree to the terms outlined in this Privacy Policy. If you do not agree with our policies and practices, please refrain from using our Website and Services. Capitalized terms not defined in this Privacy Policy shall have the meanings set forth in our Terms of Use.

Information We Collect Directly From You

1. **Account Information** When you sign up for our Services or products, we collect information such as your name, email address, shipping address, billing address, and phone number. Upon becoming a customer, you will be assigned a User ID. We may also gather information about your pet, including its name, medical details, and preferences.
2. **Billing Information** When making a purchase, you will be required to provide payment card information and billing addresses (“Billing Information”). All transactions are processed by external payment processors.

Information We Collect Automatically From Your Device

We use cookies and similar technologies to collect data about your use of our Website, including your IP address, web browser, pages viewed, time spent on pages, links clicked, and conversion information. This information helps us analyze data, determine content popularity, deliver targeted advertising, provide customer support, troubleshoot issues, and improve our Website and Services.

We may also partner with third parties to serve ads as part of a customized campaign on other websites or platforms. We do not control third-party tracking technologies. For questions about targeted content, please contact the responsible provider directly.

If you wish to disable cookies, consult your browser’s documentation. Note that disabling cookies may affect the functionality of the Website and Services.

Accessing and Modifying Personal Information and Communication Preferences

If you have registered for our Services, you may access and modify your account information. To request access to, correct, or delete personal information, email us at info@HappyDogCuisine.com. Deleting your personal information requires deleting your account. We may deny change requests that violate any law or legal requirement or cause incorrect information.

You can manage your marketing communication preferences by clicking the “unsubscribe” link in any Happy Dog Cuisine marketing email. Registered users cannot opt out of transactional emails related to their account. We strive to process such requests promptly, though complete removal or modification of information from our databases is not always possible.

How We Use Your Information

We retain your information for as long as necessary for the relevant purpose, unless a longer retention period is required or permitted by law. We use your information to process transactions, provide Services, solicit feedback, inform you about products and promotions, administer contests, provide customer support, troubleshoot issues, and improve our Website and Services.

How We Share Your Information

We may share your information with service providers to administer contests, promotions, and for analytical purposes to operate and improve our Website and Services. Aggregated data may be shared with affiliates, agents, and business partners. User statistics may be disclosed to business partners and third parties for lawful purposes.

In the event of a corporate sale, merger, reorganization, dissolution, or similar event, your information may be part of the transferred assets. We may also disclose your information as required by law or when we believe it is necessary to protect our rights, property, or safety.

How We Protect Your Information

We implement measures to protect the privacy and integrity of your personal information. Our information security policies limit access to our systems, and we use technological protections to safeguard data.

Your responsibility includes maintaining the confidentiality of your password. While we strive to protect your information, transmission over digital means is not completely secure, and we cannot guarantee the security of your information transmitted to us.

Important Notice to Non-U.S. Residents

The Website and Services are operated in the United States. If you are outside the United States, by accessing our Website and Services and providing information, you consent to this transfer.

Children

We do not knowingly collect information from children under 13. If you are under 13, do not provide any information. Parents and guardians should monitor their children's Internet usage and instruct them not to provide information through the Website or Services. If you believe a child under 13 has provided information, contact us, and we will delete it from our databases.

External Websites

Our Website may contain links to third-party websites. We have no control over their privacy practices or content and are not responsible for their policies. Review the privacy policies and terms of use of any third-party websites you visit.

Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated above. We may update this Privacy Policy and will post changes on the Website as they take effect. Continued use of the Website or Services after changes indicates acceptance of the updated policy. Check this Privacy Policy regularly.

How to Contact Us

For questions about this Privacy Policy, email us at info@HappyDogCuisine.com.

Data Subject Access Requests

To request a copy of your personal information or its deletion, contact us at info@HappyDogCuisine.com.

Request to Opt-Out

To opt out of targeted marketing and the sale or distribution of personal information, contact us at info@HappyDogCuisine.com.