



Privacy Policy of ECAHO

1. INTRODUCTION

European Conference of Arab Horse Organizations (ECAHO) (hereinafter "ECAHO") is a Swiss association ("Verein") with a non-commercial purpose, registered under the identification number CHE-283.245.416 and on a voluntary basis in the Commercial Register of the Canton St. Gallen, Switzerland. References in this policy to "we", "us" or "ECAHO" are references to ECAHO.

Reference in this Privacy Policy to "personal data" means any information that identifies, or could reasonably be used to identify an individual, either on its own or together with other information.

ECAHO is committed to protecting and respecting your personal data and privacy.

Please read this Privacy Policy carefully to understand our practices with respect to the collecting, processing and use of personal data.

2. PERSONAL DATA WE COLLECT AND USE

The personal data that we collect directly or indirectly, process and use, may include:

- Basic personal data, such as your name, your profession, your title or position;
- Contact information, such as your physical address, e-mail address and phone number(s);
- Financial information, such as your bank account details;

- Technical information, such as your IP address and other information collected from your visits to our website or applications or in relation to materials and communications we send to you electronically;
- Information you provide to us for the purpose of attending shows and events;
- Identification and background information provided by you or collected by us as part of our registration process;
- Personal data provided to us by or on behalf of our members or officials or judicial bodies or generated by us;
- Details of your correspondences and visits to our offices;
- Data you provide to us which we share with third parties, and
- Any other information, which you may provide to us.

3. HOW WE COLLECT YOUR PERSONAL DATA

We collect data about you through a variety of different methods including:

- When you interact with us, such as for example when you provide data to us by filling in forms and submitting them to us (on our website or on paper);
- When you browse or interact with our website(s) or use any of our online services;
- When you write or e-mail us or provide such data to us in other circumstances.

Ordinarily, you will have provided any such data to us. But in some cases, we may collect data about you from a third-party source, such as our members, government agencies, an information or service provider or from public records.

Services we may use:

Tracking Technologies

We may use cookies on our website. These are small files that your browser automatically creates and that are stored on your end device (laptop, tablet, smartphone or similar) when you visit our site.

In the cookie, information is stored that appears in each case in connection with the specific end device used. This does not mean, however, that we thereby gain direct knowledge of your identity. The use of cookies serves on the one hand to make the use of our services more convenient for you. For example, we use so-called session

cookies to recognize that you have already visited individual pages of our website. These are automatically deleted after you leave our site.

In addition, we may also use temporary cookies to optimize user-friendliness, which are stored on your end device for a certain fixed period. If this is the case and if you visit our site again to use our services, a previous visit of our website is automatically identified, such as are what entries and settings you have made, so that you do not have to enter them again. On the other hand, we may use cookies to statistically record the use of our website and to evaluate it for optimizing our services to you. These cookies enable us to automatically identify that you have already been to our website when you visit it again. These cookies are automatically deleted after a defined period.

The data processed by cookies is necessary for the purposes mentioned. Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, the complete deactivation of cookies may mean that you cannot use all the functions of our website.

Google Analytics (<https://google.com/analytics>)

We may use Google Analytics, the web analytics service of Google LLC, Mountain View, California, USA; responsible for Europe is Google Limited Ireland («Google»). To deactivate Google Analytics, Google provides a browser plug-in at <https://tools.google.com/dlpage/gaoptout?hl=en> . Google Analytics uses cookies. These are small text files that make it possible to store specific information related to the user on the user's terminal device. These enable an analysis of the use of our website offer by Google. The information collected by the cookie about the use of our pages (including your IP address) is usually transmitted to a Google server in the USA and stored there. We point out that on this website Google Analytics has been extended by the code "gat._anonymizeIp();" to ensure anonymized collection of IP addresses (so-called IP masking). If anonymization is active, Google truncates IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area, which is why no conclusions can be drawn about your identity. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. Google may associate your IP address with other data held by Google.

