

Created 12/23/2018

FEEL OF A HORSE

ONLINE PRIVACY POLICY AGREEMENT

Leslie Desmond, Leslie Desmond School of Horsemanship, LLC, FEEL of a HORSE, and the Feel of a Horse (“we”, “our/ours”, “us”), are committed to keeping any and all personal information collected from visitors to <https://www.feelofahorse.com> (the “Site”), and from those who become members on our website, and / or others who make use of our online facilities and services *accurate, confidential, secure and private*.

We do not sell, rent or lease any of our customer lists and/or names to any third parties.

In order to improve the site and what it brings our members and visitors in the future, we may determine that it is necessary to follow websites and/or pages that our users visit to better understand what types of services and/or products our constituents need / and want more information about.

At FEEL of a HORSE, we want you to enjoy and benefit from our website and online services secure in the knowledge that we have implemented fair information practices designed to protect your privacy. Our privacy policy is applicable to <http://feelofahorse.com> (the “Site”). The privacy policy describes the kinds of information we may gather during your visit to the Site, how we use your information, when we might disclose your personally identifiable information, and how you can manage your information.

This privacy policy does not apply to sites maintained by other companies or organizations to which we may link or who may link to us. We are not responsible for the actions and privacy policies of third-party websites.

Acceptance of Privacy Policy Terms and Conditions

By joining and using this website you agree that you have read, understood and accepted, prior to submitting a payment, the terms and conditions herein stated concerning this Privacy Policy Agreement, including our use of cookies and similar online tools. If you do not agree to the terms of this privacy policy, please do not use the site.

Further, we reserve the right to modify or amend the terms of our privacy policy from time to time without notice. Your continued use of our site following the posting of changes to these terms will mean you accept those changes. If you determine at a later point in time that are not in agreement with our terms and conditions, then you should immediately refrain from further use of our Site.

If we intend to apply the modifications or amendments to this privacy policy retroactively or to personally identifiable information already in our possession, we will provide you with notice of the modifications or amendments.

What Information Is Collected?

We collect two basic types of information from you in conjunction with your use of the Site: non-personally identifiable information and personally identifiable information. Non-personally identifiable information does not individually identify you, but it may include tracking and usage information about your general location, demographics, use of the Site and the Internet. Personally identifiable information is any information that can individually identify you and includes, your name, address, phone number, and email address, or non-personally identifiable information that has been linked to such personally identifiable information.

Personally, Identifiable Information

You can browse the Site without submitting your personally identifiable information. There are a number of circumstances, however, that require you to supply us with your personally identifiable information, including when you subscribe to our online learning platform, place an order, complete a survey or participate in market research; enter a contest; upload content; or when you seek employment at either Diamond Lu Productions, LLC, Desmond Outfitter, LLC, or Leslie Desmond School of Horsemanship, LLC.

Non-Personally Identifiable Information

When you interact with the Site, we may collect certain information that does not identify you individually (“non-personally identifiable information” or “non-PII”), such as demographic data; information about your computer, mobile device, browser, or other device that you use to access the Site, including IP address, general location information, unique device identifiers, browser type, browser language, and other transactional information. We may also collect information about your use of the Site, including your search terms and search results, and additional “traffic data” such as time of access, date of access, software crash reports, session identification number, access times, and referring website addresses. Our servers may automatically keep an activity log of your use of our Sites. In addition to non-identifiable individual information, we may collect aggregate data regarding the use of the Site.

Collection of Personally Identifiable Information From or Through Social Media Sites

In addition, when you interact with any FEEL of the HORSE property page or account on a social media platform, such as Facebook we may collect the personally identifiable information that you make available to us on that page or account including your social media account ID. However, we will comply with the privacy policies of the corresponding social media platform and we will only collect and store such personally identifiable information that we are permitted to collect by those social media platforms. If you choose to link or login to your FEEL of a HORSE account with or through a social networking service, FEEL of a HORSE and that service may share certain information about you and your activities. If you have questions regarding any given social media platform’s privacy policies refer to their site for details.

Collection of Your Source IP Address/Location Information

We collect and store your device’s source IP address which may disclose the general location of your device at the time you access the Site.

Information from Other Sources: We may supplement the information we collect with information from third parties or collected offline and add it to your account information. This information may include name, address, and phone numbers to in order to deliver products you have purchased.

