

## Privacy Policy

### Introduction

At Parkmore Irish Horse Imports LLC, we're committed to protecting the privacy and security of your information. This policy is designed to help you understand what information we collect, why we collect it, how we use it, and how you can manage your information with us. Parkmore Irish Horse Imports strives to improve the health of horses and companion animals, and to improve the experience of the people involved along the way. Information you provide to us allows us to continue to provide services. In order to do these things, we collect both personal and non-personal information in a few different ways.

### Information you provide to us

We collect information at several different points as we interact with you. This includes when you create an account, order from the online store, chat with customer service, speak with your account representative, use one of our products or services, register for our newsletter, participate in promotions, or participate in surveys. The information we collect includes things like the name of a pet owner, a horse name, animal health updates, mailing addresses, email addresses, telephone numbers, payment information, and passwords.

### Information we collect when you use our product and services

When you use our products and services, we collect information about how you are using them and how well those products and services are working. For example, this can include usage data and device data. Our products, websites and emails utilize technology to collect information. This includes things like web beacon data in emails, and via cookies and flash cookie data and device data such as IP addresses, operating system types, and browser types when you use our website. You can adjust your settings in your device browser to disable some of these if you prefer not to share this information. You can withdraw your consent at any time by unsubscribing from the product and discontinuing use.

### What we do with data

When you use our products and services, we may also use your information:

- In order to maintain and improve our products and services by making sure they are working well. For example, knowing which pages of our website frequently result in calls from confused customers helps us know where we need to improve our site design.
- To help develop new products and services. For example, tracking the number of calls for basic subscription updates enabled us to redesign our subscription management area to make things easier on our horse owners.

- In order to personalize your experience with our products and services according to the information we collect.
- To provide services to you, including through our contractors. This includes sharing your address with providers of delivery services like UPS and USPS, or sharing information with third parties that provide Parkmore Irish Horse Imports with email solutions, cloud hosting services, payment processing, website support and maintenance, and legal, regulatory, or audit services.
- To allow 3rd party providers to send you mailings regarding products and services that may be of interest to you.
- For regulatory compliance. We maintain records as required by state and federal law, and we may share your personal information to comply with regulatory agency laws, rules, and regulations. This can include providing required personal information in connection with mandatory disclosures to state regulatory agencies and providing disclosures of records in response to state or federal regulatory agency request.
- For legal reasons. We may share your personal information to comply with inquiries from governmental authorities, or to protect, defend, exercise legal rights or claims, in connection with end user license agreements, terms of service or other applicable agreements, or as otherwise required by law. If we are legally required to share your information, we will attempt to notify you, unless such notification would violate law or court order.
- In the event of business transfer. If Parkmore Irish Horse Imports is involved in a sale of assets, merger, acquisition, business transfer, or other change of control, we may share your information with other entities involved. We will require any such successor business entity to honor this Privacy Policy, and we will notify you of any changes that could affect your information. In the event of a business transfer, unless we are otherwise required by law to retain or provide your information to the other entity, you may request that your information be deleted from our records.

#### Managing your data

- Websites. You can adjust and manage the privacy of your information via our websites, which allow you to opt out of certain features that we offer. By adjusting your device or browser settings, you can manage information by adjusting your personal profile, your subscriptions, your cookies, and your location services.
- Email. You can opt out of emails through links in the emails you receive from us. Every email you receive from us will give you the ability to unsubscribe from receiving future emails.
- Products. All use of products is subject to the user consent in the product's subscription terms and conditions for each product. You can withdraw your consent at any time by unsubscribing from the product and discontinuing use.
- 3rd Party Mailings or Advertisements. If you prefer to exclude your physical mailing address from 3rd party mailings or advertisements, you can call us anytime at **(502) 265-8345** or email [parkmoreihi@gmail.com](mailto:parkmoreihi@gmail.com)

- By Contacting Us. You can also contact us anytime at parkmoreihi@gmail.com if you would like to change or update your personal information. In some cases, we may have to keep certain information for legal or business reasons.

#### How we protect your data – Technical safeguards

The security and confidentiality of your information is extremely important to us. We have implemented technical, administrative, and physical security measures to protect your information. As part of our efforts to protect your information, we have technical safeguards in place across our products and services, which may include the following:

- Requiring a password in order for you to access your personal information;
- Using firewalls to protect information held in our servers;
- Utilizing Transport Layer Security (TLS) encryption in transmitting personal information to our servers;
- Limiting the number of personnel who have potential access to personal information; and
- Routinely backing up the systems to protect the integrity of personal information.

There is always some risk that an unauthorized third party may find a way around our security systems. In the event of a security breach, the first thing we would do is notify you. This notice would include what happened, what information was breached, what Parkmore Irish Horse Imports is doing to respond, and who to contact with questions.

#### Protecting children's privacy

Parkmore Irish Horse Imports LLC does not knowingly sell products to, solicit, collect or retain personal information about children under the age of 18 without parental consent. If we learn that a child under 18 has submitted information to us without parental consent, we will take all reasonable measures to delete it from our databases and not use the information for any purpose (except where necessary to protect the child or others). If you become aware of any personally identifiable information we have collected from children under 18, please contact us.

#### About this policy

We comply with data privacy regulations applicable in the jurisdictions in which we operate. We review and may revise this policy from time to time as we add new features and services, as laws change, and as industry best practices evolve. We indicate the date the most recent changes were published on this page. If we update the privacy policy with significant changes, we will let you know, for example by placing a note on our website. Please review this policy periodically, and especially before you provide any information to us. This Policy applies to website visitors, veterinary healthcare providers, pet and horse owners, application and product users, and other customers of

Parkmore Irish Horse Imports LLC and affiliated entities. By using our website, downloading any application from our web site, or using our products or services, you signify your acceptance of this privacy policy. This Privacy Policy doesn't apply to other companies that advertise our services, or to services offered by other companies, including those that may be linked to from our services. How to contact us with questions If you have any questions about this policy or our practices at Parkmore Irish Horse Imports, please contact us. **Parkmore Irish Horse Imports LLC, Attn: (502) 265-8345 , 1191 Hieatt Lane, Smithfield KY 40068 Email: parkmoreihi@gmail.com**

#### Parkmore Irish Horse Imports Customers, Products and Services

Where a Parkmore Irish Horse Imports customer interacts with Parkmore Irish Horse Imports products and/or services, including, but not limited to Parkmore Irish Horse Imports websites, applications, services and products, Parkmore Irish Horse Imports collects information on Kentucky residents that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device ("Personal Information"). We may obtain data provided by veterinarian customers, directly from individuals using Parkmore Irish Horse Imports products and services such as websites or applications, and from consumers purchasing goods or services from Parkmore Irish Horse Imports. Parkmore Irish Horse Imports has collected the following categories of Personal Information from consumers located in the State of Kentucky within the last twelve (12) months:

- Identifiers including names, mailing addresses, unique personal identifiers, ISP addresses, account names, and other similar identifiers;
- Personal information including names, telephone numbers, credit card numbers, and other financial information of Parkmore Irish Horse Imports customers who have purchased goods or services;
- Commercial information such as products or services purchased, and purchasing history;
- Internet or similar network activity such as browsing history, search history, or users' interaction with Parkmore Irish Horse Imports websites, apps, or ads.

#### Job Applicants and Employees

In addition to Personal Information set forth above, Parkmore Irish Horse Imports also collects information provided by job applicants and employees of Parkmore Irish Horse Imports. Parkmore Irish Horse Imports has collected the following categories of Personal Information from job applicants and employees located in the State of Kentucky within the last twelve (12) months:

- Protected classification characteristics such as age, race, ancestry, national origin, marital status, medical conditions, and veteran status; and
- Professional or employment related information including job history or performance evaluations.

#### Excluded Information

Parkmore Irish Horse Imports does not collect biometric information, geolocation data, audio, visual, thermal, olfactory or other sensory data, educational records, non-public Family Education Rights and Privacy Act related data, or inferences drawn from Personal Information. Personal Information does not include information that is de-identified or aggregated, publicly available in government

records, and information otherwise excluded including pursuant to the Fair Credit Reporting Act, the Gramm-Leach-Bliley Act, the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and other excluded state and federal laws.

#### Use of Personal Information

Parkmore Irish Horse Imports uses Personal Information as set forth in the Parkmore Irish Horse Imports Privacy Policy. Parkmore Irish Horse Imports has sold the Personal Information of California residents for 3rd party marketing purposes in the last 12 months.

#### Access to Information ('Right to Know')

Parkmore Irish Horse Imports complies with your rights regarding your Personal Information, including the right to request information about Parkmore Irish Horse Imports use of your Personal Information. Where Parkmore Irish Horse Imports receives a validated request, it will provide information to you about the use of your Personal Information in the last 12 months including the following:

- General categories of Personal Information Parkmore Irish Horse Imports has collected;
- Purposes for collecting such Personal Information
- Third Parties which whom Parkmore Irish Horse Imports shares Personal Information

#### Deletion Requests ('Right to Forget')

Parkmore Irish Horse Imports complies with your rights regarding your Personal Information, including the right to request deletion of your Personal Information. Where Parkmore Irish Horse Imports receives a validated request, and Parkmore Irish Horse Imports is not otherwise legally obligated to retain such Personal Information, Parkmore Irish Horse Imports will delete your Personal Information. Parkmore Irish Horse Imports may deny your deletion request where it is legally required to retain your Personal Information, including as follows:

- Where Parkmore Irish Horse Imports has a legal obligation to retain your Personal Information, in conformity with state or federal laws that require the storage of prescription records, records related to the sale of controlled products, veterinary board data retention requirements, and where otherwise subject to state or federal law requiring the retention of data;
- Where it is necessary to protect you from unwanted data mis-use, fraudulent activity, or to maintain the security of data, data security, and in the protection of data security incidents;
- Where retention of data by Parkmore Irish Horse Imports is to comply with a legal or contractual requirement to a Parkmore Irish Horse Imports customer, such as a veterinarian who is required by veterinary board rules to retain your Personal Information related to your pet's medical records; and

#### Requests

Requests to access or delete Personal Information may be made by calling (502) 265-8345 or by contacting parkmoreihi@gmail.com Only you or a person registered with the Kentucky Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to

your Personal Information. You may also make a verifiable consumer request on behalf of your child. You may only request access or deletion of Personal Information twice in any 12-month period. Your request must contain a valid email address and describe within sufficient detail such that Parkmore Irish Horse Imports may evaluate and respond to such request. Parkmore Irish Horse Imports will not respond to requests without a verifiable email address. Making a request does not require you to create an account, and Parkmore Irish Horse Imports will only use information in the request form to verify your authority to make the request and your identity. Parkmore Irish Horse Imports does not discriminate against anyone making a privacy request, and will not deny goods or services, charge different prices, or provide a different level of quality of goods or services based on any CCPA request. Parkmore Irish Horse Imports will comply with the statutory time periods in which to respond to any privacy request, and where we require additional time to comply with a request, we shall communicate with you on that request via email. We may also respond via email stating the reasons why we cannot respond to your request, cannot verify you, or cannot comply with a request. Where data is requested, Parkmore Irish Horse Imports will select a format to provide a response to allow you to transmit that information to another entity. Where requests are deemed by Parkmore Irish Horse Imports to be excessive, repetitive, or unfounded, Parkmore Irish Horse Imports may charge a fee for response to your request.

Parkmore Irish Horse Imports may change or amend these conditions at any time, and any changes shall appear on the Parkmore Irish Horse Imports website at [www.parkmoreirishhorseimports.com](http://www.parkmoreirishhorseimports.com)

#### Contact

You may contact Parkmore Irish Horse Imports LLC about your rights as follows:

**(502) 265-8345**

Email: [parkmoreihi@gmail.com](mailto:parkmoreihi@gmail.com)

**1191 Hieatt Lane,**

**Smithfield KY 40068**

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