

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

November 20, 2014

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.")

Definitions:

Personally identifiable information ("personal information") is generally information or data that can be used to identify a specific individual. Some examples include name, personal phone number, personal mailing or email address, social security number, personal financial information or date of birth.

Non-Personal Information is generally information such as type of riding discipline, number of horses owned 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 you to provide a very limited set of personal information (i.e. name and email address and geographic location) as well as non-personal information (horse and riding related data) to us so that we can contact you to send you information, including but not limited to, marketing communications, equine health care information, and to seek your feedback on the quality of our products and services and address any questions or issues you may have. If you prefer not to be contacted, you may opt out at any time by following the directions on the opt out link on the SYH app or by sending an email to Support@StretchYourHorse.com and requesting to opt out.

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

SYH never shares your personal information with any other entity or third party unless required to by law or to assist with law enforcement and national security matters. SYH may share aggregated non-personal information with a third party only in the event a third party is assisting SYH with SYH business. SYH does not collect or retain payment information.

Access to Personal Information:

You may contact SYH to correct, complete, update or delete your personal information and non-personal at Support@StretchYourHorse.com.

Retention of Personal Information:

SYH may retain the personal information collected to maintain your account as a customer.

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:

- ❖ 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.

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, web hosting services, 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 SYH videos after such updates and/or modifications constitutes consent and acceptance of the updates and/or modifications.

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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