

The United States Equestrian Federation, Inc. (“USEF”) values the importance of personal privacy as it applies to visitors to this website. The privacy policy that USEF has presently established for www.usef.org is set forth below.

PRIVACY POLICY

By using or accessing this website you acknowledge and assent to the Privacy Policy (“Privacy Policy”) set forth below. If you do not agree to this Privacy Policy, please do not use this website. This Privacy Policy is intended to help you understand how USEF and its affiliates (“we” or “us”) collect, use and safeguard the information provided on this website.

PERSONALLY IDENTIFIABLE INFORMATION

This Privacy Policy governs use of the information that you provide to us through this website. It does not govern the manner in which we may use information we have obtained from any other source, such as information obtained from a public record or from another person or entity.

Depending upon which of our services you are utilizing, the types of non-public personal information that we may collect include:

- Name, birth date, postal address, email address, and telephone number;
- Information we receive from you on applications, forms or in other communications to us, whether in writing, in person, by telephone or by any other means;
- Information about your horses, competitions, awards, certifications, winnings;
- Information from your transactions with us, such as payment history, certifications and performance data;
- Information we receive from your computer when you visit our web site that is unique to e-commerce transactions. It may include the web site you visited before ours, your Internet e-mail address and operating system and statistical information on Web traffic and usage patterns.

All information entered into USEF’s online e-business applications database is stored in a secure location on USEF’s internal network and USEF takes reasonable precautions to prevent access by anyone not authorized.

WHAT WE USE

"Cookies" and JavaScript

We may use cookies. Web cookies are small bits of information that your web browser may allow our server to store on your computer. We use this information to anonymously track your visit to our site. Even if you elect to give us personal information, that information will never appear in the cookies. We may use both session ID cookies and persistent cookies. For the session ID cookies, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions. You can disable cookies (consult support information from your browser's publisher). If you disable cookies, your visit to our site will not be significantly effected though, from time to time, we may provide special features that require the use of cookies.

JavaScript is a programming language that's used to automate certain web features such as buttons that light up when you select them and menus that expand as you use them. We may use JavaScript to enhance our web site and to assist in the tracking of anonymous data. If you disable JavaScript, many of the features on our web site may not work with your computer.

Web Beacons (Clear Gifs)

Certain USEF web sites may also contain electronic images known as Web beacons, or clear gif technology, that can be used to assist in determining what content is effective on the web site. Web beacons are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movement of Web users. The main difference between the two is that clear gifs are invisible on the page and are much smaller, about the size of the period at the end of this sentence. Web beacons are not used to access your personal information. They are a technique used to compile aggregate statistics about usage of USEF web sites. Web beacons collect a limited set of information including a cookie number, time and date of a page view and a description of the page on which the Web beacon resides.

Clear Gifs can "work with" existing cookies on a computer if they are both from the same Web site or web marketing/customer service company. That means, for example, that if a person visited "www.companyX.com", which uses a web marketing company's clear gif, the Web site or web marketing company would match the clear gif's identifier and the web marketing company's cookie ID number, to show the past online behavior for that computer. This collected information would then be given to the Web site.

In addition, we may use clear gifs in our Hyper Text Markup Language ("HTML") HTML-based emails to let us know which emails have been opened by the recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

Log Files

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses are tied to personally identifiable information to enable our Web-based service.

What we collect

We aggregate both anonymous and personal data. What we collect depends on what you do when you use our web site and on what personal information you elect to give us.

Anonymous data

We collect anonymous data when you visit our site, including your internet address, the time of your visit and the pages that you view. We use this information to monitor and improve the performance of our site so that we can continue to effectively and reliably provide useful services for our visitors and our company.

We use the methods as described and qualified above on our web site. We may also use some of the methods in [HTML based e-mail](#) to support and to gauge the effectiveness of our communications, marketing and sales efforts.

Personal Data for orders

When you start or renew your membership or conduct other business through the USEF website, we need to know your name, e-mail address, mailing address, credit card number and expiration date. This personal information is required so that we can process and fulfill your membership request, send an order or shipping confirmation, as well as notify you of your order status. All Internet transactions with USEF are performed on a secure server that encrypts your credit card information to ensure it is not read by unauthorized third parties.

