

# ESTRIDE Privacy Policy

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This Privacy Policy discloses the policies of Stride Innovations Limited. ("Stride," "MyEstride," "we," "our," or "us"). By accessing or using Estride's websites (Estride.store, MyEstride.com), ESTRIDE Step, Balance, Precision ("ESTRIDE"), mobile applications, and/or any of Stride's other online or mobile products ("Services"), you agree to Stride's Privacy Policy and that we may transfer and store your information in the United Kingdom. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.

Our goal is to help you and your horse achieve paramount fitness and give you insight on your day to day training. Our products and services provide instant access to stride and fitness data so you can track your progress, push your goals and take control of your riding skills and monitor your horse's fitness. As we build these tools, we are committed to the principles of respecting your privacy, keeping your data safe, and letting you decide how your information is used and shared/

- We will only collect data that is useful to improving ESTRIDE's products, services and your experience.
- We will be transparent about our data practices and will explain them in clear language;
- We will never sell your data, and will only share personally identifiable data when you direct us to.
- We will always take the security of your data seriously.

If you have any questions, contact us on [support@stride-invent.com](mailto:support@stride-invent.com) .

Stride designs products and tools that track everyday riding activity and fitness or horse and rider to empower and inspire users to lead healthier, more active lives and monitor horse's progress in daily riding activities. This privacy policy applies to our Estride Node and Controller ("Devices"), our websites located at Estride.store, MyEstride.com (individually a "Site" and collectively "Sites"), the MyEstride cloud portal ("Software") and ESTRIDE mobile applications for iPhone OS and Android OS (each an "App" and together the "Apps"). The Devices, Sites, Software and Apps are collectively referred to in this privacy policy as the "ESTRIDE".

If something in the privacy policy changes we will let you know.

We're here to help. If something in this policy does not make sense or if you have any questions, please contact us on [support@stride-invent.com](mailto:support@stride-invent.com)

## **WHAT DATA DOES ESTRIDE COLLECT?**

### WHEN YOU ACTIVATE A ESTRIDE DEVICE

When you have activated ESTRIDE device and downloaded the ESTRIDE App, you will be asked to enter information about yourself, such as height, weight and gender, your horses' name, height, gender, skill. We use this information to determine your and your horse's personalized fitness and training stats– for example, calories burned, strides taken, regularity and consistency. Depending upon the specific Device you use, it can collect the number of aspects relevant for the analysis and transmit this data to Stride. To see the full list of features for which data is required and collected can be accessed by visiting, visit our [www.Estride.store](http://www.Estride.store)

### WHEN YOU CREATE A MyEstride ACCOUNT

If you want to access data collected by your Device from the MyEstride App, you must create a MyEstride account. When you create a MyEstride account, we ask for some personal information, including your email address and date of birth and your horse's information including name, age, height, gender, skill, breed. You will also have the option to link your MyEstride account using a different credential like your Facebook or Google+ account. If you choose to do so, we will ask permission to access basic information from that account, like your name, profile picture, and friend list. You can stop sharing that information with us at any time by removing ESTRIDE's access to that account. We will access your phone's contact list for the purpose of letting you identify contacts who are ESTRIDE users. We do not store your phone's contact list, and it is deleted immediately after it is used for this purpose.

#### WHEN YOU ADD INFORMATION TO YOUR ACCOUNT

You can customize your ESTRIDE experience by adding other types of information to your account, such as by adding a food log or by setting a notification goal, personalizing your profile with photos, participating in discussion boards, or sending messages to your ESTRIDE friends. Whenever you add this type of data, we collect it and store it with your other account information.

#### WHEN YOU VISIT A SITE

ESTRIDE collects some data from everyone who visits our website— even if you don't have an ESTRIDE account.

Whenever you visit a Site, we collect industry standard log data that records information about your visit, such as your browser type, operating system, the URL of the page that referred you, the different actions you performed, and the IP address from the pages you visited. We use this type of information to provide you with information that's relevant to your location and to make sure the Site is working properly. We also collect data from cookies. To see the full list of cookies we use and how we use them, please read our [www.Estride.store/legal/cookiepolicy](http://www.Estride.store/legal/cookiepolicy)

#### WHEN YOU SYNC YOUR DEVICE

When you sync your device, data about your activity is transferred from your device to our servers. This data is stored and used to provide the ESTRIDE Service. Each time a sync occurs, we also log data about the transmission. Some examples of the log data are the sync time and date, device battery level, and the IP address used when syncing.

#### WHEN YOU MAKE PURCHASES FROM OUR STORE

If you are logged into your ESTRIDE account when you purchase something on our site, we associate that order with your account. We also store your shipping address so we can process your order through our fulfillment partner. We do not, however, view or store your credit card information. This is handled by our third-party payment processor. If you are not logged into your account at the time of purchase, we do not associate that data with your ESTRIDE account, however we save the data so that we can provide customer service related to the purchase.

#### WHEN YOU CONTACT US FOR HELP

Whenever you contact ESTRIDE for help, we collect your name and email address along with any additional information you provide in your request and store it on our servers in order to provide you with customer service and to improve the ESTRIDE Service. If you contact us when you are already logged in to your account, the web form automatically pre-fills in certain information, so you don't have to type it manually. You can also contact ESTRIDE through public forums such as Twitter or Facebook; however, we cannot maintain the privacy of your communication to us if you contact us through these channels.

#### WHEN YOU ADD FRIENDS

To help you stay motivated on your riding journey, ESTRIDE lets you add friends who are already ESTRIDE users or invite friends who have not yet joined. You can add friends in several ways, such as by providing their email addresses, by accessing social networking accounts such as Facebook, or from the contact list on your phone. When you share your friends' contact information with us to add them as a friend, we will only use it for this purpose. We do not store your phone's contact list, and it is deleted immediately after it is used for this purpose.

