

PARE MY MARE™

PRIVACY STATEMENT

Controller / Operator: JAAW Equine LLC ("JAAW Equine," "we," "us," "our"), a Utah limited liability company, operator of the Pare My Mare application and website (the "**Service**").

Effective Date: September 24, 2026 | **Version:** 1.0 | **Last Updated:** September 24, 2026

1. Scope

1.1 This Privacy Statement explains what personal data we collect through the Service, why we collect it, whom we share it with, how long we keep it, and what rights you have. It is incorporated into and forms part of the Pare My Mare Terms of Use.

1.2 It applies to visitors, registered users, subscribers, and people who contact us. It does not apply to third-party sites, Suppliers, payment processors, registries, or laboratories, which have their own policies.

1.3 **Horses are not people.** Data about a horse — pedigree, registration, results, health, genetics — is not personal data in itself. It becomes personal data when it identifies or relates to you, for example because a mare is recorded as yours or a stallion is recorded as standing at your farm.

1.4 **Controller and processor.** For EU/UK purposes we are the **controller** of personal data we collect about users of the Service. Where we process User Content on your behalf under a business plan, we may act as a **processor**; in that case the applicable data processing addendum governs.

2. Information We Collect

2.1 Information you give us

Category	Examples
Account and identity	Name, email address, password (stored hashed), phone, country, farm or business name, role (breeder, owner, agent, professional), profile photo.
Subscription and billing	Plan, billing period, billing name and address, tax or VAT identifiers, transaction history, last four digits and card brand, and processor tokens. We do not receive or store your full card number, CVV, or bank credentials.
Mare and horse records (User Content)	Mare and stallion names, registration and life numbers, pedigrees, photographs and video, conformation notes, competition and inspection records, veterinary and reproductive history, cycle and breeding history, genetic and disease test results, ownership and lease information, goals and preferences.
Breeding research activity	Searches, filters, saved shortlists, saved comparisons, generated match reports, inquiries you send to Suppliers, and notes.
Communications	Emails, support tickets, chat messages, survey and feedback responses, and call notes.

2.2 Information we collect automatically

Category	Examples
Device and connection	IP address, browser and operating system, device identifiers, language, time zone, screen size, and mobile app version.
Usage	Pages and screens viewed, features used, searches run, reports generated, clicks, session duration, referring URL, crash and error logs, and performance metrics.
Cookies and similar technologies	Cookies, local storage, pixels, SDKs, and (in the mobile app) advertising identifiers where permitted. See Section 5.
Approximate location	Derived from IP address, for security, fraud prevention, tax determination, currency, and regional content. We do not collect precise GPS location unless you affirmatively enable a feature that requires it.

2.3 Information from third parties

- **Commercial data licensors and registries** — pedigree, registration, sport-result, inspection, breeding-value, genetic, and health data about horses, some of which may reference an owner, breeder, agent, rider, or farm by name.
- **Stallion owners, stations, agents, and semen suppliers** — stallion listings, availability, pricing, contract terms, and contact details, and, where you have made an inquiry, correspondence about it.
- **Payment processor** — confirmation of payment, decline and chargeback notices, and limited card metadata.
- **Analytics, security, and infrastructure providers** — aggregated and event-level usage and abuse-prevention signals.
- **Sign-in providers**, if you choose to register with a third-party identity provider — your name, email, and provider identifier.
- **Referrals and public sources** — information you make publicly available, or that another user supplies about you (for example, naming you as a mare's owner).

2.4 We do not intentionally collect sensitive personal data about you — such as racial or ethnic origin, political opinions, religious beliefs, trade union membership, biometric or human genetic data, health data about a person, sex life, or sexual orientation. Please do not submit it. Genetic and health data about a **horse** is not sensitive personal data under privacy law, although we treat it as confidential.

