



## **Terms and Conditions**

### **Brickfield Equine General Terms and Conditions**

Use of the Brickfield Equine website at [www.brickfeldequine.co.uk](http://www.brickfeldequine.co.uk) ("Website") is subject to these terms of use. Users who do not accept these terms of use are not authorised to use or continue using the Website.

We may amend these terms of use at any time by amending this page and any revised version will be effective immediately.

In the event of any comments or questions concerning these terms of use, users should contact us by emailing [victoria.desousa@icloud.com](mailto:victoria.desousa@icloud.com).

#### **Intellectual property rights of Brickfield Equine**

Brickfield Equine owns or is licensed to use all intellectual property rights in and to the Website, including without limitation all trademarks and content, and all technical infrastructure relating to it.

#### **Access to and use of the Website**

In accessing any part of the Website, users agree:

- not to use the Website in such a way that disrupts, interferes with or restricts the use of the Website by other users;

- not to upload, display or transmit any materials through the Website which are false, offensive, defamatory, threatening, obscene, unlawful or which infringe the rights of any other person anywhere in the world;
- not to use the Website in any way that is fraudulent or has a fraudulent purpose or effect;
- not to reverse engineer, decompile, copy or adapt any software or other code or scripts forming part of the Website or to transmit or attempt to transmit to or via the Website any information that contains a virus, worm, trojan horse, time bomb, spyware, adware or other harmful or disruptive component; and
- not to access without authority, change, modify, delete, interfere with or misuse data contained on the Website and entered by or relating to any third party user of the Website.

Material contained in the Website may be downloaded, viewed and printed for personal use only and provided that no trademark, copyright or other proprietary notices contained in or appearing on such material are removed in whole or in part.

Material contained in the Website may not otherwise be copied, reproduced or redistributed in whole or in part without the prior written consent of Brickfield Equine.

In particular, it must not be reproduced or exploited for commercial gain. All other rights are reserved and users must ask permission from Brickfield Equine before making any other use of material contained in the Website.

This permission to reproduce material does not extend to material identified as belonging to third parties, where users must obtain the permission of the relevant owners before reproducing such material.

Users are not allowed to upload any material to the Website. Other than personally identifiable information, which is covered under our Privacy Policy, any material you transmit or post to the Website shall be considered non-confidential and non-proprietary.

Brickfield Equine shall have no obligations with respect to such material. We shall be free to copy, disclose, distribute, incorporate and otherwise use such material and all data, images, sounds, text and other things embodied therein for any and all commercial or non-commercial purposes.

## Third Party Material

The Website contains material belonging to third parties. This material is the sole responsibility of the third party that makes it available. Brickfield Equine accepts no

responsibility for the content of this material, including, without limitation, any error, omission or inaccuracy in the material.

## Privacy policy

Any personal data supplied to Brickfield Equine by users through the Website will be maintained, recorded, held and used in accordance with the Brickfield Equine Privacy Policy (below).

## Links

Users may create a hypertext link to the homepage of the Website subject to provided such link is not used in a misleading or defamatory context. Users may not frame any page of the Website.

Links from the Website are provided for information and convenience only and we have no control over and cannot therefore accept responsibility or liability for the content of any linked third-party website. Brickfield Equine does not endorse any linked website.

## Security

Users should ensure that they have appropriate protection against viruses and other security arrangements in place whilst using the Internet.

## Exclusions and limitations of liability

Owing to the nature of the Internet, Brickfield Equine cannot guarantee that the Website, or the websites to which it is linked, will always be available to users.

The Website has been prepared with the aim of providing information about Brickfield Equine and does not constitute advice in relation to any particular situation including any race, show, horse or rider. Although every reasonable effort has been made to ensure that the information on the Website was accurate at the time of publication, it is subject to variation at any time and we give no warranty that any such information will be accurate or complete at any particular time or at all.

The Website and any information or other material contained in it are made available strictly on the basis that the user accepts it on an 'as is' and 'as available' basis. Where users of the Website rely on any information or other material contained in it/them, they do so entirely at their own risk and they accept that all warranties, conditions and undertakings, express or implied, whether by common law, statute, trade usage, course of dealings or otherwise in respect of the Website are excluded to the fullest extent permitted by law.

Brickfield Equine excludes all liability whatever in respect of any loss or damage resulting or arising from any non-availability or use of the Website or of any other website linked to it, or from reliance on the contents of the Website or any material or content accessed through it.

