



PRIVACY STATEMENT

How do you store, use, share and disclose your site visitors' personal information?

Our company is hosted on the platform Siteground.com and provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Siteground.com data storage, databases and general Siteground.com applications. They store your data on secure servers behind a firewall. All direct payment gateways offered by Siteground and used by our company adhere to the standards established by PCI-DSS managed by the PCI Security Standards Council, which is a joint effort of brands such as Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

How do you communicate with your website visitors?

We may contact you to notify you about your account, to resolve problems with your account, to resolve a dispute, to collect fees or money owed, to get your opinions through surveys or questionnaires, to send you updates about our company, or as necessary to contact you to enforce our User Agreement, applicable national laws and any agreement we may have with you. For these purposes, we may contact you by email, telephone, text messages and postal mail.

How can your website visitors withdraw their consent?

If you wish to: access, correct, modify or delete any personal information we have about you, we invite you to contact us at info@horsebackridinginmexico.com or call us at +52 55 19078766

Privacy Policy Updates:

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon publication on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

What type of information do they collect?

We receive, collect and store any information that you enter on our website or provide to us in any other way. Additionally, we collect the Internet Protocol (IP) address used to connect your computer to the Internet; the username; the email address; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times,

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length of visits to certain pages, page interaction information, and methods used to leave the page. We also collect personally identifiable information (including name, email, communications, payment details (including credit card information), comments, opinions, product reviews, recommendations and personal profiles.

How is the information collected?

When you complete a transaction on our website, as part of the process, we collect the personal information you provide to us, such as your name, address and email address. Your personal information will be used only for the specific reasons stated above.

Why is this personal data collected?

We collect such non-personal and personal information for the following purposes: 1. To provide and operate the Services; 2. Provide our users with continuous customer assistance and technical support; 3. To be able to contact our visitors and users with general or personalized notices related to the service and promotional messages; 4. To create aggregate statistical data and other aggregated and/or inferred non-personal information, which we or our business partners may use to provide and improve our respective services; 5. Comply with applicable laws and regulations.