



Terms of Service

Version 2.0 · October 2026 · replaces the terms dated June 2018

These terms govern your purchase of Estride products and your use of our services. Please read them before ordering. By placing an order or using our apps and portal, you agree to them.

1. Who we are

Estride is a trading name of **Stride Innovations Limited**, a company registered in England and Wales, company number 10823490. We design equine and rider measurement products. You can reach us at support@stride-invent.com.

2. What these terms cover

Products: Estride Harmony, Estride Steady, Estride Precision Pro, the Estride Stance posture sensor, and accessories.

Services: the websites www.estride.store and www.myestride.com, the Estride Connect mobile app, the software embedded in our devices, and CloudDoor subscriptions.

Our Return and Warranty Policy and our Privacy and Cookie Policy form part of these terms. Where the Return and Warranty Policy conflicts with these terms on returns or warranty, that policy applies.

3. Orders, pricing and payment

All orders are subject to our acceptance. We may decline an order, for example where a product is unavailable or a price has been published in error. Payment is taken before we accept an order; if we decline, we refund in full.

We take care with pricing and product information, but cannot be liable for errors. Where a price is clearly wrong we will contact you before proceeding rather than fulfil or cancel silently.

4. Delivery and lead times

Some products are made to order and carry a published lead time. Harmony is currently made to order. Lead times are estimates in good faith, not guarantees. If a lead time changes materially after you order, we will tell you and you may cancel for a full refund.

5. Cancelling and returning

If you are a consumer buying online you have 14 days from receiving your order to cancel, and a further 14 days to return the goods. Full details, including the returns address and the condition goods must be in, are in our **Return and Warranty Policy**.

6. CloudDoor subscriptions

CloudDoor is a subscription service that streams and analyses data from Estride devices.

- Subscriptions are billed monthly in advance and renew automatically until cancelled
- Where a free trial is offered, billing begins at the end of the trial unless you cancel before it ends
- You may cancel at any time; cancellation takes effect at the end of the period you have paid for
- We do not refund part-months unless the service has failed to work and we have been unable to fix it
- Prices may change; we will give at least 30 days' notice before a change affects you

CloudDoor depends on a working internet connection at both ends. We cannot guarantee uninterrupted real-time transmission.

7. Your account

Some features require an account. Keep your password confidential; you are responsible for activity under your account. Tell us promptly if you believe it has been used without your permission.

You must be 18 or over to buy from us. Our apps and services may be used from age 13 upwards, with a parent or guardian responsible for the account where the user is under 18.

We may send you messages about your account, orders or service that you cannot opt out of. Marketing messages are separate and you can unsubscribe at any time.

8. Acceptable use

Please do not:

- Connect counterfeit or imitation hardware to our services
- Copy, resell or redistribute our software, content or data without written permission
- Reverse engineer, decompile or tamper with our firmware, apps or servers
- Attempt to access accounts, data or systems that are not yours
- Use the services to provide a competing commercial service without an agreement with us

We may suspend or close an account that breaches this section.

9. Intellectual property

We own, or are licensed to use, the Estride name and logo, our software and firmware, the designs of our products, and the content on our sites and apps. Buying a product gives you a personal, non-transferable licence to use its embedded software for its intended purpose. It does not transfer any other rights.

Recordings and measurements you create remain yours. We process them to provide the service, as described in our Privacy and Cookie Policy.

10. What our data is, and is not

Estride products are measurement and training tools. They are not medical or veterinary diagnostic devices. They do not diagnose, treat, cure or prevent any condition in a horse or a rider.

Our analysis supports professional judgement; it does not replace it. If you have a concern about a horse's soundness, health or saddle fit, consult a vet, physiotherapist or qualified saddle fitter. If you have a

concern about your own health, consult a doctor.

Measurements depend on correct fitting, charge level, connection quality and conditions of use. GPS and location data may at times be unavailable or imprecise. Decisions taken on the basis of our data are your own.

11. Availability and changes

We may update, change or withdraw features, and we release software updates which may install automatically. We try to avoid disruption but cannot promise the service will be uninterrupted or error free.

We may change these terms. Material changes will be posted at www.estride.store and, where it affects you, notified by email. Continuing to use our products or services after a change means you accept the revised terms.

12. Our liability

Nothing here limits our liability for death or personal injury caused by negligence, for fraud, or for anything else that cannot be limited by law. Your statutory rights as a consumer are not affected.

Otherwise, we are not liable for indirect or consequential loss, including lost profit, lost competition entries, lost training time or lost data. Our total liability for any claim is limited to the amount you paid for the product or service that the claim relates to.

13. Governing law

These terms are governed by the law of England and Wales, and the courts of England and Wales have jurisdiction. If you are a consumer, you keep the protection of the mandatory law of the country in which you live.

14. Contact

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

Email: support@stride-invent.com

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