

Privacy and Cookie Policy

Latest Version Oct 2022

1. Introduction

Estride Ltd. (“Estride”) has created this Privacy and Cookie Policy. Its purpose is to let Visitors of our Website and Customers of our products know what information we collect on the moment you visit, subscribe and use the services on our website, and subscribe and communicate (electronically) with us. This includes accessing and using Estride’s websites (Estride.store, MyEstride.com), ESTRIDE Step, Balance, Precision (“ESTRIDE”), mobile applications, and any of Stride’s other online or mobile products (“Services”).

Estride Ltd is a company registered in The United Kingdom and has its registered address at 40 Ruskin Avenue, Bognor Regis, PO21 5BW

Estride’s Privacy and Cookie Policy, as well as Estride’s internal policies, are fully compliant to the most recent European Union rules deriving from the General Data Protection Regulation. If you have any questions about the way we protect your data, you can contact us at privacy@estride.store.

Estride Ltd shall always have the right to amend or modify this Privacy and Cookie Policy, for example in response to amendments in the applicable law governing data protection.

In the event we change our Privacy and Cookie Policy, we will post the changes on our website at www.estride.store/legal. Your continued use of our Products and Services means that you unequivocally agree to be bound by the most recent version of our Privacy and Cookie Policy.

If you do not agree with this Privacy and Cookie Policy, we advise you to leave our website and don’t use our Products and Services

2. Which Data Do We Collect?

1 (GDPR EU 2016/679). Full text in different languages available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32016R0679>

We only collect personal information once you have given us your expressed consent and we shall always notify you about the exact purpose of collecting such data. Before you leave your data with us, you will have the option to provide your consent.

When visiting our website, when you create a MyEstride Account and receiving our Products and Services, we collect and process the following personal data:

- First and Last Name;
- Phone Numbers;
- Email Addresses;
- Physical Addresses;
- Date of Birth
- Credit Card Number and Name.

The purpose of collecting this information is to complete a User's subscription successfully on our website and to receive payments for subscriptions and deliver the purchased merchandise.

Also, and as part of the proper functioning of, the Estride Tracker and Estride Harmony, the following non-personal data is necessary and can be requested:

- Age;
- Gender;
- Height;
- Weight;
- Name of your horse;
- Location logs.

We use this information to determine you and your horse's personalized fitness and training stats— for example, calories burned, strides took, regularity and consistency.

3. Third Party Sub-Processors

Estride makes use of third parties that process your data. We are committed to only have data processed by third parties that fully comply with the GDPR, and we never shall sell data to these third parties.

4. Use of Your Information

All data (personal and non-personal) we collect and the process can be used to enable us to provide our Products and Services to you. In addition, we may use the information for the following purposes: providing, maintaining or improving our website and the services we provide thereon, analyzing and tracking data in order to assess specific content from our website, gain better understanding of the online activities on our website, fulfilling our legal or regulatory duties, providing you with information or our Products and Services that you explicitly requested, answering your requests or questions or responding to communication from you, the investigation and prevention of fraudulent behavior or transactions or unauthorized or illegal activities, linking, connecting or combining information with other information and conducting any other purpose or reason for which the Information was collected, such as developing new products or services.

5. Withdrawing Consent

We must solely process data that is based on your full consent, and which is accurate and relevant. Moreover, we collect personal data that is necessary considering the legitimate purposes set out in this Privacy and Cookie Policy. You have the right to withdraw your consent at all times, including the right to be forgotten. This means that on your request Estride shall remove all your data that we collected and stored permanently. Also, each person has the right to correct or update his/her personal information and request the permanent removal of his/her personal information.

6. Cookies

To improve your experience and our website and services, we place cookies. A cookie is a piece of data that is transferred from a web server to your web browser or hard drive each time you visit a website. Cookies expire, or you can delete this yourself. We inform you on our website if we use cookies that collect your personal information and shall request your consent before placing cookies. Visitors can choose to disable cookies in their internet browser settings.

7. Security and Data Breach

Estride is committed to taking all the necessary security measures, which are based on industry-wide best practices. This is to protect your personal information.

However, the transmission of information via the internet is never completely secure, and for that reason, we cannot guarantee the security of data sent to us, which means this is entirely at your own risk. When we provide your login credentials, you are always responsible for keeping these confidential.

In the event of a data breach, we shall act quickly to avoid and mitigate losses and shall directly notify each User whose personal data could be at risk.

We do not accept any responsibility or liability for privacy policies of third parties, including but not limited to social media websites that appear on our website. We do not have any control over the way they collect personal data, whatsoever.

8. Internal Privacy Policies for Employees and Affiliates

Estride is committed to implementing the highest privacy standards within our organization, containing clear roles, duties, and responsibilities regarding the way we are entirely privacy compliant, this includes proper instructions and training programs for employees on how they must treat personal data and the appointment of a chief data officer responsible for the privacy compliance.

9. Determining and Sharing Location Determining your location

The Services deal with location, so in order to work, the Services need to know your location. Whenever you open and use/interact with our apps (**Estride Harmony, Estride Steady or Estride All-in-One**) on your mobile device or go to one of our Sites, we use the location information from your mobile device or browser (e.g., latitude and longitude) to tailor the Services experience to your current location (i.e., we will record this location details to show you the route for analysis along with gait measurement). This information is NOT shared with others. Also, the Services use your mobile device's '**background location**' to provide the Services, including to send you notifications of tips/route/plans/gait etc. If you have '**background location**' turned on, the apps (**Estride Harmony, Estride Steady or Estride All-in-One**) app will, from time to time, tell us about your device's location even if you are not directly interacting with the application.

10. Sharing Location with the app

Your location details are NOT shared with others and not possible to share from within the app. It is recorded and stored in a secure database for further processing