3. How and Why We Use Personal Data

Purpose	GDPR legal basis (EU/UK users)
Create and administer your account; authenticate you; record your acceptance of the Terms.	Performance of a contract; legal obligation (proof of agreement).
Provide the core Service: run searches, generate matches, scores, and reports, and store your mare records.	Performance of a contract.
Process subscriptions, payments, renewals, refunds, invoicing, taxes, and collections.	Performance of a contract; legal obligation (tax and accounting records).
Introduce you to, and pass your inquiry to, a stallion owner or	Performance of a contract (at your request);

semen supplier you select.	legitimate interests in operating a matching service.
Provide support, respond to inquiries, and send service and transactional messages.	Performance of a contract; legitimate interests.
Secure the Service: detect and prevent fraud, credential abuse, scraping, and unauthorized access; enforce the Terms and data license restrictions.	Legitimate interests in protecting the Service and our licensors; legal obligation.
Measure and improve the Service; debug; develop new features; test and refine analytical and matching models, normally using de-identified or aggregated data.	Legitimate interests; consent where required for non-essential analytics cookies.
Send marketing email, newsletters, breeding-season announcements, and product news.	Consent where required (EU/UK and similar); otherwise legitimate interests, subject to an unsubscribe link in every message.
Personalize content and, where offered, targeted advertising.	Consent where required; otherwise legitimate interests subject to your opt-out.
Comply with law, respond to lawful requests, establish or defend legal claims, and satisfy obligations to data licensors.	Legal obligation; legitimate interests; establishment or defence of legal claims.
Effect a merger, financing, reorganization, or sale of assets.	Legitimate interests.

3.1 Automated processing. Match results, compatibility scores, and rankings are produced by automated analysis of horse data and your stated preferences. This processing concerns horses, not you, and does not produce legal effects or similarly significant effects concerning you within the meaning of Article 22 of the GDPR. We do not use it to make automated decisions about your eligibility for credit, employment, insurance, or any similar matter.

3.2 De-identified and aggregated data. We create statistical and aggregated data sets that do not identify you, and we may use, retain, and disclose them for any lawful purpose, including research, benchmarking, model development, and publication. We will not attempt to re-identify such data.

4. When We Share Personal Data

We do not sell your personal data for money. Depending on your settings and on how "sale" and "sharing" are defined under certain U.S. state laws, some analytics or advertising activity may be treated as a "sale" or "share" or as "targeted advertising"; see Section 8 for how to opt out.

4.1 We disclose personal data to:

- **Service providers / processors** — cloud hosting, databases, email delivery, customer support, analytics, error monitoring, security, and backup vendors, each bound by contract to process data only on our instructions and to protect it.
- **Payment processors** — to take payment, prevent fraud, and handle disputes. They act as independent controllers of card data under their own policies.
- **Stallion owners, stallion stations, agents, and semen suppliers** — when you request an introduction, a quote, availability, or a booking. We share what is necessary to act on your request, typically your name, contact details, the mare in question, and your message. **Once shared, the Supplier is an**

independent controller and its use of your data is governed by its own policy, not this one. We do not sell your contact details to Suppliers who have not received an inquiry from you.

- **Data licensors and registries** — usage reporting and audit information required by our licenses, and, where you have asked us to, a data-correction report identifying a disputed record.
- **Analytics and marketing providers** — subject to your cookie and consent choices.
- **Professional advisors** — lawyers, accountants, auditors, and insurers, under duties of confidentiality.
- **Authorities and in legal proceedings** — where required by law, subpoena, court order, or regulator, or where necessary to establish, exercise, or defend legal claims, protect our rights or the safety of any person, or investigate suspected fraud or abuse.
- **In a corporate transaction** — an actual or prospective acquirer, investor, or successor in a merger, financing, reorganization, insolvency, or sale of assets, subject to confidentiality and to this Statement continuing to apply to the transferred data.
- **Other users**, only to the extent you choose to publish or share information through a feature designed for that purpose.

4.2 A current list of our categories of service providers is available on request at privacy@paimymare.com.

5. Cookies and Similar Technologies

5.1 We use **strictly necessary** cookies for sign-in, session security, load balancing, and fraud prevention; **functional** cookies to remember preferences; **analytics** cookies to understand use; and, where offered, **advertising** cookies and pixels.

5.2 Where required by law (including in the EU and UK), non-essential cookies are set only after you consent through our cookie banner, and you may change or withdraw consent at any time via the "Cookie Settings" link in the footer.

5.3 You may also control cookies through your browser, and mobile advertising identifiers through your device settings. Blocking strictly necessary cookies will prevent the Service from working.

5.4 **Global Privacy Control.** We honor the Global Privacy Control (GPC) and similar universal opt-out signals as a valid opt-out of "sale," "sharing," and targeted advertising where applicable law requires. We do not currently respond to browser "Do Not Track" headers, for which there is no common standard.