#### WHEN YOU ACTIVATE LOCATION FEATURES

Location features such as mapping are only available if you activate them. When active, ESTRIDE collects data like GPS signals, device sensors, Wi-Fi access points, and cell tower IDs to determine your specific location. We store this information along with your other account information in order to provide you with location features. If you are using a mapping feature, we will send your location information to our mapping service provider so they can display your location on a map. They are contractually prevented from sharing or using this data for any other purpose. You can deactivate these features at any time and ESTRIDE will stop collecting this type of information.

## HOW WE USE YOUR DATA

ESTRIDE uses your data to provide you with the best experience possible, to help you make the most of your riding, and to improve and protect ESTRIDE. Here are some examples:

- Height, weight, gender and age is used to estimate the number of calories you burn.
- Contact information is used to send you account notifications, allow other ESTRIDE users to add you as a friend, and to inform you about new features or products we think you would be interested in.
- Your data is used for research to understand and improve ESTRIDE products and services.
- Your Horses movement data is used to identify the riding and gait pattern. Additionally it can also be used to compare different breed of horses.
- Logs and other data are used to troubleshoot ESTRIDE services; detect and protect against error, fraud or other criminal activity; and enforce the ESTRIDE terms at [www.estriderestore.com/termsandconditions](http://www.estriderestore.com/termsandconditions)
- De-identified data that does not identify you may be used to inform the health community about trends; for marketing and promotional use; or for sale to interested audiences.
- We use your data to troubleshoot the ESTRIDE Service, enforce the ESTRIDE terms at [www.estriderestore.com/termsandconditions](http://www.estriderestore.com/termsandconditions), and/or detect and protect against error, fraud or other criminal activity.

### WHAT DATA MAY BE SHARED WITH THIRD PARTIES?

First and foremost: We don't sell any data that could identify you. We only share data about you when it is necessary to provide our services, when the data is de-identified and aggregated, or when you direct us to share it.

### DATA THAT COULD IDENTIFY YOU

Personally Identifiable Information (PII) is data that includes a personal identifier like your name, email or address, or data that could reasonably be linked back to you. We will only share PII data under the following circumstances:

- With companies that are contractually engaged in providing us with services like order fulfillment, email management and credit card processing. These companies are obligated by contract to safeguard any PII they receive from us.
- If we believe, after due consideration, that doing so is reasonably necessary to comply with a law, regulation, or valid legal process. If we are going to release your data, we will do our best to provide you with notice in advance by email, unless we are prohibited by a court order from doing so or where the request or legal process is directly related to a regulatory investigation. In the latter case, we will ensure user information we disclosed is treated as confidential.
- If it is necessary in connection with the sale, merger, bankruptcy, sale of assets or reorganization of our company, your PII can be sold or transferred as part of that transaction as permitted by law. The promises in this Privacy Policy will apply to your data as transferred to the new entity.

#### DATA THAT DOES NOT IDENTIFY YOU (DE- IDENTIFIED DATA)

ESTRIDE may share or sell aggregated, de-identified data that does not identify you or your horse with partners and the public in a variety of ways, such as by providing research or reports about health and riding or in services provided under our Premium membership. When we provide this information, we take legal and technical measures to ensure that the data does not identify you and cannot be associated back to you.

#### DATA THAT YOU DIRECT US TO SHARE

You can direct us to share data with other parties. For example, you might authorize us to send status updates to your Facebook or Twitter account; or direct us to share data with your employer as part of a riding program. Once you direct us to share your data with a third party, that data is governed by the third-party's privacy policy. You can revoke your consent to share with the third party at any time in your MyEstride account settings.

#### HOW LONG WE SAVE YOUR DATA

We store your PII for as long as you remain a ESTRIDE customer.

#### HOW TO EDIT OR MODIFY DATA

Any data that you provide to ESTRIDE through the Site can be modified from your dashboard or preferences. If you remove data from your User Account, it will no

longer appear to you or others who use the Service. Backups of that data will remain in association with your User Account and in our archive servers.

#### HOW TO DEACTIVATE YOUR ESTRIDE ACCOUNT

You can deactivate your ESTRIDE account by contacting customer support at [support@stride-invent.com](mailto:support@stride-invent.com). When you do, data that can identify you will be removed from the Service, including but not limited to your email, name, photo(s), your horses name, breed, date of birth. Backup copies of this data will be removed from our server based upon an automated schedule, which means it may persist in our archive for a short period. ESTRIDE may continue to use your de-identified data.

#### ESTRIDE 'S POLICIES FOR CHILDREN

ESTRIDE is not directed at persons under the age of 13. We do not knowingly collect any PII from children under 13.

#### CAN I OPT-OUT OF RECEIVING ESTRIDE EMAILS?

Of course! You can opt-out of receiving weekly summaries, achievement notifications and promotional emails by changing the notification preferences in your account settings or by unsubscribing via the "Unsubscribe" link in any ESTRIDE email. Opting-out of these emails will not end transmission of important service-related emails that are necessary to your account maintenance.

#### HOW DOES ESTRIDE KEEP MY DATA SAFE?

ESTRIDE uses a combination of technical and administrative security controls to maintain the security of your data.

#### HOW DOES ESTRIDE HANDLE DATA FROM INTERNATIONAL VISITORS?

The Services are hosted in the United Kingdom and are subject to United Kingdom law. We may share your personal information internally with our affiliates and other recipients, as described in this Privacy Policy, and they may be located in countries other than your country. If you are accessing the Services from outside the United Kingdom, please be advised that United Kingdom law and other countries may not offer the same privacy protections as the law of your jurisdiction.