Google Maps (<https://www.google.com/maps>)

We may use Google Maps (API) from Google Inc., Mountain View, CA 94043, USA; responsible for Europe is Google Limited Ireland («Google»). Google Maps is a web service for displaying interactive (land) maps in order to visually present geographical information. By using this service, our or other locations may be displayed to you. Already when calling up those sub-pages in which the map of Google Maps is integrated, information about your use of our website (such as your IP address) is transmitted to Google servers in the USA and stored there. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly

assigned to your account. If you do not want the assignment with your profile at Google, you must log out before activating the button. Google stores your data (even for users who are not logged in) as usage profiles and evaluates them.

Google Tag Manager (<https://tagmanager.google.com>)

We may use the Google Tag Manager, which collects data of user behavior on our website and forwards it to our analysis tools (<https://www.google.com/intl/de/tagmanager/use-policy.html>).

Google Web Fonts (<https://fonts.google.com>)

We use so-called web fonts on our website for the uniform display of fonts provided by Google (<https://developers.google.com/fonts/faq>).

Global Site Tag (<https://support.google.com>)

Global Site Tag (gtag.js) is a JavaScript tagging framework and API that allows you to send event data to Google Analytics, Google Ads, and Google Marketing Platform. It is used to measure website, app, and internet usage data, as well as to optimize ad campaigns and remarket to website visitors.

US Privacy User Signal Mechanism (<https://github.com>)

The US Privacy User Signal Mechanism is designed to help digital properties (web, in-app, or other media platforms) collect consumer privacy signals and communicate those signals created and stored in the US Privacy String. Parties that work with the digital property can then access these signals and react according to any applicable governance.

Social Media Plugins

So-called social media plugins ("plugins") from third-party providers may be used on our website. The plugins can be recognized by the logo of the respective social network. Via the plugins, we offer you the opportunity to interact with the social networks and other users. We may use, amongst others, the following plugins on our website: Facebook, X (fka Twitter), LinkedIn, YouTube. When you visit our website, your browser establishes a direct connection to the servers of the third-party provider. The content of the plugin (e.g. YouTube videos) is transmitted directly to your browser by the respective third-party provider and integrated into the page.

The data transfer for the display of content (e.g. publications on X) takes place regardless of whether you have an account with the third-party provider and are logged in there. If you are logged in to the third-party provider, the data we collect is also directly assigned to your account with the third-party provider. If you activate the plugins, the information will also be published on the social network and displayed to your contacts there. The purpose and scope of the data collection and the further processing and use of the data by the third-party providers, as well as your rights in this regard and setting options for protecting your privacy, can be found in the data protection notices of the third-party providers. The third-party provider stores the

data collected about you as usage profiles and uses them for purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is also carried out in particular for users who are not logged in for the display of tailored advertising and to inform other users of the social network about your activities on our website. If you want to prevent the third-party providers from assigning the data collected via our website to your personal profile in the respective social network, you must log out of the corresponding social network before visiting our website. You can also completely prevent the loading of the plugins with specialized add-ons for your browser, such as "Ghostery" (<https://www.ghostery.com/>) or "NoScript" (<http://noscript.net/>).

4. HOW WE USE YOUR PERSONAL DATA

We only use your personal data in connection with our ordinary activities, which may include:

- Providing services with regard to shows and competitions, the registration, the breeding and the welfare of Arab Horses;
- Managing our business relationship with you or your organization, whether in connection with the provision or procurement of goods and services, including processing payments, billing and collection and related support services;
- Managing and securing the access to our offices, systems and online platforms;
- Complying with our jurisdiction, as well as with court orders and other legal and regulatory requirements;
- Processing that is necessary for purposes of the legitimate interest of ECAHO or third parties provided that such interests are not overridden by your interests or your fundamental rights and freedoms; and
- For any purpose related to the foregoing or for any purpose for which you provided the personal data to ECAHO.

