

Pet & Aquatic Warehouse

SMS Privacy Policy

Effective Date: August 30, 2026

This SMS Privacy Policy describes how Pet & Aquatic Warehouse ("PAW," "we," "us," or "our") handles information associated with text-message communications. It applies to PAW's one-to-one customer service, transactional, and employment-related SMS communications.

1. Information We Collect

When you communicate with PAW by text message, we may collect or maintain information such as:

- Your mobile telephone number.
- The content of text messages exchanged with PAW.
- Your name and other information you voluntarily provide in connection with your inquiry or request.
- Information needed to respond to a customer-service request, product or livestock inquiry, special order, special request, employment application, onboarding matter, or other business interaction.
- Basic messaging records, such as the date and time messages are sent or received.

2. How We Use SMS Information

PAW may use SMS information to:

- Respond to questions initiated by customers or other individuals.
- Provide product or livestock availability and pricing information.
- Provide requested estimates or other information concerning special orders or special requests.
- Notify a customer that a requested item, special order, or special request has arrived or is otherwise ready for follow-up.
- Assist applicants or employees with employment applications, onboarding documents, or related administrative questions.
- Maintain reasonable records of communications and provide customer support.
- Protect the security, integrity, and lawful operation of our business communications.

3. No SMS Marketing or Promotional Data Sharing

PAW does not use this SMS program for mass marketing, promotional text blasts, or unsolicited advertising.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties.

We may use service providers or subcontractors when reasonably necessary to support the operation of our communications or customer-service systems. Any such use is limited to providing services on our behalf and does not authorize the service provider to use SMS opt-in information for its own marketing or promotional purposes.

4. When We May Disclose Information

PAW may disclose information when reasonably necessary to operate our communications systems, comply with law, respond to lawful requests, protect PAW or others from fraud or misuse, or enforce our rights. We do not sell SMS opt-in information or consent.

5. Consent and Messaging

Individuals may communicate with PAW by initiating a text conversation with the store or by providing a mobile number and requesting or agreeing to text-message follow-up in connection with an existing inquiry, order, request, application, onboarding process, or other business interaction. Consent to receive text messages is not a condition of purchasing goods or services.

Message frequency varies according to the nature of the individual's inquiry or interaction. Message and data rates may apply.

6. Opting Out

You may stop receiving text messages from PAW at any time by replying STOP. After an opt-out request is processed, PAW will not continue non-essential SMS communications to that number unless you later initiate a new conversation or otherwise request that SMS communication resume.

7. Data Security and Retention

PAW uses reasonable administrative and technical measures appropriate to the nature of the information we maintain. SMS records may be retained for legitimate business, customer-service, recordkeeping, security, or legal purposes.

8. Contact Us

Questions about this SMS Privacy Policy or PAW's text-message practices may be directed to:

Pet & Aquatic Warehouse

Phone: (434) 239-6787

Email: pawadvantage@petaquaticswarehouse.com

Website: petaquaticswarehouse.com