



Privacy Policy

Last Updated: September 16, 2025

Scope. This Privacy Policy describes how DoGone Fun Resort LLC (“DoGone Fun Resort,” “we,” “us,” or “our”) collects, uses, and shares information about you and your dog when you visit our website, complete our online forms, subscribe to emails, or use our services (including Day Retreats, Resort Stays, Spa & Styling, Academy Training and Puppy Services).

1) Information We Collect

- Client Identifiers: name, email, phone, postal address, emergency contact.
- Dog Information: name, breed, age, temperament/behavior notes, vaccination/medical info provided by you or your veterinarian.
- Transactional & Account Info: reservations, service history, packages, credits, payment confirmations (payment details are processed by third-party providers).
- Communications: emails, messages, assessments/registration forms, support requests, and preferences (marketing opt-in/out).
- Website/Device Data: IP address, general location, device/browser data, pages visited, and interactions (via cookies, logs, and analytics).
- On-Premises Video (if applicable): CCTV footage in public areas for safety and security.

2) How We Use Information

- Provide Services: reservations, check-in/out, assessments, training classes, grooming appointments, billing, and customer support.
- Safety & Operations: health and behavior screening, emergency vet coordination, policy updates, and service notices.
- Marketing (Opt-in Only): newsletters, promotions, events, and offers (via Mailchimp or similar).
- Website & Improvements: site functionality, analytics, security, and quality control.
- Legal & Compliance: fraud prevention, enforcing agreements, responding to lawful requests.

3) Service vs. Marketing Communications

- Service communications (required): reservation confirmations/changes, policy updates, safety notices, and account issues. These are necessary to use our services and may be sent even if you opt out of marketing.
- Marketing communications (optional): newsletters and promotions. Sent only if you opt in; you may unsubscribe anytime.

4) Text Messaging (if used)

By providing a mobile number and expressly opting in to SMS updates, you consent to receive texts related to reservations and services. Message/data rates may apply. Frequency varies. Reply STOP to cancel, HELP for help. Marketing texts (if any) require separate opt-in.

5) Cookies, Analytics & Tracking

We use cookies and similar technologies for site functionality and analytics (e.g., Google Analytics). You can control cookies through your browser settings. At present, our site is informational and uses limited tracking; if we expand tracking on our multi-page site, we will update this Policy and, if required, provide a cookie banner.

Do Not Track: We do not currently respond to browser “Do Not Track” signals.

6) How We Share Information

We do not sell personal information. We may share limited information with:

- Service Providers: payment processors, e-signature tools, scheduling/CRM systems, email/SMS platforms, website/analytics providers, and IT/security vendors—only to perform services on our behalf under contractual confidentiality.
- Veterinary Providers: in emergencies or when reasonably necessary for your dog’s care.
- Legal/Compliance: to comply with law, court orders, or to protect rights, safety, or property.

7) Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information. No method of transmission or storage is 100% secure.

8) Data Retention

We retain information for as long as needed to provide services, comply with legal obligations, resolve disputes, and maintain business records. We periodically review data and delete or de-identify when no longer necessary.

9) Your Choices

- Update/Access: Contact us to request updates or copies of your information.
- Marketing Opt-Out: Unsubscribe links appear in each marketing email. Service communications may continue for active clients.
- Cookies/Analytics: Manage via your browser settings.

10) Children’s Privacy

Our website and services are intended for adults. We do not knowingly collect information from children under 13 online.

11) International Visitors

Our services are offered in the United States. If you use our site from outside the U.S., you understand your information may be processed in the U.S.

12) Changes to this Policy

We may update this Policy periodically. We will post the updated date at the top. Material changes will be highlighted on our website or via service email.

13) Contact Us

Email: guestservices@dogonefunresort.com
Phone: 312-765-9364
Mailing Address: 1717 S State St, Chicago, IL 60616