5.5 A detailed cookie inventory listing each cookie, its provider, purpose, and duration is available at [\[INSERT COOKIE POLICY LINK\]](#).

6. Marketing Communications

6.1 Service and transactional messages — receipts, renewal notices, security alerts, and changes to these documents — are part of the Service and cannot be opted out of while you hold an account.

6.2 Marketing email may be stopped at any time using the unsubscribe link in any message or through your account settings. In the EU, UK, and other jurisdictions requiring it, we send marketing email only with your consent or under a permitted soft opt-in for existing customers.

6.3 We do not send marketing SMS unless you separately opt in.

7. Retention

Data	Retention period
Account and profile data	For the life of the account, then up to 24 months after closure, unless a longer period is required by law.
Mare records and User Content	For the life of the account. Deleted on account closure or on request, subject to backups and legal holds.
Acceptance-of-Terms records	Life of the account plus the applicable limitations period (at least 4 years after closure), as evidence of agreement.
Billing, invoices, and tax records	As required by tax and accounting law, generally 7 years.
Support correspondence	Up to 3 years after the matter is closed.
Security, access, and audit logs	Typically 12 to 24 months.
Marketing contact records and consent evidence	Until you unsubscribe, plus a suppression record kept indefinitely so that we do not contact you again.
De-identified and aggregated data	Indefinitely; it no longer identifies you.

Backups are overwritten on a rolling cycle; data deleted from live systems may persist in backups for a limited period before being overwritten. Data subject to a legal hold is retained until the hold is lifted.

8. Your Choices and Privacy Rights

8.1 Everyone

- Access, review, correct, and export your account information and mare records through your account settings.
- Delete individual records, or close your account entirely.
- Unsubscribe from marketing email; adjust cookie settings.

8.2 United States — state privacy rights

If you are a resident of a U.S. state with a comprehensive consumer privacy law — including California (CCPA/CPRA), Colorado, Connecticut, Virginia, Utah (Utah Consumer Privacy Act, Utah Code § 13-61-101 et seq.), Texas, Oregon, Montana, and others as they take effect — you may have the right to:

- confirm whether we process your personal data and obtain access to it;
- obtain a portable copy of personal data you provided;
- correct inaccurate personal data (in Utah, this right applies as of 1 July 2026);
- delete personal data;
- opt out of the "sale" or "sharing" of personal data, of targeted advertising, and of profiling producing legally or similarly significant effects;
- limit the use of sensitive personal data, where applicable; and
- not be discriminated against or receive a materially different level of service for exercising these rights.

California specifics. We disclose the categories of personal information listed in Section 2 for the business purposes described in Section 3. In the preceding 12 months we have not sold personal information for monetary consideration. Californians may also designate an authorized agent; we will require proof of authorization and verification of your identity. Under California Civil Code § 1798.83 ("Shine the Light"), you may request information about disclosures to third parties for their direct marketing purposes; we do not make such disclosures.

How to exercise. Submit a request through [\[INSERT PRIVACY REQUEST LINK\]](#) or by email to privacy@pairmymare.com. We will verify your identity, normally by confirming control of the account email, and will respond within the period required by applicable law (generally 45 days, extendable once). **Appeals:** if we decline a request, you may appeal by replying to our decision or writing to privacy@pairmymare.com with "Privacy Appeal" in the subject line; we will respond within 45 days and, if we deny the appeal, will tell you how to contact your state Attorney General.

8.3 European Economic Area, United Kingdom, and Switzerland

If the GDPR or UK GDPR applies to you, you have the rights to: access your personal data; rectify inaccurate data; erase data ("right to be forgotten"); restrict processing; data portability; object to processing based on our legitimate interests, and to object at any time to direct marketing; withdraw consent at any time without affecting prior processing; and not be subject to a decision based solely on automated processing producing legal or similarly significant effects (see Section 3.1).

To exercise any of these rights, contact privacy@pairmymare.com. We respond within one month, extendable by two further months for complex requests. You also have the right to lodge a complaint with your local supervisory authority, or with the UK Information Commissioner's Office. We would appreciate the chance to address your concern first.

EU/UK representative: [\[INSERT NAME AND CONTACT\]](#)¹

Data Protection Officer: We have not appointed a DPO; privacy enquiries are handled by the contact in Section 13.

