

Privacy Policy

Effective Date: July 23, 2026

Pearson Animal Hospital (“Pearson Animal Hospital,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the information you provide when you visit our website, contact our hospital, request veterinary services, or communicate with us by phone, text message, or other available methods.

This Privacy Policy explains how Pearson Animal Hospital may collect, use, and protect information in connection with our website and services.

Business Information

Pearson Animal Hospital
1609 Hwy 31 SW
Hartselle, AL 35640
Phone: 256-773-5230
Website: pearsonanimalhospital.com

1. Information We Collect

Depending on how you interact with Pearson Animal Hospital, we may collect information such as:

- Your name and contact information;
- Your telephone number and mobile telephone number;
- Your email address;
- Your mailing or physical address;
- Information about your pet or pets that you provide in connection with veterinary care;
- Appointment and scheduling information;
- Information you provide when contacting our hospital;
- Information submitted through forms on our website;
- Information related to prescriptions, medication refills, or other services you request;
- Information necessary to provide, coordinate, or communicate about veterinary services; and
- Technical information collected through website use, such as browser type, device information, and general website usage information, where applicable.

We collect information that you voluntarily provide to us and information that may be generated when you interact with our website or services.

2. How We Use Information

Pearson Animal Hospital may use information we collect to:

- Provide and coordinate veterinary services;
- Schedule, confirm, reschedule, or remind you about appointments;
- Communicate with you about your pet's care;
- Respond to questions, requests, and inquiries;
- Provide information you have requested;
- Process prescription or medication refill requests;
- Provide follow-up communications related to veterinary services;
- Send wellness or preventative-care reminders when appropriate;
- Maintain business and veterinary service records;
- Improve our website and services;
- Protect the security and integrity of our systems; and
- Comply with applicable laws and legal obligations.

3. SMS and Text Messaging Privacy

If you voluntarily provide your mobile telephone number and separately opt in to receive text messages from Pearson Animal Hospital, we may use your mobile number to send text messages related to the services and communications you have requested.

Depending on your consent and relationship with Pearson Animal Hospital, text messages may include appointment confirmations, appointment reminders, scheduling or rescheduling communications, pet-care follow-ups, prescription or refill notifications, wellness reminders, and other informational communications related to veterinary services.

Pearson Animal Hospital does not sell, rent, or share your mobile telephone number or SMS consent information with third parties or affiliates for their own marketing or promotional purposes. Mobile information and SMS consent data will not be shared with third parties or affiliates for marketing or promotional purposes.

We may share information with service providers, vendors, contractors, or technology providers that assist us in operating our business and providing requested services, including communications and customer-support services. Such service providers may process information on our behalf and are not authorized to use your mobile information or SMS consent for their own independent marketing or promotional purposes.

Your SMS consent is specific to Pearson Animal Hospital and is not transferable or assignable to another company or organization.

4. Text Message Consent Is Voluntary

Consent to receive text messages from Pearson Animal Hospital is voluntary and is not a condition of purchasing goods or services or receiving veterinary care.

You may decline to provide SMS consent and continue to contact Pearson Animal Hospital through other available communication methods.

If you opt in to text messages, you may withdraw your consent at any time by replying **STOP** to a Pearson Animal Hospital text message.

5. Message Frequency and Fees

Text message frequency varies based on your appointments, requests, and veterinary care needs.

Message and data rates may apply depending on your mobile carrier and wireless plan.

For help with text messaging, reply **HELP** to a Pearson Animal Hospital text message or contact us at **256-773-5230**.

6. Information Sharing

Pearson Animal Hospital may disclose information when reasonably necessary to:

- Provide services you request;
- Operate our business;
- Use vendors and service providers that support our operations;
- Respond to legal process or lawful requests;
- Protect the rights, safety, property, or security of Pearson Animal Hospital, our clients, or others; or
- Comply with applicable laws and regulations.

We do not sell your personal information.

We do not share mobile telephone numbers or SMS consent information with third parties or affiliates for their own marketing or promotional purposes.

7. Website and Third-Party Services

Our website may contain links to websites or services operated by third parties. Pearson Animal Hospital is not responsible for the privacy practices, content, or security of third-party websites or services.

We encourage you to review the privacy policies of any third-party website or service you access.

8. Cookies and Website Technologies

Our website or third-party services used to support the website may use cookies or similar technologies for functionality, security, analytics, or other legitimate business purposes.

You may be able to control certain cookie settings through your browser or device settings. Disabling certain technologies may affect some website functionality.

9. Data Security

Pearson Animal Hospital takes reasonable administrative, technical, and organizational measures designed to protect information from unauthorized access, use, disclosure, alteration, or destruction.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

10. Children's Privacy

Our website and services are not directed toward children. We do not knowingly collect personal information from children in violation of applicable law.

11. Changes to This Privacy Policy

Pearson Animal Hospital may update this Privacy Policy from time to time. When we make changes, we may update the Effective Date shown at the top of this policy.

Your continued use of our website or services after an updated policy is posted constitutes acknowledgment of the updated policy, to the extent permitted by applicable law.

12. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Pearson Animal Hospital

1609 Hwy 31 SW

Hartselle, AL 35640

Phone: 256-773-5230

Website: pearsonanimalhospital.com

You may also contact us regarding questions about our SMS communications, privacy practices, or your text-message consent.

Last Updated: July 23, 2026