

# PRIVACY POLICY

Last modified: June 3, 2015

## INTRODUCTION

Blue Horse Entries, LLC (“**Company**” or “**We**”) respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website [bluehorseentries.com](http://bluehorseentries.com) (our “**Website**”) and our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies to information we collect:

- on this Website.
- in email, text and other electronic messages between you and this Website.
- associated with any account you set-up containing information about you, your farm, your organization, and/or your horses.
- related to entries completed, whether or not completed in entirety and regardless of whether or not submitted to third party.

It does not apply to information collected by:

- us offline or through any other means, including on any other website operated by Company or any third party; or
- any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see *Changes to our Privacy Policy* ([bluehorseentries.com/privacypolicy](http://bluehorseentries.com/privacypolicy))). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

## CHILDREN UNDER THE AGE OF 13

The Children’s Online Privacy Protection Act of 1998 and its rules (collectively, “COPPA”) require us to inform parents and legal guardians (as used in this section, “**parents**”) about our practices for collecting, using and disclosing personal information from children under the age of 13 (individually, a “**child**”, and collectively,

“**children**”). It also requires us to obtain verifiable consent from a child’s parent for certain collection, use and disclosure of the child’s personal information.

This section notifies parents of:

- The types of information we may collect from children.
- How we use the information we collect.
- Our practices for disclosing that information.
- Our practices for notifying and obtaining parents’ consent when we collect personal information from children, including how a parent may revoke consent.
- All operators that collect or maintain information from children through this website or service.

This section only applies to children under the age of 13 and supplements our general privacy policy the other provisions of this privacy policy. Only the other provisions of this privacy policy applies to teens and adults.

Terms that are defined in the general privacy policy have the same meanings as used in this privacy policy for children under the age of 13.

### **Information We Collect from Children**

Children can access many parts of the Website and its content and use many of its features without providing us with personal information. However, some content and features are available only to registered users and require us to collect certain information, including personal information, from them. In addition, we use certain technologies, such as cookies, to automatically collect information from our users (including children) when they visit or use the Website.

We only collect as much information about a child as is reasonably necessary for the child to participate in an activity, and we do not condition his or her participation on the disclosure of more personal information than is reasonably necessary.

**Information We Collect Directly.** A child must provide us with the following information to create an account with this website: the child’s first and last name (title, middle name, and suffix are optional), telephone type and number, zip code, and birth date; login information to include email address and password; and parent information to include parent’s first and last name (title, middle name and suffix are optional), email address, mobile telephone number, zip code, and date of birth. We specify where information is required and do not permit proceeding until provided.

Certain of our pages may be shared and posted to other areas on the internet (“**social features**”). The nature of this may allow children to disclose personal information about themselves. We do not monitor or review this content before it is posted, and we do not control the actions of third parties with whom your child shares his or her information. We encourage parents to educate their children about safe internet use and to monitor their children’s use of social features.

**Automatic Information Collection And Tracking.** We use technology to automatically collect information from our users, including children, when they access and navigate through the Website and use certain of its features. The information we collect through these technologies may include:

- One or more persistent identifiers that can be used to recognize a user over time.
- Information that identifies a device's location (geolocation information).

We also may combine non-personal information we collect through these technologies with personal information about you or your child that we collect online.

For information about our automatic information collection practices, including how you can opt out of certain information collection, see *Choices About How We Use and Disclose Your Information* section of our general *Privacy Policy*, [bluehorseentries.com/privacypolicy/choices](http://bluehorseentries.com/privacypolicy/choices).

### **How We Use Your Child's Information**

We use the personal information we collect from your child to:

- register him or her with the Website;
- communicate with him or her about activities or features that may be of interest; and
- to submit to organizers on entries approved and submitted by parents.

We may use the information we collect automatically through technology (see Automatic Information Collection and Tracking) and other non-personal information we collect to improve our Website and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about the child's preferences, allowing us to customize the content according to individual interests.
- Speed up your searches.

We use geolocation information we collect to help with search results, displaying of maps, and providing directions.

### **Our Practices for Disclosing Children's Information**

We do not share, sell, rent or transfer children's personal information other than as described in this section.

We may disclose aggregated information about many of our users, and information that does not identify any individual. In addition, we may disclose children's personal information:

- To organizers of events for which the child registers to participate;
- To third parties we use to support the internal operations of our Website/Service and who are bound by contractual or other obligations to use the information only for such purpose and to keep the information confidential;

- If we are required to do so by law or legal process, such as to comply with any court order or subpoena or to respond to any government or regulatory request;
- If we believe disclosure is necessary or appropriate to protect the rights, property or safety of the Company, our customers or others, including to:
  - protect the safety of a child;
  - protect the safety and security of the Website ; or
  - enable us to take precautions against liability; and
- To law enforcement agencies or for an investigation related to public safety.