9. International Data Transfers

9.1 We are based in the United States and our infrastructure and service providers are located in the United States and other countries. If you are outside the United States, using the Service involves transferring your personal data to the United States, where data protection law differs from that of your home country and where public authorities may have access rights.

9.2 For transfers of EEA, UK, or Swiss personal data we rely on appropriate safeguards, principally the European Commission's **Standard Contractual Clauses** (and the UK International Data Transfer Addendum or IDTA), together with transfer risk assessments and supplementary technical and organizational measures as appropriate. A copy of the relevant safeguards is available on request at privacy@pairmymare.com.

9.3 Where you ask us to introduce you to a Supplier located in another country, your inquiry and contact details will be transferred to that country at your request.

10. Security

¹ Note to Draft: This will need to be someone in the EU – there are companies that will provide this service for a fee

10.1 We maintain administrative, technical, and physical safeguards designed to protect personal data, including encryption in transit, encryption at rest for sensitive fields, hashed and salted password storage, role-based access control, least-privilege administration, logging and monitoring, vendor due diligence, and periodic review.

10.2 NO METHOD OF TRANSMISSION OR STORAGE IS COMPLETELY SECURE. WE CANNOT AND DO NOT GUARANTEE THE SECURITY OF PERSONAL DATA, AND TO THE MAXIMUM EXTENT PERMITTED BY LAW WE DISCLAIM LIABILITY FOR UNAUTHORISED ACCESS, DISCLOSURE, ALTERATION, OR DESTRUCTION THAT OCCURS DESPITE REASONABLE SAFEGUARDS. YOU ARE RESPONSIBLE FOR KEEPING YOUR CREDENTIALS CONFIDENTIAL AND FOR ACTIVITY UNDER YOUR ACCOUNT.

10.3 If a breach affecting your personal data occurs, we will notify you and the relevant authorities as and when required by applicable law.

11. Children

The Service is intended for adults aged 18 and over. We do not knowingly collect personal data from children. If we learn that we have collected data from a person under 18 (or under 16 in the EEA/UK, or such higher age as local law specifies), we will delete it. A parent or guardian who believes a child has provided data should contact privacy@pairmymare.com.

12. Data Accuracy — Important Limitation

12.1 Much of the information in the Service concerns horses and originates from third-party licensors, registries, suppliers, and other users. We do not verify it. It may be incomplete, outdated, or wrong, and it may incidentally attribute a horse, an ownership interest, a result, or a breeding to the wrong person.

12.2 Your rights to correction and deletion under this Statement extend to **personal data about you**. They do not oblige us to alter third-party records about horses, which in many cases we have no contractual right to change. If you identify an error, write to support@pairmymare.com; we will correct personal data about you, and we will forward credible reports about horse records to the relevant source where we are able.

12.3 Nothing in this Statement modifies the disclaimers, limitations of liability, release, or breeding-outcome provisions of the Terms of Use, which continue to apply in full.

13. Changes and Contact

13.1 We may update this Statement. The "Last Updated" date will change, and for material changes we will provide advance notice by email or in-product notice and, where required, obtain your consent or renewed acknowledgment at log-in. Superseded versions are archived and available on request.

13.2 Contact us:

JAAW Equine LLC — Pare My Mare

Privacy enquiries and rights requests: privacy@pairmymare.com

Data corrections: support@pairmymare.com | Support: support@pairmymare.com

Mailing address: 10755 S. Whirlaway Lane, Sandy, UT 84092 USA

EU/UK representative: **[INSERT OR DELETE]**

Annex A — Log-In Acknowledgment (Privacy Element)

The privacy acknowledgment must appear on the same screen as the acceptance control, with the full Privacy Statement one click away.

I have read the Pare My Mare Privacy Statement. I understand that JAAW Equine LLC collects my account, mare, usage, and payment information; that my information may be transferred to and stored in the United States; that my contact details and inquiry will be shared with a stallion owner or semen supplier when I request an introduction; and that Pare My Mare uses third-party licensed data that may be incomplete or inaccurate.

Cookie banner — first visit (EU/UK and where consent is required)

We use strictly necessary cookies to run Pare My Mare, and — with your consent — analytics and marketing cookies to improve it. You can change your choice at any time in Cookie Settings. [Accept all] [Reject non-essential] [Cookie settings]

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