

HORSELINC PRIVACY POLICY

PLEASE READ THIS PRIVACY POLICY CAREFULLY

Last Updated: January 22, 2018

Your privacy is very important to Horse Apps, LLC (“Horse Apps”). We also understand that privacy is very important to you. This Privacy Policy (“Privacy Policy”) tells you how we protect and use any information we gather through the HorseLinc application or website (the “Website”).

This Privacy Policy explains how Horse Apps may use and disclose information we collect from and about you when you use the Website, as well as your ability to control certain uses of it. By downloading this Website, you consent to the collection, use, and disclosure of information in accordance with the terms of this Privacy Policy.

Please also read our Application Terms of Use (“Terms of Use”) to understand the general rules about your use of this Website. Except as written in any other disclaimers, policies, terms of use or other notices related to this Website, this Privacy Policy and the Terms of Use are the complete agreement between you and Horse Apps with respect to your use of this Website. You may be subject to additional terms that may apply when you access particular services or materials on certain areas of this Website or by following links that take you away from this Website.

SUMMARY

We value the privacy of our Website users. We do not sell your personal information. We will only collect and use your information as explained in this Privacy Policy. This section gives a brief overview of our data collection and use policies. Please contact us at info@horselinc.com or (888) 980-5462 if you have any questions related to this Privacy Policy.

We collect the following information:

- Information that your mobile device routinely shares with applications.
- Geographic information collected from your mobile device to find products or services available in your area.
- Personal information that you provide us on a voluntary basis.

We use the following types of tracking technology:

- Cookies and similar technology tracks movement across our Website and keeps track of our users and their preferences.
- Advertising services place ads on the internet for us, and they may use tracking technology; we do not share your personal information with these services.
- Analytics services, such as Google Analytics, may use cookies and other information to provide demographic, statistical, and other information about the users of our Website, such as their interests, hobbies, and preferences.

We use and disclose the information we collect for the following purposes:

- To provide services or products that you request.
- To help us improve our application and products, understand our customers and their preferences, and to market our products and services.
- To our contractors and business partners who provide support services so that they can access information needed for such services, only on terms consistent with this Privacy Policy.
- To protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

We use these commercially reasonable data security practices:

- If you make a purchase through our Website, we use a TLS (transport layer security) connection to process your payment information and we store your personal information on firewall-protected servers.
- We limit access to your personal information to those who have legitimate need to use it.

Other details about our practices:

- We may transfer your information outside of the United States.
- Although we may have links to third party websites, this Privacy Policy applies only to the Website and other applications and websites operated by Horse Apps.
- We use your personal information only for the purposes for which it is collected and consistent with this Privacy Policy, and we retain your information as permitted by applicable law.
- You can update your online account information at any time.
- We do not intend to collect information from children under the age of 13.
- We may update this Privacy Policy from time to time.
- You can request information about information we share with third parties for direct marketing purposes.

HOW WE COLLECT INFORMATION

Information provided by your mobile device

Like many other applications, we may record information that your mobile device routinely shares, such as the date and time you accessed the Website and the features of the Website that you use. This will generally be anonymous data that we collect on an aggregate basis. We will not try to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to our Website, our business or our users. Additionally, we may use geographic location information provided by your mobile device to identify products and services available in your vicinity. We do not collect or store your geographic information except to provide this service.

Personal information that you provide

We may also collect personal information that you choose to provide to us on a voluntary basis. When we ask for your personal information, it is so that we and third parties can provide a product or service to you and communicate with you about those products and services. For example, you can register on our Website by providing us with your name, address, telephone number and e-mail address, and then elect to receive e-mails or receive notifications about new products and services. It will always be your choice whether to provide your personal information to take advantage of these features. You understand that sharing such information is completely voluntary. Horse Apps assumes no liability for such information.

We may also offer certain social networking and marketplace features on this Website, such as the opportunity to solicit products and services and to post comments or opinions about products and services. If you choose to submit your questions, comments or opinions, keep in mind that these will be available to the general public. Additionally, be advised that sharing any information with third parties offering goods and services through the Website is completely voluntary. Any information you provide through the social networking and marketplace features of this Website is not subject to any privacy, and Horse Apps assumes no liability for such information.

Information Collected From Other Sources

We may obtain information about you from other sources, including social networks like Facebook that you use to connect with Horse Apps or the Website. This information may include name, user name, demographic information, updated address or contact information, interests, and publicly-observed data, such as from social media and online activity.

USE OF COOKIES AND SIMILAR TECHNOLOGY

Tracking on our own Website

As is commonly done on websites and applications, we may use cookies and similar technology to keep track of our users and the services they have elected. A "cookie" is a small text file containing alphanumeric characters that is stored on your computer or mobile device and uniquely identifies your browser. If you have created a user name and account, we will use cookies so that when you return to our Website we can remember who you are and your preferences. We may allow business partners who provide services to our Website to place cookies on your device that assist us in analyzing usage data. We do not allow these business partners to collect your personal information from our Website except as may be necessary for the services that they provide.

You can manage these cookies. For example, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you disable cookies, it may interfere with the functionality of our Website and you may not be able to use all of the Website's features.

We may also use web beacons or similar technology to help us track the effectiveness of our communications. A web beacon (also known as an action tag, a clear gif or pixel tag) is a 1x1 pixel image embedded in a web page used to transparently collect information. For example, we may use a web beacon to count the number of visits to the various features of our Website. If you have signed up to receive any of our e-mail newsletters, we use similar technology to count how many recipients have opened the message and clicked on one of its links.