How Do We Use Your Information?

We use the information we learn from you to help us personalize and continually improve your experience on the Site, including to:

- Provide you with the content, products and services you request
- Post your user generated content to our Sites as you request
- Communicate with you about your account or transactions with us and send you information about features and enhancements on or to our Sites
- Communicate with you about changes to our policies
- Communicate with you about your comment to a story or topic
- Personalize content and experiences on our Sites, including providing you recommendations for further study or help for your horse not available through the Site, based on your preferences
- Send you newsletters, offers and promotions for our products and services, third-party products and services, or special events by e-mail, text, or other another medium
- Provide you with advertising including advertising based on your activity on our Sites or activity on third-party sites and applications
- Administer our loyalty programs
- Administer contests, sweepstakes, promotions, and surveys
- Optimize or improve our products, services and operations
- Detect, investigate, and prevent activities that may violate our policies or be illegal
- Perform statistical, demographic, and marketing analyses of users of the Site and their purchasing patterns

We may use the information from one portion of this Site on other portions of the Site; and we may combine information gathered from multiple portions of the Site into a single user record. We also may use or combine information that we collect offline or we collect or receive from third-party sources for many reasons, including to enhance, expand, and check the accuracy of our records. Additionally, data collected from a particular computer, browser or device may be used with another computer, browser or device that is linked to the computer, browser or device on which such data was collected.

Who Can See Your Information?

We will not disclose your personally identifiable information collected from the Site to any person or organizations not working on a strictly confidential (contractual) basis with, or for Leslie Desmond, Leslie Desmond School of Horsemanship, LLC, Desmond Outfitter, LLC, or Diamond Lu Productions, LLC, except as described in this privacy policy.

However, in a rare and unlikely circumstance, we may disclose your personal information, without prior notice to you, only if required to do so in accordance with applicable laws and/or in a good faith belief that such action is deemed necessary or is required in an effort to:

- Comply with any decrees, laws and/or statutes; or, in an effort to comply with any process which may be served upon Leslie Desmond and FEEL of a HORSE and/or our website;
- Maintain, safeguard and/or preserve all the rights and/or property of Leslie Desmond and FEEL of a HORSE; and
- Uphold our commitment to safeguard the personal safety of users of <https://www.feelofahorse.com> and/or the general public. However unlikely, these are the only reasons this would occur, and not without the compelling advice and direction of legal counsel.

Third-Party Agents

We have third-party agents, subsidiaries, affiliates and partners that perform functions on our behalf, including, but not limited to, hosting, content management tools, social media integration, marketing, analytics, billing and customer service. On a strictly confidential, contractual basis, these entities may have access to personally identifiable information if needed to perform their functions. If such access is required, the third parties will be obligated to maintain the confidentiality and security of that personally identifiable information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to this Site.

Links to Other Web Sites

Our website contains links to affiliate and other websites. We do not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. We encourage all users and visitors to be aware when they leave our website and to read the privacy statements of each and every website that collects personally identifiable information.

This Privacy Policy Agreement applies only and solely to the information collected by our website.

Assignment

In the event of a corporate change in control resulting from, for example, a sale to, or merger with, another entity, or in the event of a sale of assets or a bankruptcy, we may transfer your personally identifiable information to the new party in control or the party acquiring assets. Under such circumstances we would, to the extent possible, require the acquiring party to follow the practices described in this privacy policy, as it may be amended from time to time. Nevertheless, we cannot

promise that an acquiring company or the merged company will have the same privacy practices or treat your information the same as described in this privacy policy.

Law Enforcement, Legal Process, and Emergency Situations

In some cases, we may use or disclose your personally identifiable information to a third-party if we are required to do so by law or if we in good faith believe that such action is necessary to comply with the law or legal process; to protect and defend our rights or to prevent misuse of our Sites; or to protect the personal safety of our employees, agents, partners, the users of the Site, or the public.

Use of Non-Personally Identifiable Information

We may disclose or share individual, non-personally identifiable information and aggregate information in any manner other than that described herein that we deem appropriate or necessary. Among other things, we will disclose non-personally identifiable information to third parties to help us determine how people use parts of the Site and who our users are, so we can improve our Sites. We will also disclose non-personally identifiable information to our partners and other third parties about how our users collectively use the Site.

