



Privacy and Cookie Policy

Version 3.0 · October 2026 · replaces the policy dated October 2022

This policy explains what personal data Stride Innovations Limited collects when you use www.estride.store, www.myestride.com, the Estride Connect mobile app and our devices, why we collect it, and what rights you have.

We are the data controller. Our contact address for data protection questions is support@stride-invent.com.

1. What we collect

Account and order information

- Name, email address, delivery and billing address, phone number if you give one
- Order history and correspondence with our support team
- Payment is processed by Stripe and PayPal. We never see or store your full card number

Horse and session data

- Measurements recorded by Estride devices: saddle pressure readings, stride and gait data, hand steadiness, posture and movement data
- Session metadata such as date, duration, gait and the horse the session relates to
- Horse profiles you create, including name, age and any notes you add

Location

If you allow it, the Estride Connect app records your location during a session so a ride can be shown as a route alongside the gait data. Location is stored with your session and is not shared with other users. You can refuse or withdraw this permission in your phone's settings; the app will still record sessions without it.

Device and technical data

- Phone model, operating system version and app version
- Bluetooth connection information needed to pair with Estride devices
- Crash reports and diagnostic data, so we can find and fix faults
- IP address, browser type and pages viewed on our websites

2. Why we use it, and our lawful basis

- **To supply what you bought** — processing orders, delivery, support, warranty claims. Basis: performance of a contract
- **To provide the apps and portal** — storing and analysing your sessions, syncing between device, app and portal. Basis: performance of a contract

- **To improve our products** — understanding faults, measurement accuracy and how features are used. Basis: our legitimate interests
- **To meet legal obligations** — tax, accounting and consumer law records. Basis: legal obligation
- **To send marketing**, where you have asked for it. Basis: consent, withdrawable at any time

3. Who we share it with

We do not sell personal data. We share it only with service providers who process it on our behalf, under contract:

- **Microsoft Azure** — hosting of the MyEstride cloud service and session data
- **Google Firebase** — crash reporting and diagnostics for the mobile app
- **Stripe and PayPal** — payment processing
- **Shipping carriers** — name and address, to deliver your order
- **Email and analytics providers** — to send messages you have asked for and to understand site usage

If you use CloudDoor to stream a session to a coach, vet, physiotherapist or saddle fitter, you are choosing to share that data with them. You control who receives it and can stop at any time.

We may also disclose data where the law requires it.

4. Where your data is held

Our cloud services are hosted in the United Kingdom and the European Economic Area. Where a provider processes data outside the UK or EEA, that transfer is covered by UK or EU approved safeguards such as standard contractual clauses.

5. How long we keep it

- Account and session data: while your account is active, and for 12 months after you close it
- Order and payment records: six years, as tax law requires
- Support correspondence: three years
- Crash and diagnostic data: 90 days

6. Your rights

Under UK GDPR you can ask us to:

- Give you a copy of the personal data we hold about you
- Correct anything inaccurate
- Delete your data, where we are not required to keep it
- Restrict or object to how we use it
- Transfer it to another provider in a portable format
- Withdraw consent for marketing, at any time

Email **support@stride-invent.com** and we will respond within one month. If you are not satisfied, you can complain to the Information Commissioner's Office at ico.org.uk.

7. Security

Data is transmitted over encrypted connections and stored on access-controlled servers. No system is perfectly secure, but we take reasonable technical and organisational measures to protect your data, and we will tell you and the regulator promptly if a breach affects you.

8. Children

Our products are not aimed at children under 13. If you are under 18, an account should be held by a parent or guardian.

9. Cookies

Our website uses cookies. Some are necessary for the site and shop to work — keeping you logged in, remembering your basket and your currency. Others help us understand how the site is used, or support advertising measurement.

- **Necessary** — login, basket, checkout, security. These cannot be turned off
- **Analytics** — Google Analytics, to see which pages are used
- **Advertising** — Google Ads and Microsoft Advertising conversion measurement
- **Functional** — currency selection and similar preferences

You can control or delete cookies in your browser settings. Blocking necessary cookies will stop the shop working.

10. Changes

We may update this policy, for example when the law changes or we add a service. The current version is always published at www.estride.store.

11. Contact

Stride Innovations Limited, registered in England and Wales, company number 10823490.

Data protection enquiries: support@stride-invent.com

Correspondence: 56 Beatty Avenue, Leicester, LE5 4AX, United Kingdom