

This Privacy Policy describes how your personal information is collected, used, **VS Equine LLC, LLC** at [www.vsequine.com](http://www.vsequine.com) (the "Site").

### **Personal information we collect**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information".

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons", "tags", and "pixels" are electronic files used to record information about how you browse the Site.

Additionally, when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as "Order Information".

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

### **How do we use your personal information?**

We use the Order Information that we collect generally to fulfill any form submissions placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Form Submission Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## Sharing your personal Information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Wix to power our website -you can read more about how Wix uses your Personal Information here:

<https://www.wix.com/about/privacy>. We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## Behavioral advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## Do not track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## Your rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **Your California Privacy Rights**

California Civil Code Section § 1798.83 permits users of the Site or the Applications that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

## **California Consumer Privacy Protection Act**

California Online Privacy Protection Act applies to any person or company in the United States (and conceivably the world) whose website collects personally identifiable information from California consumers to post a conspicuous privacy policy on its website. In order to comply with CCPA companies must provide link to their Privacy Policy on their home page, allow for anonymous visitors to its web site, be informed of changes via updates to the Privacy Policy web page, and follow other common-sense rules and specific dictates. VS Equine LLC adheres to such rules.

## **About CCPA:**

The California Consumer Privacy Act (CCPA) is a bill meant to enhance privacy rights and consumer protection for residents of California, United States. The bill was passed by the California State Legislature and signed into law by Jerry Brown, Governor of California, on June 28, 2018, to amend Part 4 of Division 3 of the California Civil Code. The intentions of the Act are to provide California residents with the right to:

1. Know what personal data is being collected about them.
2. Know whether their personal data is sold or disclosed and to whom.
3. Say no to the sale of personal data.
4. Access their personal data.
5. Request a business delete any personal information about a consumer collected from that consumer.
6. Not be discriminated against for exercising their privacy rights.

VS Equine LLC has taken great measure to ensure our compliance with the California Privacy Act.

Please note: VS Equine LLC does not and shall not discriminate against anyone requesting this information. In addition, VS Equine LLC does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

## **COPPA Policy Concerning Children Under the Age of Thirteen**

For children under 13 years of age, the Children's Online Privacy Protection Act (COPPA) is designed to provide companies with data collection guidelines for protecting children's privacy and safety online. MRMC may take photos and videos of participants of any age, but, in compliance with COPPA and other existing and proposed laws, we do not knowingly collect any personally identifiable information from children under

thirteen years of age. If you are under thirteen, please do not provide any information of any sort. If Grin + Beam discovers that a child under the age of thirteen has provided any personally identifiable data, it will delete all information collected on that child. If you are aware of any information provided by a child under 13, please contact us directly.

#### **Data retention**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

#### **Changes**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

#### **Contact us**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us using the contact form on our website or by mail using the details provided below:

VS Equine LLC  
Attn: Ruth Altes  
vsequine@gmail.com