If you have given us your express consent, we may process your personal data for additional purposes. You may withdraw your consent at any time. Additional purposes for which we may process your personal data may include:

- Communicating with you with respect to legal issues, shows and events, and products and services which may be of interest to you;
- Distributing surveys or marketing materials;

- Gathering information regarding your preferences to improve the quality of our communications and interaction with you, such as through website analytics or the tracking of our publications; and
- Any other purpose for which you have given consent.

5. DISCLOSURE AND TRANSFER OF YOUR PERSONAL DATA

We will only disclose your personal data to third parties if this is necessary to provide our services, if these third parties provide a service for us, if we are required to do so by law or by authorities, or if we have an overriding interest in disclosing your personal data. We will also pass on personal data to third parties if you have given your consent to this or have requested us to do so.

Not all your personal data is transmitted encrypted by default. Unless explicitly agreed otherwise with you, all personal data and other documents are transmitted unencrypted.

The following categories of recipients may receive personal data from us:

- External service providers (e.g. IT service providers, hosting providers, suppliers, consultants and advisors, lawyers, accounting firms, insurance companies, show related services providers and others);
- Third parties within the scope of our legal or contractual obligations (e.g. counterparties and their legal representatives), authorities, government institutions, courts, show organizers, our members.

In some circumstances, the recipients of your personal data may in turn process your personal data in countries that do not have an adequate level of data protection. We do transfer your personal data to such recipients if this is necessary to provide our services, if we are required to do so by law or by authorities, if we have an overriding interest in disclosing your personal data, if you have given your consent or requested us to do so.

We further conclude contracts with external service providers who process personal data on our behalf, obliging them to ensure data protection. The majority of our service providers are located in Switzerland or in the EU / EEA. However, your personal data may also be transferred to the USA or

other countries worldwide. If a data transfer to other countries that do not have an adequate level of data protection is necessary, it will be carried out on the basis of the EU standard contractual clauses or other suitable instruments, if necessary.

6. SECURITY OF YOUR PERSONAL DATA

We take appropriate measures to prevent your personal data against unauthorized or unlawful processing and against accidental loss, destruction, or damage. Personal data may be stored on our own technology systems, or on those of our service providers and consultants, or in paper files.

7. DATA RETENTION

We can retain your personal data until it is no longer reasonably required for the purposes we collected it or you withdraw your consent, provided that we are not legally required or otherwise permitted to continue to hold such data, for example for legal, accounting, or reporting requirements. In particular, we may retain your personal data for an additional period to the extent that deletion would require us to overwrite our automated disaster recovery backup systems or to the extent that we deem it necessary to assert or defend legal claims during any relevant retention period.

As soon as your personal data is no longer required for the above-mentioned purposes, it will be deleted or anonymized as a matter of principle and as far as possible.

8. YOUR LEGAL RIGHTS

In addition to your rights under applicable data protection legislation and, if we are permitted or required to do so under applicable laws and regulations, we are required and will provide you, upon request submitted to the below contact, with a copy of your personal data and correct any errors identified by you.

In addition, you have the right to restrict our processing of your personal data as well as the right to lodge a complaint with supervisory authorities

regarding the processing of your personal data.

Please note that we reserve the right to assert the restrictions provided for by law on our part, for example if we are obliged to retain or process certain data, have an overriding interest in doing so, or require it for the assertion of claims. If you incur costs, we will inform you in advance.

9. DATA CONTROLLER AND CONTACT

The data controller responsible for your personal data processed by ECAHO is the European Conference of Arab Horse Organizations (ECAHO) (hereinafter "ECAHO"), a Swiss association ("Verein").

All requests, questions or comments regarding this policy or our handling of your personal data should be addressed to office@ecaho.org.

10. UPDATES

This Privacy Policy was updated in August 2023. We reserve the right to amend it from time to time to reflect changing legal requirements or our processing practices. Any amendment will be included in a new version of this Privacy Policy, posted on our website and will be effective upon posting.