Tracking by advertising services

Our Website may use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics use cookies and other, similar technologies, to collect information about how users use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our Website, compiling reports on Website activity for Website operators and providing other services relating to Website activity and usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set forth above. To learn more about Google Analytics, including how to opt out of it, visit <https://tools.google.com/dlpage/gaoptout>

Third-party websites or services (i.e. Amazon and Facebook) may use cookies, pixels, and similar technology to collect or receive information upon using this Website. We may share this information with the respective services or platforms, but we will not include your personal information. This is specifically for conversion tracking, measurement services and ad targeting based upon interests. If you would like to opt out of this tracking measure for Amazon, please visit <https://www.amazon.com/adprefs>. If you would like to opt out of this tracking measure for Facebook, please visit <http://www.aboutads.info/choices>.

To learn more about the use of cookies generally or other technologies to deliver more relevant advertising, and to know your choices about not having this information used by certain service providers, please visit <http://www.aboutads.info/choices>. Note that our systems may not recognize Do Not Track (DNT) headers from some or all browsers.

WHAT WE DO WITH THE INFORMATION WE COLLECT

We will generally use the information that we collect to help us operate this Website, to provide requested services, to help us understand our customers and their preferences, and to market products and services

to you in which we believe you may be interested. The following provides a more specific discussion of our uses and disclosures of the information that we collect. We will seek your consent before we use your personal information for any other purposes

Your contact information

When you provide us with your contact information, we will use that information to provide services related to this Website. For example, if you purchase a product through our Website, we will use your mailing address to direct the seller where to ship your order. We may also send you e-mail messages confirming your order or reporting on the status of your order.

We may give you the option to add your e-mail address to one or more e-mail lists. You may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail. Note that if you unsubscribe, we may still email you in connection with specific requests from you or regarding issues specific to you.

We maintain a database about our customers and Website users that allows us to (i) analyze and monitor consumer and customer activity, (ii) promote and support our products and services, and (iii) develop a knowledge base regarding our Website users.

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Website, as well as information collected offline or from third party sources to help us tailor our communications to you and to improve our Website and services.

Payment for goods and services

If you purchase any goods or services through this Website, your payment information, including your credit card information, will be captured and processed by a third party provider that will manage the transaction. We will not have access to any payment information.

Information shared with our business partners

To improve the products and services offered, we may use business partners to help us design and operate our Website or provide other services to support the Website. For example, we may hire a company to run certain applications, process credit card payments, or help us analyze our data. Unless otherwise indicated on our Website, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this Privacy Policy. We may give you the option to have your information shared with vendors whose goods or services may be of interest to us we carry so that they can send you coupons or other promotional information in which you are interested.

Business operations, law enforcement and legal actions

We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our Website for illegal reasons. If there is a sale or merger of the company, division or business unit that operates this Website, we may also transfer the information we have collected in connection with such sale or merger.

We will use the information we collect to continuously improve our business and our Website development. Your comments and suggestions about our Website development are always appreciated. Please contact us at info@horselinc.com or (888) 980-5462 if you have any comments or suggestions.

HOW WE PROTECT YOUR DATA

We use commercially reasonable means to protect the integrity of our Website and limit access to your personal information. We limit access to your personal information to those who have a legitimate need to use the information. If you have set up a user name and profile, you should be sure to protect your user ID and password to prevent others from being able to access the Website in your name. We cannot provide absolute assurances against, and will not be liable for, breaches of confidentiality due to system failures or unauthorized access by third parties.

DATA STORAGE

Your personal information is stored on servers in the United States. You understand and agree that Horse Websites may collect, use, disclose, and otherwise process the information you provide as described in this Privacy Policy even if you are from an area outside the United States. Your personal information may be disclosed in response to inquiries or requests from government authorities or to respond to judicial process in the United States.

THIRD PARTY WEBSITES

This Website may contain links to third party websites operated by companies that are not affiliated with us. We are not responsible for the operation of these other sites or the information that they collect from their visitors. If you would like to know how another site collects and uses your information, please review its privacy policy.

CHANGES TO YOUR INFORMATION

Please note that, at all times, you are responsible for updating the personal information you provide to us. You can update your online account information with us at any time by clicking on the "Profile" link in the Website. Alternatively, you may contact us at info@horselinc.com or (888) 980-5462 to update your information.

DATA INTEGRITY AND RETENTION

We use the information that we collect about you only for the purposes for which it is collected and consistent with this Privacy Policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

CHANGES TO THIS POLICY

Our business and the laws that regulate us change from time to time, and we reserve the right to change this Privacy Policy. If we do change this policy, we will post the revised version on this Website. If we change the Privacy Policy in a material way, we will provide appropriate notice to you.

CHILDREN

You must be at least 13 years old to use our Website or to purchase products or services through our Website. We will not knowingly collect information about children under the age of 13. If you are under the age of 13 please do not use this Website

If you are a parent who believes that we have collected information about a child under age 13, please contact us at info@horselinc.com or (888) 980-5462 with your child's name and address, and we will be happy to delete the information we have about your child from our records and provide information in accordance with the Children's Online Privacy Protection Act ("COPPA"). In the event we discover we have collected information from a child in a manner inconsistent with COPPA's requirements, we will either delete the information or immediately seek the parent's consent for that collection. If we do not receive parental consent within a reasonable time, we will delete the information.

YOUR CALIFORNIA PRIVACY RIGHTS

For California residents: Horse Apps may share your personal information with affiliated third parties, some of which do not share the Horse Apps name, for their direct marketing purposes. As this category of affiliate is considered an unaffiliated party under California law, you may request information about our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at info@horselinc.com or (888) 980-5462.

THIS POLICY IS AN AGREEMENT

When you use this Website, you are accepting the practices described in this Privacy Policy.

CONTACTING US

If you have additional questions, please contact us at any time by email at info@horselinc.com or by phone at (888) 980-5462.

Effective Date: 1/22/2018