



## PRIVACY POLICY

Protecting your private information is our priority. This Statement of Privacy applies to [www.westernstatesstockhorse.com](http://www.westernstatesstockhorse.com) and the Western States Stock Horse and governs data collection and usage. For the purpose of this Privacy Policy, unless otherwise noted, all references to the Western States Stock Horse including [www.westernstatesstockhorse.com](http://www.westernstatesstockhorse.com). The WSSH website is a news and information, commerce site. By using the WSSH website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

WSSH may collect personally identifiable information, such as your name. If you purchase WSSH products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by WSSH. This information can include: your IP address, browser type, domain names, access times and referring website address. This information is used for the operation of the service to maintain quality of the service, and to provide general statistics regarding use of the WSSH website.

WSSH encourages you to review the privacy statements of websites you choose to link from WSSH so that you can understand how those websites collect, use and share your information. WSSH is not responsible for the privacy statements or other content on websites outside of the WSSH website.

### **Use of your Personal Information**

WSSH collects and uses your personal information to operate its website and deliver the services you have collected.

WSSH may also use your personally identifiable information to inform you of other products or services available from WSSH and its affiliates. WSSH may also contact you via survey's to conduct research about your opinion of current services or of potential new services that may be offered.

WSSH does not sell, rent, or lease its customer lists to third parties.

WSSH may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to WSSH, and they are required to maintain the confidentiality of your information.

WSSH may keep track of the websites and pages our users visit within WSSH, in order to determine what WSSH services are most popular. This data is used to deliver customized content and advertising within WSSH to customers whose behavior indicated that they are interested in a particular subject area.

WSSH will disclose your personal information, without notice, only if required to do so by the law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on WSSH or the site; (b) protect and defend the rights or property of WSSH; and, (c) act under exigent circumstances to protect the personal safety of users of WSSH or the public.

### **Security of your Personal Information**

WSSH secures your personal information from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

### **Youth Under Eighteen**

WSSH does not knowingly collect personally identifiable information from children under the age of eighteen. If you are under the age of eighteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from WSSH by contacting us here:

Email: [westernstatesstockhorse@live.com](mailto:westernstatesstockhorse@live.com)

Phone: (503) 798-1076