

Horse by Northwest Privacy Policy

Last updated: 30 July 2021

Horse by Northwest operates the Horse by Northwest website. This policy outlines how I protect your data and respect your privacy.

Responsibilities

If you are visiting my website, this policy applies to you. I determine how and why your data are processed.

You are responsible for reading this privacy policy. By submitting your information, you confirm that you have the right to authorize me to process it on your behalf in accordance with this Privacy Policy.

Information Collection and Use

By accessing this website, data is collected about you. This data may be provided by you, or may be collected automatically.

Data I collect includes:

- Any page of the website that you browse.
- Any emails that you receive from me.

Data you provide includes:

- Any marketing messages you opt-into
- You place a contact request, either via phone or email

Types of Data I Collect

- Contact details: This includes your name, address, telephone number, email address.
- Data that identifies you: Your IP address, browser type and version, time zone setting, browser plug-in types, geolocation information about where you might be, operating system and version
- Data on how you use my website: Your URL clickstreams (the path you take through my site), products and services viewed, page response times, download errors, how long you stay on my pages, what you do on those pages, how often, and other actions taken.
- Financial data: This website does not collect or store any financial data. Any purchases are processed by Paypal, my ecommerce platform, and I never have access to your credit card information, banking information, or other financial data.
- Sensitive data: I do not collect any 'sensitive' data, such as race/ethnicity, political opinions, religious/philosophical beliefs, trade union memberships, genetic data, biometric data, health data, data about your sexual orientation, and offences or alleged offences.
- Children's data: My services do not address anyone under the age of 13. I do not knowingly collect personal identifiable information from children under 13.

How and Why I Use Your Data

- Improvements to my website: testing features, interacting with feedback platforms and questionnaires, managing landing pages, heat mapping my site, traffic optimization and data analysis and research, including profiling and the use of machine learning and other techniques over your data and in some cases using third parties to do this.
- Customer support: Notifying you of any changes to my service.
- Marketing purposes (with your consent): Sending you emails and messages about new products, services, and content.

Your Privacy Choices & Rights

You have given clear consent to process your personal data for a specific purpose. You may withdraw that consent at any time by sending an email to amanda@horsebynorthwest.com. If you withdraw your consent, and if I do not have another legal basis for processing your information, then I will stop processing your data. If I do have another legal basis for processing your information, then I may continue to do so subject to your legal rights.

Processing your data is necessary for my legitimate interests, provided those interests are not outweighed by your rights and interests. These legitimate interests are:

- Gaining insight from your behavior on my website;
- Delivering, developing, and improving my service;
- Enabling me to enhance, customize, or modify my services or communications;
- Determining whether marketing campaigns are effective;
- Enhancing data security.

You can choose not to provide me with personal data. If you choose to do this, you can continue to use the website and browse its pages, but I will not be able to process transactions without personal data.

You can turn off cookies in your browser by changing its settings. You can block cookies by activating a setting on your browser allowing you to refuse cookies. You can also delete cookies through your browser settings. If you turn off cookies, you can continue to use the website and browse its pages.

You can ask me not to use your data for marketing. Before collecting your data, I will inform you if I intend to use your data for marketing and if third parties are involved. You can opt out from marketing by emailing me at amanda@horsebynorthwest.com

You have the right to access information I hold about you. This includes asking supplementary information about the categories of data I'm processing; the purposes of data processing; the categories of third parties to whom the data may be disclosed; how long the data will be stored (or the criteria used to determine that period); and your other rights regarding my use of your data.

I will provide you with the information within one month of your request, unless doing so would adversely affect the rights and freedoms of others (e.g. another person's confidentiality or intellectual property rights). I'll tell you if I can't meet your request for that reason.

You have the right to ask me to correct any inaccurate personal data about you.

You can object to use using your data for profiling you or making automated decisions about you. I may use your data to determine whether I should let you know information that might be relevant to you (for example, tailoring emails to you based on your behavior). Otherwise, the only circumstances in which I will do this is to provide services to you.

You have the right to be 'forgotten' by me. You can do this by asking me to erase any personal data I hold about you, if it is no longer necessary for me to hold the data for purposes of your use of my services.

You have the right to lodge a complaint regarding my use of your data. If you have any reason to complain about the ways I handle your privacy, please contact me at amanda@horsebynorthwest.com.

Security of Your Data

I have physical, electronic, and managerial procedures to safeguard and secure the information I collect. Please remember that you provide personal data at your own risk; unfortunately, no data transmission is guaranteed to be 100% secure.

Where is Your Data Stored?

When you contact me by email or through my website, I store your information in Square, my third-party marketing platform. When you buy something, your information is stored in Paypal, my ecommerce platform.

Third Parties Who Process Your Data

Your data is shared only when strictly necessary and according to the safeguards and good practices detailed in this Privacy Policy.

Changes to This Policy

If I change the contents of this policy, those changes will become effective the moment I publish them on my website.