

Privacy Policy for Equilibrado Equestrian

Last Updated: March 17th, 2025

At Equilibrado Equestrian, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website and use our online training courses ("Courses"). By accessing or using our website and Courses, you agree to the terms outlined in this Privacy Policy.

This policy applies to users worldwide, including residents of the European Union (EU), the United States, Canada, and other international locations.

1. Information We Collect

We collect the following types of personal information when you interact with our website or use our Courses:

a. Personal Information

When you register for an account, purchase a course, or contact us, we may collect the following personal information:

- Name
- Email address
- Mailing address (for billing and shipping)
- Phone number
- Payment information (processed securely via third-party payment processors)
- Any other information you voluntarily provide through forms, surveys, or customer support

b. Usage Data

We may automatically collect certain information related to your use of our website, including:

- IP address
- Browser type and version
- Pages visited, time spent on the website, and actions taken
- Referring website addresses
- Device and network information (e.g., operating system, device type)

c. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to improve your experience on our website. These technologies help us:

- Analyze how you use our website
- Remember your preferences and login details
- Personalize content and advertisements

- Track the effectiveness of our marketing campaigns

You can control or disable cookies through your browser settings, but some features of our website may not function properly if cookies are disabled.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, maintain, and improve our online training courses
- To process transactions and manage your account
- To communicate with you regarding Course updates, promotions, and customer service inquiries
- To personalize your experience and recommend relevant content
- To analyze and improve the performance of our website and Courses
- To ensure the security and integrity of our website and services
- To comply with legal obligations and enforce our agreements

3. How We Share Your Information

We do not sell, rent, or trade your personal information. However, we may share your information in the following circumstances:

a. Service Providers

We may share your information with trusted third-party service providers who help us operate our website, process payments, provide customer support, or analyze website performance. These service providers are contractually obligated to protect your personal information and only use it to perform services on our behalf.

b. Legal Compliance

We may disclose your personal information if required to do so by law, such as in response to a subpoena, court order, or other legal request, or to protect our rights, property, or safety, or that of others.

c. Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your personal information may be transferred as part of that transaction. We will notify you if your information is subject to a different privacy policy.

4. Data Security

We take reasonable precautions to protect your personal information from unauthorized access, use, or disclosure. These measures include administrative, technical, and physical safeguards to secure your data. However, please be aware that no data transmission over the internet or electronic storage method is 100% secure, and we cannot guarantee the absolute security of your personal information.

5. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information. These include:

a. Canadian Residents (PIPEDA Compliance)

Under Canada's **Personal Information Protection and Electronic Documents Act (PIPEDA)**, Canadian residents have the right to:

- Request access to their personal information
- Request corrections to inaccurate or incomplete information
- Withdraw consent at any time (if we rely on consent for processing)
- Request deletion of their personal data in certain situations

b. European Union (EU) Residents (GDPR Compliance)

If you are located in the EU, you have the following rights under the **General Data Protection Regulation (GDPR)**:

- Right of access: You can request a copy of the personal data we hold about you.
- Right to rectification: You can request corrections to your data if it's inaccurate or incomplete.
- Right to erasure: You may request that we delete your personal data in certain circumstances.
- Right to restrict processing: You can request that we limit how we process your data.
- Right to data portability: You can request a copy of your personal data in a structured, machine-readable format.
- Right to object: You can object to processing based on legitimate interests or direct marketing.

c. California Residents (CCPA Compliance)

If you are a California resident, under the **California Consumer Privacy Act (CCPA)**, you have the right to:

- Request to know what personal data we collect, use, or disclose
- Request the deletion of your personal information
- Opt-out of the sale of your personal information (although we do not sell personal data)

To exercise any of these rights, please contact us at equilibradoequestrian@gmail.com.

6. International Data Transfers

As a Canadian company, we may transfer your personal information to servers and service providers located outside of Canada, including in the United States and the European Union. These countries may have different data protection laws. However, we will take steps to ensure that your personal information is protected in accordance with this Privacy Policy, regardless of where it is processed.

7. Third-Party Links

Our website may contain links to third-party websites, services, or applications. These third parties have their own privacy policies, and we are not responsible for the privacy practices or the content of these websites. We encourage you to review the privacy policies of any third-party sites you visit.

8. Children's Privacy

Our website and Courses are not intended for children under the age of 13. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under 13, we will take steps to delete that information as soon as possible.

9. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted on this page, with an updated "Last Updated" date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal information.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

Equilibrado Equestrian
Email: equilibradoequestrian@gmail.com
Phone: 587-288-1373