

## *1. Horse and Pony Database are a "data controller"*

This means that we are responsible for deciding how we hold and use personal information about you. You are being provided with a copy of this privacy notice because your details have been obtained directly from your submission to our website. It makes you aware of how and why your personal data will be used, namely for the purposes of allowing us or other users to contact you to help find the history of your horse or to update you on the whereabouts of a horse you used to know, to contact you with any updates and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

## *2. How is your personal information collected?*

2.1 .We may collect personal information about users from the following sources:

- (a) You.
- (b) Your name, email address, address and contact details.

## *3. How we will use information about you*

3.1 We need all the categories of information in the list above primarily to allow us to allow users to contact you about a horse you used to own, ride or know or currently own to perform our contract with you and to enable us to comply with legal obligations. In some cases we may use your personal information to pursue legitimate interests of our own or those of third parties, provided your interests and fundamental rights do not override those interests. The situations in which we will process your personal information are listed below.

(a) Making a decision about putting someone in contact with you regarding the known whereabouts of a horse or history of a horse

(b) To conduct data analytics.

3.2 Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

## *4. Data sharing*

4.1 We will only share your personal information with third parties after obtaining your consent to do so, for the purposes of keeping you informed about a horse and the service we offer. At the point of obtaining your consent, we will disclose to you the third parties your personal information will be shared with.

## *5. Rights of access, correction, erasure, and restriction*

### *5.1 Your rights in connection with personal information*

Under certain circumstances, by law you have the right to:

- (a) Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- (b) Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- (c) Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- (d) Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- (e) Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- (f) Request the transfer of your personal information to another party.

If you would like to opt out of Horse and Pony Database processing your data then please contact us and we will process your request within one month.