

How we aim to use data to live our purpose: *A Better World For Pets™*

At Mars Petcare we are uniquely positioned to collect information on the behavior, health and genetics of pets around the world through our nutrition, health and pet service businesses – and we want to use that privilege to be a force for good.

We believe pets make the world a better place and we strive every day to live our purpose: A BETTER WORLD FOR PETS™



We believe with data, knowledge, and insights, together we can find new ways to improve the products and services we provide and your pet's health and wellbeing.

Your pet's data can:



Reveal unseen patterns of behavior that might be early indicators of changes in a pet's wellbeing



Allow owners, breeders, and veterinarians to make better decisions about a pet's health



Support the development of new products that better meet the needs of your pets – for example; tailored nutrition for cats with kidney disease or dogs with arthritis



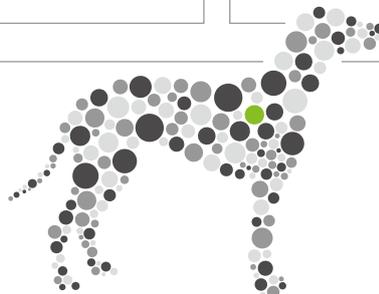
Help you locate a pet health professional in your neighborhood

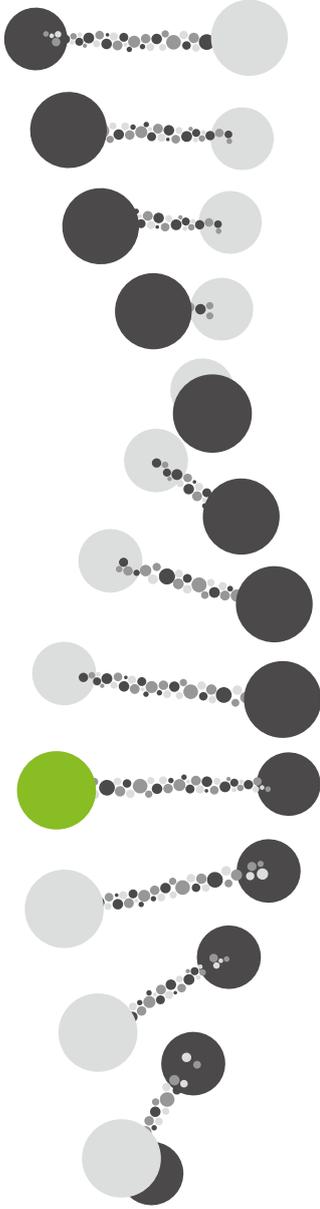


Encourage society to better understand the benefits of pets for people – including their impact on childhood development, mental and physical wellbeing, and aging



Educate decision makers on the housing needs of people with pets





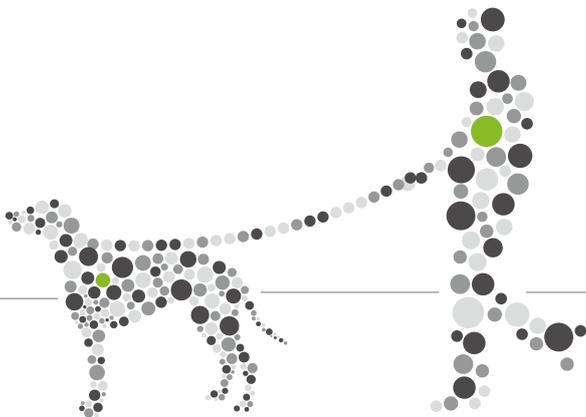
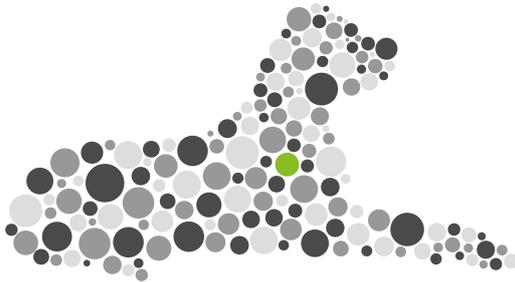
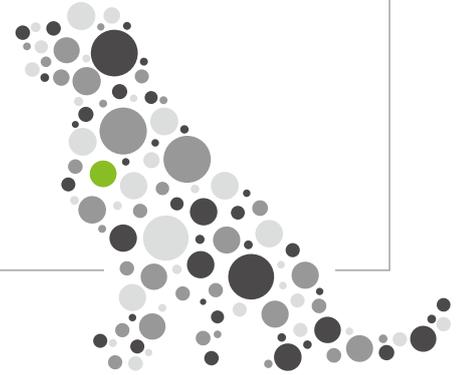
Analyzing different types of data means we can work to develop a collective understanding of pets never before possible.

A great example of this is a recent [study](#) using genetic testing conducted by dog owners at home, which provided new insights into the diseases mixed breed dogs are most likely to develop.

Knowing the genetic makeup of your pet may help:

- **predict health risks**
- **recognize warning signs earlier**
- **enable preventative care**

So the information you provide may help pets today and in the future.



For details on how we treat your data please visit www.mars.com/global/policies/privacy/pp-english