

# GDS DRESSAGE SHOWS

## ELECTRONIC COMMUNICATION PRIVACY POLICY – EMAIL

- GDS collects personal information when you register with GDS and sign in to our system. You are not anonymous to us.
- When you register we ask for information such as your name, email address, birth date, gender, ZIP code, occupation, industry, and personal interests. For some financial products and services we might also ask for your address, Social Security number, and information about your assets. When you register with GDS and sign in to our services, you are not anonymous to us.
- GDS automatically receives and records information from your computer and browser, including your IP address, GDS cookie information, software and hardware attributes, and the page you request.
- GDS uses information for the following general purposes: to customize the advertising and content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide anonymous reporting for internal and external clients.

### *Children*

- When children under age 18 attempts to register with GDS, we ask the child to have a parent or guardian to list their name and contact information in our database and obtain parental permission.
- GDS does not contact children under age 18 without a parent's permission.
- GDS does not ask a child under age 18 for more personal information, as a condition of participation, than is reasonably necessary to participate in a given activity..

### **Information Sharing and Disclosure**

- GDS does not rent, sell, or share personal information about you with other people or non-affiliated with the following exceptions:
  - We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of GDS's terms of use, or as otherwise required by law.
  - We transfer information about you if GDS is acquired by or merged with another organization. In this event, GDS will notify you before information about you is transferred and becomes subject to a different privacy policy.
- GDS works with vendors, partners, advertisers, and other service providers in the equestrian industries. In these cases, your personal information will never be revealed, except in terms of how many visitors we have on our site.

### **Cookies**

- GDS may set and access GDS cookies on your computer.

### **General**

- You can edit your GDS Account Information at any time.
- We reserve the right to send you certain communications relating to the GDS service, such as service announcements, administrative messages and the GDS Newsletter, that are considered part of your GDS show account.

### **Children**

- Parents can review, edit, and delete information relating to their child's GDS account.

### **Confidentiality and Security**

- We limit access to personal information about you to staff, board members and employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.
- We have physical, electronic, and procedural safeguards that comply with federal regulations to protect personal information about you.

### **Changes to this Privacy Policy**

- GDS may update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your GDS account or by placing a prominent notice on our site.
- If you have questions or suggestions, please contact us at:

GDS DRESSAGE.

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