



# PRIVACY POLICY

**The Data Privacy Policy of EquineMate has been written in line with the regulatory guidance provided by the Information Commissioner's Office or [ico](#).**

## Online Privacy Policy Only

This online privacy policy applies only to information collected through our website and not to information collected offline.

### Your Consent

By using our site, you consent to our online privacy policy.

### Changes to our Privacy Policy

If we need to change our online privacy policy for any reason, those changes will be posted on this page.

### What personal information is collected?

If you contact us through our site, place an order, subscribe to the newsletter or respond to a marketing campaign, your personal contact details are collected to enable us to communicate with you directly. Accessing and reviewing the information on this site can be done so anonymously. However, if you would like to book or purchase any of our services, you will as a minimum be asked to provide your name, phone number and email address. Any data that is requested but not required for contractual or purchase agreements will be specified as optional.

### Do we use cookies?

Yes, like most businesses, we use cookies to help us enhance the experience we offer visitors to our website. The cookies allow us to gather general visitor information, understand which content our visitors like to view and how we can make the website as easy as possible to navigate.

### What are cookies?

To understand what cookies are, we have included a link to a definition from Information Commissioner's Office [here](#)

### What is your information used for?

**Bookings and Purchases** - We are for minimal contact and payment data which is used solely to ensure payment can be made and you are able to receive the goods or services purchased. Any of the data supplied for these purposes will not be shared with under any circumstance without your consent. Any subsequent emails or communications you receive will relate to your order or request. For Stallion Selection services, with your consent, your details will be passed on to the owners of the recommended stallions to enable them to follow up with you directly.

**Surveys and Feedback** - The information provided is used to allow us to improve the customer service and experience you receive. This information will not be shared outside of the business without your prior consent and can be provided anonymously.

**Marketing Campaigns** - Your information will help us to personalise your experience and to promote complimentary suppliers or services. Campaigns run in conjunction with complimentary suppliers or services we may request consent to share your personal details with carefully selected, named organisations on your response. Full details of the campaigns will be clearly outlined in the Terms and Conditions.

Please Note: If at any time you would like to unsubscribe from receiving campaign emails, we include this option at the bottom of each email.

### How do we keep your information safe?

All information we collect is stored on a secure server accessed only by authorised personnel who have been identified to the Information Commissioner's Office. Any sensitive payment information supplied is not stored but directly transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers, namely PayPal and protected by their security policies and procedures. [Click here to read more](#). No credit card, social security numbers, financial data is stored on our server.

### Is your information shared with outside parties?

#### Personal Identifiable Information

Your personal identifiable information is not sold, traded or otherwise transferred to outside parties. This does not include our trusted third parties who assist us in servicing you and under the agreement this information remains confidential. Your information may be requested and supplied where appropriate in order to comply with the law, protect the rights, safety or property of ourselves or others or to enforce our site policies. We do occasionally include complimentary, trusted third party suppliers and services in our marketing activities, should any personal data be requested with the intent of sharing then full details will be clearly outlined in the Terms and Conditions of that specific campaign. The named third party in a given campaign will have independent privacy policies that should be reviewed by you before submitting your information.

#### Anonymised Data

Visitor information or non-personally identifiable data may be provided to other parties marketing and advertising purposes.

#### Contact Us

If you have any questions regarding our online privacy policy please contact us using the information below: