

Privacy Policy

We respect your privacy and would like to ensure you that your personal data is processed in accordance with the applicable laws. In this document, you will find information about our processing of the personal data that you provide to us or that we acquire through the provision of our services. Additionally, we detail which rights arise from such personal data processing in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and the free movement of such data ("**General Data Protection Regulation**").

1. WHO WE ARE – who will be handling your data?

We are Advintec spol. s.r.o., with our registered office at Korunní 1302/88, 101 00 Prague 10, Czech Republic, ID No: 282 13 513, registered in the Commercial Register of the Municipal Court in Prague, Section C, entry 133031, and shall be or are a manager of your personal data.

Should you have any inquiries regarding the processing of your personal data or the exercise of your rights listed below, please contact us via the e-mail address info@equimo.com.

2. WHAT WE DO – when and why we process your personal data and how long we will maintain it?

A) PURCHASE OF GOODS AND/OR PROVISION OF SERVICES

In order to properly perform the contract that you have concluded with us, it is important that we process your personal data, particularly so we may dispatch and deliver your order and/or provide you or third parties with the services requested in accordance with the concluded contract. 'Personal data' covers, in particular:

- *identification information (first name, surname);*
- *contact information (e-mail address, telephone number, physical address);*
- *payment information (card type, number of your debit/credit card, expiration date, CVV code, etc.)*
- *information about the usage of services (tracking device ID, login information, GPS location, number of users and horses, etc.);*
- *information about your mobile device (operating system, IP address, etc.); and*
- *other data of a personal data nature that is necessary for the performance of the concluded contract.*

We process our clients' personal data for this purpose and remain in possession of it until the settlement of the rights and obligations arising from the concluded contract, including any potential withdrawal from this contract or any other potential claim of goods and/or services (e.g. warranty claim).

Our agreement with you cannot be concluded or properly performed unless you provide or enable us to obtain the above-mentioned personal data, particularly given the technical nature of our product(s). In order that we may optimally support you, it is important that you provide us with your personal data in a true and complete fashion.

Your personal data shall be further processed for the purposes of our legitimate interests, which primarily means requesting feedback via a questionnaire and its further processing for the purpose of evaluating our marketing strategy or contacting you should you have not finished your purchase completely or ideally. Pursuant to any concluded contract, we will be able to send you the latest information regarding our products and services offered in the form of commercial communications, however, you may cancel such communications entirely at your discretion.

We must process certain personal data as may be required for accounting purposes, which is done in strict compliance with the applicable law.

B] CREATING A USER ACCOUNT

Creating a user account enables you to access and evaluate a trial version of our mobile (or other device) application or other appropriate web user interface.

The standard personal data necessary in order for us to create a user account includes, in particular:

- *first name and surname;*
- *login (account name);*
- *e-mail address.*

We are authorized to process the above-mentioned personal data on basis of our legitimate interest. As above, this is primarily directed at requesting your feedback via a questionnaire and its further processing for the purpose of evaluating our mobile (or other device) application or appropriate web user interface, or sending you the latest information regarding our products and services offered in the form of commercial communications, however, you may cancel such communications entirely at your discretion.

It is your responsibility to provide us with true and complete personal information.

C) NEWSLETTER SUBSCRIPTION

We encourage you to visit our website and subscribe to our newsletter. Please express your interest by giving us your e-mail address and your voluntary consent to the processing of your personal data (your e-mail address).

Based on your consent to the processing of said minimal personal data, we will periodically send you the latest information about our products and/or services.

Such consent to the processing of your personal data for the above-defined purpose remains effective for a limited period of 5 years, unless you withdraw your consent earlier at your discretion.

D) CUSTOMER CARE

We value our customers and invite you to contact us through the contact form on our website. Should you contact us with a question or comment through this portal, we will necessarily process your personal data in order to best respond to and answer your question(s) or comment(s). This provision of your personal data is done entirely on a voluntary basis. The personal data so-provided by you will be processed only to the degree necessary to resolve the given matter or other requirement.

3. COOKIES – what are cookies and why do we use them on our website?

A 'cookie' is a small text file created upon your visit to our website. It is used as a standard tool for storing information about the visits made to our website. Cookies are downloaded to your computer or other device by a server hosting our website. Your web browser then sends these cookies back to our website during each of your subsequent visits so that we can recognize you and remember specifics like your user preferences or purchase history (including unfinished purchase). Thus, we can distinguish (not identify) individual users and customize the content they receive to their individual preferences. Cookies are important tool and make web browsing a more efficient and gratifying experience.

There are different types of cookies. Certain cookies come directly from our website and others come from third parties that are authorized to place cookies on our website. Some cookies expire after a certain amount of time or upon logging out (session cookies), others remain on your computer or device for a longer period (persistent cookies).

The following cookies may be used on our website:

TECHNICAL (ESSENTIAL) COOKIES - without them, some parts of our website simply cannot work as they should.

ANALYTICAL (PERFORMANCE) COOKIES - these cookies, for example, count the number of visitors to our website and see how visitors behave when they are using it.

FUNCTIONALITY COOKIES (CUSTOMISERS) - these cookies help you to not have to repeatedly log in and set your preferences. The use of these cookies is not necessary, but they make your visit to our website easier.

TARGETING (ADVERTISING) COOKIES - these cookies are used to deliver advertising content that is relevant to you and can be used to track the effectiveness of our promotion campaigns on third party websites. These cookies are placed on our website by our third party service providers and they may remember your web browsing activity.

Although we are not able to identify you directly in this way, cookies may include an aspect of personal data, which is why we process them in accordance with the General Data Protection Regulation and for the following purposes:

- to better understand the behavior of the users on our website and to improve our website/services accordingly (analytical cookies);
- to enhance the performance and functionality of our website/services and to remember your preferences (functionality cookies);
- to provide you with more personalized and responsive content, as well as promotional information tailored to your interests (targeting cookies).

We are only authorized to process cookies that have an aspect of personal data for the above-mentioned purposes and only on the basis of our legitimate interest. However, you may choose not to provide your web browser with cookies as listed below.

If you want to refuse cookies from our website, you can use a common browser with anonymous browsing activated. You can also block the storage of cookies in your browser. However, if you block the processing of technical and functionality cookies, you will disable certain useful functions.

Please note that by using our website, you declare that you were informed of our aforementioned cookie policy.

4. SHARING OF YOUR PERSONAL DATA – do we transfer your personal data to third parties?

We may need to provide your personal data to third parties, but only if it is necessary to achieve the above-mentioned purposes. In particular, only authorized persons who are involved in the packing and delivery of your ordered goods or who are involved in the provision of ordered services may be given such access to your personal data.

5. INTEGRITY AND CONFIDENTIALITY - how do we process your personal data?

Your personal data is processed particularly in the electronic form, in accordance with our directives, such that only authorized persons according to Point 4 have access to it. Your personal data will be processed in a manner that ensures the appropriate security, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage. The recipients of the personal data according to Point 4 are contractually obligated to process it for only the above-mentioned purposes and to ensure its proper protection.

6. YOUR RIGHTS - what are your rights related to personal data protection?

Right of access

You have the right to obtain a confirmation as to whether or not personal data concerning you is being processed. You have also the right to obtain more information about your personal data processing in accordance with applicable law.

Right to data portability

In view of the fact that your personal data may be processed for the purposes of the performance of contracts with us, you have the right to request a structured, machine-readable copy and, if applicable, its handover to another data manager.

Right to rectification

If you believe that your personal data has been processed incorrectly, you may raise a claim to ask for the correction or supplementation of any personal data.

Right to restrict processing

You have the right to restrict our processing of your personal data in accordance with the applicable law.

Right to erasure (right to be forgotten)

You have the right to demand that we erase your personal data in accordance with the applicable law.

Right to object

Even if we process your personal data on the grounds of our legitimate interests, you are entitled to deny such use. You have the right to object to the use of your personal data especially in the processing of your personal data for direct marketing.

Right to withdraw your consent

If you have given us your consent to process your personal data, you have the right to withdraw this consent at any time. The withdrawal of such consent shall not affect the lawfulness of any processing conducted based on the consent in effect before such withdrawal.

Right to lodge a complaint with a supervisory authority

Should you believe that your personal data has been processed unlawfully, you are entitled to lodge a complaint with the Office for Personal Data Protection responsible for your state.

7. VALIDITY AND MODIFICATION OF THIS PRIVACY POLICY

This Privacy Policy is valid as of the 15th of June 2019.

Further, we may modify or amend this Privacy Policy from time to time at our discretion. When we make any change to this Privacy Policy, such modification or amendment shall be effective towards you as of the date stated in the latest version of this Privacy Policy.

We encourage you to periodically review this Privacy Policy to be informed about how your personal data is being processed.