Profile

We store information that we collect through cookies, log files, and/or clear gifs to create a profile of our users. A profile is stored information that we keep on individual users that details their viewing preferences. Consequently, collected information is tied to the users personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to our Web site, and to direct pertinent marketing promotions to them. We do not share your profile with other third parties.

Personal Information

As a visitor or user of USEF's Web site you may visit this site without telling us who you are or giving any personal information about yourself. There are instances on this site where we may request information about you for our use or that of a partner. You may choose to give us personal information in a variety of situations. For example, you may want to give us information, such as your name, address, birth date or e-mail id so that we can correspond with you. If you tell us that you do not want us to use this information to make further contact with you beyond fulfilling your request, we will respect your wishes. If you give us personal information about somebody else, such as a spouse or work colleague, we will assume that you have their permission to do so.

How We Use Information Collected

USEF uses information for several general purposes: to fulfill your requests for certain products and services, to personalize your experience on our Web site, to keep you up to date on the latest product announcements, events, rule changes, special offers or other information we think you'd like to hear about either from us or from our business partners, and to better understand your needs and provide you with better services. We may also use your information to send you, or to have our business partners send you, direct marketing information or contact you for market research.

As a service to members, members, competition management and officials may perform various searches the USEF website. Some personal information may be disclosed as part of the search results. For example:

- Horse Measurement Search - We will disclose information about the measurement of the horse and the owner's name and location;

- Horse Recording Search - We will disclose information about the horse's membership status as well as the owner's name and location and membership status;
- Membership Search - We will disclose the membership ID number, name, location (state only), amateur status, membership type, events eligible to compete in and any affiliated memberships they have;
- Amateur Status Search – We will disclose the individual's ID number, name, zip code, last known amateur status and whether the individual is an active member or not;
- Farm Search - We will disclose the farm's ID number, name of the farm, the owner's name and location of the farm;
- Suspended Exhibitor Search - We will disclose the Exhibitor ID number, the name and location, start and end date of suspension and breed/discipline if known;
- Horse Results Search – We will disclose the horse id, horse name, owner name and location (states only), competition name, competition id, competition location, competition date, class code, level competed, placing, number of points, and bad point reasons if any.

In addition, we may use your information to display standings based on information provided to USEF by competitions. We will disclose the horse ID, horse name, owner name, address and breed information. We may also use your information to send you, or to have third-parties send you, marketing information related to various products and services which you may be interested in.

Access to certain pages or areas of USEF's Web site require an Authorized Users Account (AUA). The purpose of the AUA is to provide a secure area for USEF members to maintain their accounts and access information regarding their accounts. The AUA is also the pathway to apply for access and to access the Authorized Search Area. The Authorized Search Area provides information to verify membership information for USEF members, competition horses and athletes competing on a foreign riders license. Personal Information may be disclosed as part of these search results and verification information.

CALIFORNIA RESIDENTS

Beginning January 1, 2005, California law permits customers that reside in California to request certain information regarding the disclosure of personal information collected by USEF to third parties for marketing purposes. If you are a California resident, have provided USEF with personal information within the last year and would like to know whom USEF shared information with and what information was shared you may contact USEF at webmaster@usef.org at the Privacy Contact listed below.

Data Security

USEF follows industry standards and practices to safeguard all of the information, both anonymous and personal, that we collect. USEF will provide access to personal information about you only to those USEF employees who need information to do business with you.

Changes to this Privacy Policy

USEF reserves the right to amend this Privacy Policy from time to time. If USEF makes any substantial changes in the way your personal information is used, USEF will post a notice on this web site. Please check this page periodically for changes. The document revision date displayed below will indicate when this policy was last revised.

Changes to this Privacy Policy that do not affect user information already stored in the database will be posted prominently on USEF's web site.

LINKED SITES

Our web site may contain links to various other web sites. USEF assumes no responsibility for the content or practices of web sites linked through our web site and such linking should not suggest or imply any affiliation or endorsement by USEF of the linked web site. Please be aware that USEF is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site. The Official Store is run by a third-party for USEF and has its own privacy policy applying to information collected through its online store.

Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be accomplished by contacting us at the contact points specified below or online through the Authorized Users Account Area.

CONTACT INFORMATION:

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4047 Iron Works Parkway
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For all other inquiries, refer to the Contact Us section of our home page.