

# **International Horsemanship Association Privacy Policy**

## **Article I – Purpose**

The purpose of the privacy policy is to outline the types of personal information received and collected with the use of the various services provided by the International Horsemanship Association (hereinafter the “Organization”), as well as some of the steps taken to safeguard personal information online. The privacy policy will help potential and current consumers and visitors (hereinafter the “User” or “Users”) to make an informed decision about sharing personal information with the Organization.

## **Article II – Terms**

### **A. Personal Information**

The Organization collects personally identifiable information from its Users on a voluntary basis only. Personal information collected on a voluntary basis may include full name, postal address, email address, company name and telephone number, as well as other information pertinent to its intended use.

This information is collected upon a request of information or service from the Organization, participation in a contest or sweepstakes, and signing up to join the Organization’s email list. The information collected is internally reviewed; further, it is used to improve the content of the Organization’s website and other communications, to notify Users of updates, and to respond to User inquiries. Personal information received from any User will be used only for internal purposes and will not be sold or provided to third parties. Once information is reviewed, it is discarded or stored in files maintained by the Organization. If the Organization makes material changes in the collection of personally identifiable information, Users will be informed via email.

### **B. Children's Online Privacy Protection Act**

This website is directed to adults; it is not directed to children under the age of 13. The Organization operates its online channels in compliance with the Children's Online Privacy Protection Act, and will not knowingly collect or use the personal information from anyone under 13 years of age without verifiable parental consent.

### **C. Use of Cookies and Web Beacons**

The Organization may use cookies to help personalize the online experience of its Users. Cookies are identifiers that are transferred to a computer's hard drive through a web browser to enable the Organization’s systems to recognize the browser. The purpose of a cookie is to tell the web server that its User has returned to a specific page. For example, if a User personalizes the sites pages, or registers with any of The Organization’s online services, a cookie enables the Organization’s online services to recall the User’s specific information on subsequent visits.

Upon viewing the Organization's website, Users have the choice to accept or decline the Organization's use of cookies. Users also have the ability to accept or decline cookies by modifying their Web browser; however, if a User chooses to decline cookies, they may not be able to fully experience the interactive features of the website.

A web beacon is a transparent image file used to monitor the User's journey within a single website or collection of sites. They are also referred to as web bugs and are commonly used by sites that hire third-party services to monitor traffic. They may be used in association with cookies to understand how Users interact with the pages and content on the pages of a web site.

The Organization may serve third-party advertisements that use cookies and web beacons in the course of ads being served on its website to ascertain how many times a User has seen an advertisement. No personally identifiable information is provided to these third-parties for cookie or web beacon use; therefore cookies and web beacons cannot be used to personally identify a User on the Organization's website.

Some third-party advertisements may be provided by Google, which uses cookies to serve ads on the Organization's website. Google uses the DART cookie, which enables it to serve ads to Users based on their visits to the website and other sites on the Web. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy page.

Browsers can be set to accept or reject cookies or to notify Users when a cookie is being sent. Privacy software can be used to override web beacons. Taking either of these actions should not cause a problem regarding the use of the Organization's website, should you so choose.

#### **D. Non-Personal Information**

In some cases, the Organization may collect information about Users that is not personally identifiable. The Organization uses this information, which does not identify individual Users, to analyze trends, to administer the site, to track Users' movements around the site and to gather demographic information about the User base as a whole. The information collected is used solely for internal review and not shared with other organizations for commercial purposes.

#### **E. Release Of Information**

If the Organization is sold, the information have obtained from its Users through their voluntary participation in our site may transfer to the new owner as a part of the sale in order that the service being provided to you may continue. In that event, Users will receive notice through the Organization's website of that change in control and practices, and the Organization will make reasonable efforts to ensure that the purchaser honors any opt-out requests that Users might make.

#### **F. Correcting or Removing Information**

The Organization provides this privacy policy as a statement to its Users of its commitment to protecting Users' personal information. If a User has submitted personal information through the Organization's website and would like that information to be deleted from the Organization's records, or would like to update or correct that information, they may do so by contacting the Organization.

The Organization reserves the right to make changes in this policy. If there is a material change in our privacy practices, it will be indicated on its website that its privacy practices have changed. A link the new privacy policy will be provided. Users may periodically review this policy so that they will be updated as to what information the Organization collects and how it is used.

#### **Article III – Agreement**

The use of the Organization's services, both off and online, constitutes the User's agreement to the terms of the privacy policy. If a User does not agree to any of the aforementioned terms of the privacy policy, they should not use the Organization's services.