



Privacy Policy

Effective Date: 1st of March 2017

Hooves values your privacy and we gladly comply with all data protection laws. This Privacy Policy explains more specifically what information Hooves Aps and its affiliated companies collect about you and why, and what we may do with that information and how we handle your content.

COMPANY INFORMATION

Hooves is an equestrian sports app with the main agenda to ease everything around sharing a horse. All information requested is to make your profile as detailed and informative as possible for the benefit of you and other users. The more informative the profile, the more effective it is to find a match.

DATA COLLECTION

In order to set up a profile, we will ask you to input a limited amount of personal information and we will also collect some technical information in the background (like device type) as a part of our efforts to understand how you and others use the app, and what kind of issues might arise relating to a specific operation system for example. And of course we store the content you add to your profile.

In general, we process your information and content in ways that will help you get the most out of your use of our app, will help us improve our services for you and everyone. In the chart below, you can review the data we collect and reason behind it.

We Collect	Why We Collect It
Your email and contact details	<ul style="list-style-type: none">• To create your Hooves profile• To communicate with you• To verify your email address to prevent spam, fraud and abuse
Your name and image	<ul style="list-style-type: none">• To show in your user profile• To create a transparent environment in order to build trust between users
Your location, birthday and gender	<ul style="list-style-type: none">• To show on your profile as an important aspect of finding the right match
Horse specific information (if you	<ul style="list-style-type: none">• To show relevant information about your horse in



choose to share it)	order for other users assess whether it is a potential match or not
Rider specific information (if you choose to share it)	<ul style="list-style-type: none">• To show relevant information about you as a rider in order for other users assess whether you are a potential match or not
Your payment information	<ul style="list-style-type: none">• To process your payment or either Manage or Insure on a monthly basis
Device Type	<ul style="list-style-type: none">• To better track issues and bugs on our app and connect them with a device type
Operation System	<ul style="list-style-type: none">• To better track issues and bugs on our app and connect them with a specific operation system

DATA STORAGE

When creating a profile, all your data will be stored in our backend server in Amazon AWS, access to which is only granted to our developer team as well as our co-founders. This access is solely to track data and deal with any issues that may arise.

DATA DELETION

If you delete your profile, all stored data will be deleted at the same time. We will no longer have access to any of it. However, if one only deletes the app from their phone, the data as well as the public profile will still be saved.

THIRD PARTY DATA COLLECTION

All information related to a profile creation is not shared with or collected by another company or organization. However, when signing up for “Insure” we share that data with Tryg Forsikring as it is providing the actual insurance product and claims service. In other words, all data inserted while signing up for “Insure” (payment details aside) will be forwarded to Tryg Forsikring.

When making a claim, your data will not be seen by Hooves Aps, but will be directly sent to Tryg for claim processing - as per personal health information laws.

CONTACT HOOVES

Please feel free to contact us with questions or feedback regarding our privacy policy.

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