

NOTICE OF PRIVACY PRACTICES AND POLICY
StretchYourHorse.com, Holistic Horse Bodyworks, LLC
and Stretch Your Horse, LLC

May 17, 2018

Our Privacy Principles:

StretchYourHorse.com, Holistic Horse Bodyworks, LLC and Stretch Your Horse, LLC (hereinafter collectively “SYH”) believes the privacy of customers’ personally identifiable information (“personal information”) and non-personal information is important. By downloading, accessing, viewing and/or using SYH videos, customer agrees to all terms and conditions of the SYH Privacy Practices and Policy (hereinafter “Privacy Notice.”) Our chief privacy officer is Ilene Nessenson.

Definitions:

Personally identifiable information (“personal information”) is generally information or data that can be used to identify a specific individual. This includes first and last name and email address.

Non-Personal Information is generally information such as type of riding discipline and geographic location such as Country, and State (if living in the US) or other information which is not used to identify a specific individual.

Types of Personal and Non-Personal Information We Collect and Transfer of Personal and Non-Personal Information

SYH asks users to provide us with a very limited set of personal information (i.e. first and last name, email address and geographic location, (specifically the Country you live in and State if living in the US), as well as non-personal information (your riding discipline) so that we can contact you to send you information, including but not limited to, marketing communications (with permission), equine health care information, SYH app information and features, and to seek your feedback on the quality of our products and services. We also use the personal information described above to address any support questions or issues you may have with the SYH App. You may opt out of, request to be forgotten, update your information, request access to your information, request to port your information, ask questions about your information, lodge a complaint, and/or withdraw consent from any and all SYH communications and/or from being in our database list at any time by sending an email to Support@StretchYourHorse.com . Please note that if you opt out of or request to be deleted from our database list, we will not be able to provide you with personalized customer support, including technical support, since we will not have any way to access your information. We can still provide general support.

SYH also asks you to provide a limited set of non-personal information. Your responses to the SYH initial App registration questionnaire and other surveys and communications may be used in the aggregate to improve the SYH App, keep SYH running, and direct and evaluate SYH marketing effectiveness.

SYH maintains your personal information in a secure Amazon Web Services database that we upload to our email communication providers, currently Mailchimp, Active Campaign, and Many Chat (our

automated chatbot), all of whom have their own privacy policies and data security measures, so we can email and chat with you regarding the SYH App, general horse health information and provide other horse-related information. We will also share your personal information if required to by law or to assist with law enforcement and national security matters. SYH may share aggregated non-personal information (such as riding discipline and geographic location) with a third party only in the event a third party is assisting SYH with SYH business. SYH requires the third party to sign a Confidentiality and Non-Disclosure Agreement preventing them from using or disclosing this non-personal information in any way, shape or form. SYH does not collect or retain payment information. SYH will not sell your personal information to third parties.

Access to Personal Information:

You may contact SYH at any time to correct, complete, update, delete, lodge a complaint, ask a question or request access to your personal or non-personal information at Support@StretchYourHorse.com.

Retention of Personal Information:

SYH may retain your personal and non-personal information in order to maintain your account as a customer for up to 10 years. We also conduct periodic reviews of our database and will remove users who are no longer SYH customers.

Protection of Personal Information:

SYH protects your personal information against loss, theft, misuse, unauthorized access, alteration, disclosure or destruction using physical, technical and administrative processes. These measures may include, but are not limited to:

- ❖ Backing up computer files to a local or external computer drive, and/or using a secure account with Carbonite or other secure online backup service; and
- ❖ Using third party vendors who have security measures in place

Out of Scope of this Privacy Notice:

This Privacy Notice does not address and SYH is not responsible for the privacy notices, policies and procedures of any third party, including but not limited to, Google, Inc. Google Play Store, Apple, Inc., iTunes, Amazon, Amazon hosting services, Mailchimp, Active Campaign, ManyChat or any cloud service provider, or any credit card company.

Changes to this Privacy Notice:

SYH may periodically update and/or modify this Privacy Notice with or without prior notice. Such updates and/or modifications are effective upon publication on the SYH website and/or the SYH app. Your use of the SYH App after such updates and/or modifications constitutes consent and acceptance of the updates and/or modifications except as related to any changes in email marketing messages which users in the EU must consent to separately for the changes to be effective as it relates to them.

Questions?

If you have questions or concerns about this Privacy Notice, feel free to contact us at:
Support@StretchYourHorse.com.

Stretch Your Horse
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