How Does the Site Use Cookies and Other Tracking Technologies?

Like many websites, we use cookies, web beacons and similar technologies to record your preferences, track the use of our Sites and your exposure to our future online advertisements. We may also use these technologies to monitor traffic, improve the Site and make it easier and/or relevant for your use. *Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to disable or reject cookies. If you delete your cookies or if you set your web browser to decline cookies, some features of the Site may not work or may not work as designed.*

We also use third-party provided web analytics services on our Sites. These analytics services use cookies or other tracking technologies to help us analyze how users interact with and use the Site, compile reports on the Site' activity, and provide other services related to the Site' activity and usage. The technologies used by these analytics services may collect information such as your IP address, time of visit, whether you are a return visitor, and any referring website. The information generated by these analytics services will be transmitted to and stored by the third parties and will be subject to their privacy policies.

For a listing of the third-party companies that provide analytics services on our Sites, you can identify them by using the developer tools in your browser. We do not control these third parties' tracking technologies, how they may be used, or the information they may collect, and we are not responsible for the privacy policies of these third parties. Please visit the sites of these businesses to review their privacy policies. We may add or change the list of third-party providers of analytics services from time to time and we encourage you to check this section for changes.

We do not partner with third-party advertising companies and will not provide online ad-creating and ad-serving companies with access to your name, address, e-mail address, telephone number or other personally identifiable information, without your express consent.

They may, however, use persistent identifiers to anonymously track your Internet usage across other websites in their networks beyond this Site. While we restrict any attempts to re-identify this

information, such third parties may, with sufficient data from other sources, be able to personally identify you, unknown to us. Third-party advertisers may also already possess personally identifiable information about you, obtained from other sources, and may combine such information with information they collect about you when you use the Site.

You can learn about your options to opt-out of mobile app tracking by certain advertising networks through your device settings.

For more information about how to change these settings for Apple, Android or Windows devices, see:

Apple: <http://support.apple.com/kb/HT4228>

Android: <http://www.google.com/policies/technologies/ads/>

Windows: <http://choice.microsoft.com/en-US/opt-out>

Changes to Privacy Policy Agreement

We reserve the right to update and/or change the terms of our privacy policy. We will post those changes to our website homepage at <https://feelofahorse.com>, so that our users and/or visitors are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose such information. If at any point in time Leslie Desmond and FEEL of a HORSE decides to make use of any personally identifiable information on file, in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner.

What Are Your Choices?

We believe you should have choices about the collection, use and sharing of your information. Although you cannot opt-out of all data collection when you visit our sites, you can limit the collection, use and sharing of your personally identifiable information. For information regarding your choices related to interest-based advertising, please see the “How Do the Site Use Cookies and Other Tracking Technologies?” section above.

Collection of personally identifiable information

All personally identifiable information is provided on a voluntary basis. If you do not want us to collect such information, you should not submit it to the Site. However, doing so will restrict your ability to access some content and use some of the functionality of the sites.

Emails and Newsletters

You may always opt-out of receiving future e-mail marketing messages and newsletters from us by following the instructions contained within the emails and newsletters, or by e-mailing, calling or writing us at the addresses below.

Governing Law & Notice to Non-U.S. Users

These Sites are published in the United States. We attempt to protect the personally identifiable information of all users of our Sites and we attempt to comply with local data protection and consumer rights laws to the extent they may apply to our services, but our family of Sites are located and targeted to United States citizens and our policies are directed at compliance with those laws. If you are uncertain whether this privacy policy conflicts with the applicable local privacy laws where you are located, you should not submit your personally identifiable information to <https://www.feelofahorse.com>.

If you are located outside the United States of America, you should be aware that information about you will be transferred to the United States of America. If you are located in a country outside the United States of America and voluntarily submit personally identifiable information to us, you thereby consent to the general use of such information as provided in this privacy policy and to the transfer of that information to, and/or storage of that information in, the United States of America.

