



PRIVACY POLICY

Thank you for visiting the American Saddlebred Horse Association, Inc. (“ASHA”) website at www.saddlebred.com or www.asha.net (collectively the “Site”), operated by American Saddlebred Horse Association, Inc. (“ASHA” or “we”). ASHA respects your privacy and provides this policy (“Privacy Policy”) to explain what information ASHA may collect about you, how ASHA and other companies may use it, and which technology may be used to collect your information.

When you use the Site, we may collect information about you, your use of our Site, and about your American Saddlebred horses. The ASHA Site may allow individuals to learn about ASHA, submit and renew memberships, register American Saddlebred horses with the American Saddlebred Register, allow users to search the American Saddlebred Registry, conduct research, perform hypothetical mating of American Saddlebreds, provide a member profile page, learn about our members, and participate in contests. Information about you and your American Saddlebreds may also be shared with third parties. For example, information about a registered horse and Your contact information may be displayed in the American Saddlebred Register, which is available to the public. Member information, whether received in electronic means through the Site or submitted through paper form ASHA, may be freely displayed, reproduced, aggregated, or distributed by ASHA in any way in any format such as our membership directory and database.

We may change this Privacy Policy at any time by posting a revised Privacy Policy on the Site, and the changes will be effective upon posting. Please check back from time to time to review the current version. Continued use of the ASHA Site will confirm your consent to this Privacy Policy.

Our Privacy Policy is part of our Terms of Use (http://www.asha.net/files/policy/ASHA_PrivacyPolicy.pdf). If you do not agree to the terms of our Terms of Use, including this Privacy Policy, you may not use the ASHA Site.

Information we collect

A. Information you choose to provide:

You may choose to voluntarily provide information to us about yourself, your horses, and your preferences. A user account is required to access and participate in some portions of the Site. By creating an online user account, you may provide us with certain information to facilitate the membership application process, to register your horse in the American Saddlebred Register, to have a member profile page on our website, or to otherwise communicate with ASHA. Basic account information may include your name, email address, phone number, and demographic information (age, gender, etc.). Member profile pages are open to all ASHA members, so if you

choose to create a member profile page, your information and photographs that you post will be shared with other members. You may also choose to submit other information and content through the Site, including but not limited to information about your horses, that may be shared with others through the ASHA Site.

You may choose not to provide us with any personally identifiable information, such as by not registering for a user account on our Site. However, if you choose not to create an online account or don't want to provide some of the information we request, you will be unable to take part in some of the services we offer, including but not limited to use of the American Saddlebred Register.

B. Information collected automatically:

When you visit or use the Site, we may automatically collect and store information about your computer or mobile device and your activities so that we can enhance our services and your experience. We may use web technologies such as cookies, web beacons, mobile device ID's, and/or pixel tags to collect information about your visit to our ASHA Site. The information we collect may include, but is not limited to: the version of our Application/Site used; the type of your computer or mobile device (for example PC/iPhone/Android/iPad); pages visited; content clicked on; searches used; IP address; browser information; and general geographic location.

Cookies: When you visit our Site, we may place "cookies" on your computer to recognize you. We do this to store your preferences, collect statistical data and track your use of our Site. Cookies are widely used, and most web browsers are configured initially to accept cookies automatically. If you prefer not to accept cookies, you may adjust and configure your browser settings accordingly. However, if you turn off cookies, or refuse to accept a request to place a cookie, some features and services on our Site may not function properly.

Web Beacons: When you visit the Site, we may also collect aggregated site-visitation statistical information through clear GIF technology which is also known as a "web beacon". Such aggregated statistical information is non-personal information. This Site employs web beacons to speed your navigation of the Site, recognize each user and his or her access privileges, and track a user's site usage. Web beacons are small bits of code embedded in web pages or emails that assist in delivering cookies and help the Company determine whether a web page on this Site has been viewed and, if so, how many times. Although you cannot decline to receive web beacons when visiting a web page, you can choose not to receive web beacons by email if you disable HTML images or refuse HTML email messages. However, that may make some features and services on our Site fail to function properly.

Log Files: The Site server automatically recognizes the Internet URL from which you access this Site. ASHA may also log your Internet protocol ("IP") address for system administration and troubleshooting purposes. (An IP address indicates the location of your computer on the Internet.)

C. How we use your information

We use your information to provide and improve our services, to diagnose and fix problems, and to better understand our users so that we may provide you with a more effective user experience, including but not limited to customizing services for you (such as by remembering your preferences), processing and completing registrations for horses on the American Saddlebred

Register, allowing you and others to search the American Saddlebred Register and perform hypothetical mating of registered American Saddlebreds, renewing your ASHA membership, and/or make special offers that may be relevant to you.

We may use your email address to allow you to log in to your account, send you notifications regarding your account or your use of the ASHA Site or the American Saddlebred Registry, and send you confirmations. We may also use your email address to respond to your customer service inquiries. We may also share your information with other companies for various reasons. What information we make available to other companies depends on the nature of our relationships with them. We may provide our mailing list, including your contact information, to third parties solely for a specific purpose, such as offering goods or services that our members may find of interest.