The Website and these terms of use shall be governed by and construed in accordance with the UK law. Any dispute arising out of the accessing or use of the Website shall be subject to the non-exclusive jurisdiction of the UK courts.

# PRIVACY POLICY

## Introduction

This privacy notice is provided in a layered format, so you can click through to the specific areas set out below.

1. [IMPORTANT INFORMATION AND WHO WE ARE](#)
2. [THE DATA WE COLLECT ABOUT YOU](#)
3. [HOW IS YOUR PERSONAL DATA COLLECTED](#)
4. [HOW WE USE YOUR PERSONAL DATA](#)
5. [DISCLOSURES OF YOUR PERSONAL DATA](#)
6. [DATA RETENTION](#)
7. [YOUR LEGAL RIGHTS](#)

# 1. Important information and who we are

## Purpose of this privacy notice

Brickfield Equine respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you either visit our website or interact with us in other ways and tells you about your privacy rights and how the law protects you.

Brickfield Equine collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to a newsletter, purchase a product or service or take part in a competition. This website is not intended for children and we do not knowingly collect data relating to children. If children under the age of 18 years of age provide personal details, it is on the understanding that they have requested permission from their parent or legal guardian.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Within the European Union:

- For the purposes of compliance with the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) data protection laws, a company incorporated in the United Kingdom, Brickfield Equine Limited (“the Company”) is the Data Controller and responsible for your personal data and adhering to data protection and privacy laws within the European Union.

Outside the European Union:

- If you are based outside of the European Union and have questions or concerns about our use of your personal data, then you may contact us at [victoria.desousa@icloud.com](mailto:victoria.desousa@icloud.com)

You have the right to make a complaint at any time to the appropriate data protection supervisory authority. We would, however, appreciate the chance to deal with your concerns directly, before you approach the relevant authority, so please contact us in the first instance.

## Changes to the privacy notice

This version was last updated on 30 March 2021.

## Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

# 2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** which could include your first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** which could include your billing address, delivery address, email address and telephone numbers.
- **Financial Data** which could include your bank account and payment card details.
- **Transaction Data** which could include your details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** which could include your internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser

plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

- **Profile Data** which could include your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** which could include information about how you use our website, products and services.
- **Marketing and Communications Data** which could include your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service, but we will notify you if this is the case at the time.

## 3. How is your personal data collected?

We use different methods to collect data from and about you, including through:

- **Direct interactions.** You may give us your Identity, Contact, Financial data by filling in forms or by corresponding with us by post, phone, email or otherwise.

This includes personal data you provide when you:

- apply for our products or services;

- o provide products and services;
  - o create an account on our website;
  - o subscribe to our service or publications;
  - o request marketing to be sent to you;
  - o enter a competition, promotion or survey; or
  - o give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.
  - **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
    - o Technical Data from the following parties:
      - analytics providers such as Google based outside the EU;
      - search information providers.
  - **Identity and Contact Data from publicly available sources.**

## 4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract, we are about to enter into or have entered into, with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.



## Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis</b>
Register as a customer	Identity Contact	Writing up a contract between parties.
To enable you to partake in a prize draw or competition	Identity Contact Profile Usage Marketing and Communications	Performance of a contract with you  Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	Identity Contact Profile Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	Technical Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	Identity Contact Technical Usage Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Identity Contact Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)

## Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

### Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us by subscribing to our website or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

### Opting out

You can ask us or third parties to stop sending you marketing messages at any time by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

## Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy (below).

## Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## 5. Disclosures of your personal data

We may have to share your personal data with third parties in some instances. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 6. Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## 6. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

Request access to your personal data.  
Request correction of your personal data.  
Request erasure of your personal data.  
Object to processing of your personal data.  
Request restriction of processing your personal data.  
Request transfer of your personal data.  
Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us.

## No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

## What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you update

# COOKIE POLICY

We may use cookies, or other technologies, to remember general information about you when you use our websites, including your IP address, the length of time you spend on the website, your browsing of that site, and other such information that does not identify you personally.

Our use of cookies, or other technologies, enable us to monitor website traffic and personalise the content of the sites to your requirements. This maximises the benefits you gain in using our sites and makes it easier for you to log on and use the website during any future visits.

In addition, we also use cookies to collect information about your use of our sites, including your language preferences. When you access our websites, our system will issue cookies to your computer whenever you log on.

You may disable the use of cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual. Please note, if you change your settings to block all cookies (including essential cookies) you may not be able to access all (or parts) of a site.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.