In addition, if the Company is involved in a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding or event, we may transfer the personal information we have collected or maintain to the buyer or other successor.

**Social Features.** Certain of our pages may be shared and posted to other areas on the internet. The nature of this may allow children to disclose personal information about themselves. We do not monitor or review this content before it is posted, and we do not control the actions of third parties with whom your child shares his or her information. We encourage parents to educate their children about safe internet use and to monitor their children's use of social features to ensure they do not disclose their personal information through them.

#### **Accessing and Correcting Your Child's Personal Information**

At any time, you may review the child's personal information maintained by us, require us to correct or delete the personal information, and/or refuse to permit us from further collecting or using the child's information.

You can review or change your child's personal information by:

- Logging into your child's account and editing their account information; or
- Sending us an email to [webmaster@bluehorseentries.com](mailto:webmaster@bluehorseentries.com). To protect your privacy and security, we may require you to take certain steps or provide additional information to verify your identity before we provide any information or make corrections.

#### **Operators That Collect or Maintain Information from Children**

The following are all operators that may collect or maintain personal information from children through the Website/Service:

Blue Horse Entries, LLC  
 1999 Richmond Road  
 Suite 2A  
 Lexington, KY 40502  
 859-493-2125  
[coppanotice@bluehorseentries.com](mailto:coppanotice@bluehorseentries.com)

## INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect several types of information from and about users of our Website, including information:

- by which you may be personally identified, such as name, postal address, zip code, email address, telephone number, any other identifier by which you may be contacted online or offline (“**personal information**”);
- that is about you but individually does not identify you, such as anonymous or anonymized data on an aggregate basis that is not associated with personal information; and/or
- about your internet connection, the equipment you use to access our Website and usage details.

We collect this information:

- directly from you when you provide it to us;
- automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons, and other tracking technologies; and
- from third parties, for example, our customers and business partners that provide support services for the website and the Company.

**Information You Provide to Us.** The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website. Your social media information.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, and you may set certain privacy settings for such information by logging into your account profile, your public profile will be publicly available, and no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

**Information We Collect Through Automatic Data Collection Technologies.** As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system and browser type.

The information we collect automatically is statistical data and may include personal information, and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- estimate our audience size and usage patterns;
- store information about your preferences, allowing us to customize our Website according to your individual interests;
- speed up your searches; and/or
- recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- **Web Beacons.** Pages of our the Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We may collect personal information automatically, and we may tie this information to personal information about you that we collect from other sources or you provide to us.

#### **Third-party Use of Cookies and Other Tracking Technologies.**

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or

they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Choices About How We Use and Disclose Your Information* [bluehorseentries.com/privacypolicy/choices](http://bluehorseentries.com/privacypolicy/choices).

## **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- To provide you notice of new event information based on member level or other selection criteria.
- To provide birthday wishes and/or other personal messages.
- To provide you and others with riding results.
- To feature select riders.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the form on which we collect your data (the registration form) or adjust your user preferences in your account profile. For more information, see *Choices About How We Use and Disclose Your Information* [bluehorseentries.com/privacypolicy/choices](http://bluehorseentries.com/privacypolicy/choices).

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Blue Horse Entries, LLC's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Blue Horse Entries, LLC about our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see *Choices About How We Use and Disclose Your Information* [bluehorseentries.com/privacypolicy/choices](http://bluehorseentries.com/privacypolicy/choices).
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use [bluehorseentries.com/termsfuse](http://bluehorseentries.com/termsfuse) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Blue Horse Entries, LLC, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

## Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash

cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, please do not provide us any information that you wish not to be shared. If such information is necessary for use of our Website, please do not use the Website.
- **Promotional Offers from the Company.** If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, please do not provide us any information that you wish not to be shared. If such information is necessary for use of our Website, please do not use the Website. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of your registration for an event or other transaction on or through the Website.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, please do not provide us any information that you wish not to be shared. If such information is necessary for use of our Website, please do not use the Website.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way.

### **Accessing and Correcting Your Information**

You can review and change your personal information by logging into the Website and visiting your account profile page.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is governed by our terms of use [www.bluehorseentries.com/termsfuse](http://www.bluehorseentries.com/termsfuse).

### **Your California Privacy Rights**

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to EMAIL [webmaster@bluehorseentries.com](mailto:webmaster@bluehorseentries.com).

### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password

confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to or from our Website or to the website, email, or other location on behalf of an organizer of a competition or clinic for which you are registering. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at [webmaster@bluehorseentries.com](mailto:webmaster@bluehorseentries.com).