MORE RELEVANT CONSIDERATIONS

How Your Information Is Secured

Our goal is to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control. To this end, we are committed to maintain adequate physical, procedural and technical security with respect to information storage facilities, archives and retrieval systems

We protect ourselves, and you, with Secure Socket Layer (SSL) for authentication and private communications. The SSL, and similar protections that your credit card company, and PayPal keep in place for your protection, ensures the simple, secure access / and communication of your credit card and personal information.

Please understand, however, that while we try our best to safeguard your personally identifiable information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. You need to help protect the privacy of your own information. You must take precautions to protect the security of any personally identifiable information that you may transmit over any home networks, wireless routers, wireless (WiFi) networks or similar devices by using encryption and other techniques to prevent unauthorized persons from intercepting or receiving any of your personally identifiable information. You are responsible for the security of your information when using unencrypted, open access or otherwise unsecured networks.

The time period for which we keep information varies according to the purpose for which it is used for. In some cases, there are legal requirements to keep data for a minimum period. Unless there is a specific legal requirement for us to keep the information, we will retain it for no longer than is necessary for the purposes the data was collected.

Contests, Sweepstakes or Games

When we run a contest or sweepstakes or game relating to our Sites, it will be accompanied by a set of rules. The rules for each contest, sweepstakes or game will specify how the information gathered from you for entry will be used and disclosed if it is different than as described in this privacy policy. In conjunction with your entry in such contest or sweepstakes, personally identifiable information will be collected only if you voluntarily submit it.

Surveys and Questionnaires

From time to time, we may also be in contact with you with regards to completing surveys and/or research questionnaires related to your opinion of current or potential future services that may be offered.

Children's Information

The FEEL of a HORSE site is not intended for children under 13 years of age. We do not knowingly collect personal identifiable information from children under the age of thirteen (13) without verifiable parental consent. If you are under 13 years of age, do not provide personal information to FEEL of a HORSE without providing us with consent from your parents.

If it is determined that such information has been unintentionally and mistakenly collected on anyone under the age of thirteen (13), we will immediately take the necessary steps to ensure that such information is deleted from our database. Anyone who wants a membership to this site who is under the age of thirteen (13) must seek and obtain parent or guardian permission to use this website. If you believe that company has been provided with the personal information of a child under the age of 13 without parental consent, please notify us immediately at contact: info@feelofahorse.com.

Your California Privacy Rights

FEEL of a HORSE.COM does not disclose your personal information to third parties for the third parties' direct marketing purposes unless you affirmatively agree to such disclosures.

Questions About this Policy; Access to Your Information

If you have an account with <<http://www.FEELofaHORSE.com>> and have questions about our privacy policy, you may contact us at:

Email: info@feelofahorse.com

Telephone: 1-602-228-7612 if dialed inside USA or Canada:
001-602-228-7612 if dialed from outside the USA or CANADA

Mailing Address:

Leslie Desmond and FEEL of a HORSE
P. O. Box 125

Bath, NH 03740 USA

You may also use the contact information provided to request removal or changes to your personally identifiable information; however, you will not be permitted to examine the personally identifiable information of any other person or entity and may be required to provide us with personally identifiable information to verify your identity prior to accessing any records containing information about you. We may not accommodate a request to change or delete personally identifiable information if we believe doing so would violate any law or legal requirement or cause the information to be incorrect.

Unsubscribe, or Opt-Out

All users and/or visitors to our website have the option to discontinue receiving communication from us and/or reserve the right to discontinue receiving communications. To discontinue or unsubscribe to our website please send an email that you wish to unsubscribe go directly to your PayPal account and cancel your recurring monthly payment. Or, inform us directly here: unsubscribe@feelofahorse.com.

If you wish to unsubscribe or opt-out from any third-party websites, you must go to that specific website to unsubscribe and/or opt-out.

How to Contact Us

If you have any questions or concerns regarding the Privacy Policy Agreement related to our website contact us at the following email, telephone number, or mailing address.

Email: info@feelofahorse.com

Telephone Number: 1-602-228-7612 if dialed inside USA and Canada;
001-602-228-7612 if dialed from outside USA and Canada.

Mailing Address:

Leslie Desmond / FEEL of a HORSE

P. O. Box 125

Bath, NH 03740 USA

**CONTINUED USE OF
WWW.FEELOFAHORSE.COM
IMPLIES UNDERSTANDING AND AGREEMENT**

WITH THE TERMS OUTLINED HERE.