Information about registered American Saddlebreds may be freely displayed, reproduced or distributed by ASHA in any way in any format. For example, if you choose to register your horse on the American Saddlebred Registry, information about your horse, as well as your contact information, will be displayed on the American Saddlebred Registry, which is available to the public. We may also separately aggregate, publish, and distribute this information. We may contact you in connection with processing any Registry information submitted by you or submitted about your Saddlebred.

Member information, whether received in electronic means through the Site or submitted through paper form ASHA, may also be freely displayed, reproduced, aggregated, or distributed by ASHA in any way in any format such as our membership directory and database.

We protect our user information as an asset of our business. If ASHA or substantially all of its assets were acquired, or in the unlikely event that ASHA goes out of business or enters bankruptcy, user information would be one of the assets that may be transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of ASHA may continue to use your personally identifying and non-personally identifying information as set forth in this Privacy Policy.

Our Service Providers: We may share all of the types of information we collect with our service providers who assist us in providing services to you. For example, your personal information and payment information may be shared with the providers we use to complete payment processing.

Analytics: We may collect or allow analytics companies to use tracking technologies to collect information about our users' computers or mobile devices and their online activities. This data helps us understand how our ASHA Site is being used and how we may improve your experience.

Aggregated Information: We may publicly disclose aggregated information about our users and about horses registered on the American Saddlebred Registry.

Legal Matters: We may use or disclose your information in response to a legal request, such as a subpoena, court order, or government demand; to comply with the law; to investigate or report illegal activity; to protect the legal rights of ASHA or our Greek organizational clients, our third party partners, our ASHA Site or ASHA Site users; or to enforce our rights or defend claims.

D. Updating, correcting, or deleting information

We believe that you should have the ability to access and edit the Personally Identifiable Information you provide us. You may change any of your Personally Identifiable Information or opt out of any specific service by updating your account.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions on our Site. In addition, it may be impossible for us to completely delete all of your information because we (and/or our vendors and partners) may periodically backup information.

E. Data Security

WHILE ASHA HAS TAKEN COMMERCIALY REASONABLE PRECAUTION TO SAFEGUARD YOUR PERSONAL INFORMATION, ASHA CANNOT GUARANTEE COMPLETE SECURITY BECAUSE COMPLETE SECURITY DOES NOT PRESENTLY EXIST ON THE INTERNET. YOU ACKNOWLEDGE THAT ASHA SHALL HAVE NO LIABILITY WHATSOEVER FOR DAMAGES OR LOSSES INCURRED BY YOU AS A RESULT OF DISCLOSURE OF YOUR PERSONAL INFORMATION TO OTHER USERS OF THIS SITE. YOU ALSO ACKNOWLEDGE THAT ASHA SHALL NOT BE LIABLE FOR ANY SECURITY BREACH THAT RESULTS FROM CAUSES OR EVENTS THAT ARE BEYOND ASHA'S CONTROL (SUCH AS ACTS OF GOD, HACKING, TERRORISM, POWER OUTAGES, DEFECTS IN THIRD PARTY SECURITY PRODUCTS AND SERVICES, YOUR OWN ACTS OR OMISSIONS, AND OTHER SIMILAR EVENTS BEYOND THE CONTROL OF ASHA).

F. Privacy of Children under 13

To create a ASHA online account, you must be a member. If you are under the age of 13, and would like to create an ASHA online account, you must obtain parental consent. We do not knowingly collect personal contact information from children under 13 without parental consent. We encourage parents to spend time with their kids to better understand proper and safe use of the Internet. If you have questions about how your child may use our site, please contact us.

G. California Residents

California Civil Code Section § 1798.83 permits California residents to request certain information regarding the disclosure of personal information to third parties for third party direct marketing purposes. To make such a request of ASHA, please send an email to saddlebred@asha.net or contact ASHA at:

ASHA, Inc.
4083 Iron Works Parkway
Lexington, KY 40511

Opt Out: If you would like close your online account, you can do so by selecting the close account feature found on your account settings page. Please allow 7-10 business days for

completion. If you close your account, it will have no effect on any rights or obligations that accrued prior to termination.

H. Links to Third Party Websites

This Privacy Policy only applies to information collected by ASHA through its Site. This Privacy Policy does not apply to the practices of companies or webpages that ASHA does not own or control, or employees that ASHA does not manage. Any information you provide to, or that is collected by, a third party may be subject to the privacy policies of those third parties, if any. We encourage you to read such privacy policies of any third-party websites you visit. It is the sole responsibility of those third parties to adhere to any applicable restrictions on the disclosure of your personally identifying information, and ASHA shall not be liable for wrongful use or disclosure of your personally identifying information by any third party.

I. Questions & Contact information:

If you have any questions about the ASHA Privacy Policy, please contact us at:

ASHA, Inc.
4083 Iron Works Parkway
Lexington, KY 40511

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