

HORSES BOURBON BLUEGRASS PRIVACY POLICY

Last Updated: JULY 4, 2022

Please read this policy and if you have any questions contact us. By using the site, you consent to the collection, use and disclosure of your personal information in accordance with this policy. HORSES BOURBON BLUEGRASS is committed to protecting your privacy. This privacy policy tells you about our online collection, use and disclosure of personal information. The terms of this policy apply to all personal information collected by HORSES BOURBON BLUEGRASS on the website <https://horsesbourbonbluegrass.com>. This site is operated by T. Hopkins ("HORSES BOURBON BLUEGRASS") and may be accessed in the USA and abroad. HORSES BOURBON BLUEGRASS is the controller and, unless otherwise noted, is also the processor of the personal information.

Privacy Officer

I am the designated privacy officer at HORSES BOURBON BLUEGRASS to be accountable for our policies and practices with respect to the management of personal information. You may forward any questions, comments, or complaints that you might have about this privacy policy to:

T. Hopkins

HORSES BOURBON BLUEGRASS by email to: thopkins@horsesbourbonbluegrass.com

Collection of Your Non-Personal and Personal Information

HORSES BOURBON BLUEGRASS may collect certain kinds of non-personal information, such as the website that referred you to us, browser type and language, and access times. We also may collect navigational information, including information about the pages you view, the links you click, and other actions taken in connection with the site. Limited demographic information, such as the industry you work in, may also be collected, and may be linked to your personal information. We only collect personal information about you after you have provided us with your consent to collect that specific information.

Personal information includes:

1. information collected when you register or visit the site including your member name and password, your name, your mailing address, email address, IP address and phone number.
2. information collected when you make a purchase including your credit card number and billing address. You may always choose not to provide personal information, but if you so choose, certain products and services may not be available to you.

Use of Your Personal Information

HORSES BOURBON BLUEGRASS collects and uses your personal information to:

- process your transactions;
- provide customer service;
- perform research and analysis aimed at improving our products, services and technologies, including sending you surveys;
- to display content that is customized to your interests and preferences;
- to communicate with you about your transactions, new products and services including

transaction-related communications such as welcome letters, billing reminders, and purchase confirmations; and

- we may also send you marketing emails to inform you of new products or services or other information or offers that may be of interest.

Personal information collected by HORSES BOURBON BLUEGRASS may be stored and processed in the USA, and by providing us with your personal information and using our site or services, you consent to any such transfer of information outside of your country.

Disclosing Your Personal Information

Except as set out in this privacy policy, HORSES BOURBON BLUEGRASS does not disclose or sell your personal information to any third parties. We may disclose your personal information to third-party service providers who perform services on our behalf. For example, STRIPE. Those third-party service providers (i) shall be permitted to obtain only the personal information they need to provide the service, (ii) must protect personal information to the same extent as STRIPE and (iii) shall be prohibited from using it for any other purpose.

Consent of Your Personal Information

By submitting personal information to us, you acknowledge and agree that you have consented to the collection, use and disclosure practices set out in this Privacy Policy as they relate to your personal information.

Use of Cookies and Other Technologies

HORSES BOURBON BLUEGRASS uses "cookies" to enable you to sign into our services and to help personalize and improve your online experience. A cookie is a small text file that is placed on your hard drive or device. Cookies contain information, including personal information that can later be read by a web server in the domain that issued the cookie to you. The information that cookies collect includes the date and time of your visit, your registration information, session identification number and your navigational history and preferences.

Cookies offer you many conveniences:

- They allow us to identify registered users when they return to the site so that they can retrieve previous image search results, access lightboxes, shopping carts, and view their previous invoices.
- Cookies also save you time by eliminating the need to repeatedly enter the same information.
- Cookies allow us to deliver personalized content to you, including search results and targeted advertising.
- Cookies help to protect your security by checking your login details and may help prevent fraud.
- Cookies remember your preferences when using the site.
- Cookies also identify particular customers in the event such customer would like assistance from a live, online customer service representative.

We strive to make this site user-friendly and relevant. Our goal is to deliver more personalized products and services to you. For this purpose, HORSES BOURBON BLUEGRASS also works with third party partners who use cookies on our site to:

- Measure and analyze aggregate usage and volume statistical information from our users on our site. Information gathered may include, but is not limited to the following: activity of the user browser when the user is visiting the site, the site path of users, general information regarding the

visitor's internet service provider and host, and the time users come to the site.

- Remember our users' previous search of products and services, and dynamically display more relevant content to them.
- Record users' behavior on our site, such as pages visited, emails clicked, forms completed and products and services purchased to create customized advertisements and communications that better meet your needs.
- Evaluate user traffic and behavior on the site to compile activity reports for our internal use only.
- Conduct research and diagnostics to improve our products and services.
- Identify users arriving at the site via a referral from an affiliate website or sponsored link.

This privacy policy covers the collection of information and use of cookies by HORSES BOURBON BLUEGRASS only, and does not cover the use of cookies or other technologies by third parties to collect information. You have the ability to accept or decline cookies. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. Please be aware that the site is optimally designed to operate with cookies enabled in your internet browser. If you choose to decline cookies, you may not be able to sign in or use other interactive features of our sites and services that depend on cookies, but you will be able to perform basic navigation through the site. Disabling cookies may negatively impact your experience of the site.

Security of Your Personal Information

The security of your personal information is important to us. We follow generally accepted industry standards to help protect your personal information including without limitation:

- limiting access to your personal information to those of our employees who require it to provide services to you;
- requiring employees to sign confidentiality agreements to protect customer and other confidentiality of your personal information and not to use it for any unauthorized purposes;
- personal information collected is retained as long as it is reasonably required for the purposes it was collected;
- storing your personal information in secure computer systems which protect it from unauthorized access or use.

No method of transmission over the Internet, or method of electronic storage, is 100% secure.

Therefore, while we strive to protect your personal information, we cannot guarantee its absolute security. If a password is used to protect your account and personal information, it is your responsibility to keep your password confidential.

Links

We may link to websites, including those of our third-party providers, that have different privacy policies and practices from those disclosed here. We assume no responsibility for the policies or practices of such linked sites and encourage you to become acquainted with them prior to use.

Changes to This Privacy Policy

We reserve the right to change the terms of this privacy policy at any time. When we make changes, we will revise the "last updated" date at the top of the policy. If there are material changes to this statement or in how HORSES BOURBON BLUEGRASS will use your personal information, we will notify you by prominently posting a notice of such changes here or on our

home page, or by sending you an email. We encourage you to review this policy whenever you visit one of our sites.