

Arabian Horse Treasury
www.arabianhorsetreasury.com
(„Website“)
Privacy Policy

Dear User!

We are committed to protecting your privacy and want you to feel comfortable while using our services. This is why we would like to present you with the most important information on principles regarding the processing of your personal data and cookies used by our Website. This information was prepared in compliance with the GDPR – the General Data Protection Regulation.

PERSONAL DATA CONTROLLER

Horse Treasury GmbH Handelsregister- und Konkursamt des Kantons Zug, UID: CHE-218.818.107 NIP: CH-170.4.018.074-8. Mühlegasse 18, 6340 Baar, Switzerland.

If you want to contact us in relation to the processing of your personal data, please send an e-mail to: office@arabianhorsetreasury.com.

YOUR RIGHTS

You have the right to:

- access your personal data, including the right to receive a copy of your data (Article 15 of the GDPR or – if applicable – Article 13 (1) (f) of the GDPR),
- correct them (Article 16 of the GDPR),
- delete them (Article 17 of the GDPR),
- limit their processing (Article 18 of the GDPR),
- transfer data to another controller (Article 20 of the GDPR).

Furthermore, you have the right to:

- object to the processing of your data at any time:
 - for reasons related to your particular situation – regarding the processing of your personal data in accordance with Article 6 (1) (f) of the GDPR (i.e. based on the legally justified interests realised by us), including profiling (Article 21 (1) of the GDPR);
 - if the personal data are processed for direct marketing purposes including profiling, within the scope in which the processing is related to such direct marketing (Article 21 (2) of the GDPR).

Please contact us if you want to exercise your rights. Your objection to our use of cookies (about which you can read below) can be expressed, in particular, through the appropriate browser settings.

If you think that your data are processed unlawfully, you can submit a complaint to the President of the Personal Data Protection Office.

PERSONAL DATA AND PRIVACY

You will find detailed information on the processing of your data depending on your activities in the table below.

1. Using free-of-charge services offered on the Website

What for?
performance of the contract for the provision of services within the Website
On what basis?
contract for the provision of services (Article 6 (1) (b) of the GDPR)
For how long?
for the duration of the contract
furthermore, your data will be processed until the expiry of the period during which redressing is possible – by you or us (more information on this subject can be found in the last table of this section)
What happens if you do not provide your data?
you will not be able to use our services

2. Using paid services offered on the Website

What for?
implementation of the contract for the provision of services within the Website
On what basis?
contract for the provision of services (Article 6 (1) (b) of the GDPR) our legal obligation to process your personal data (Article 6 (1) (c) of the GDPR)
For how long?
for the duration of the contract until the legal obligation related to accounting ceases to apply
furthermore, your data will be processed until the expiry of the period during which redressing is possible – by you or us (more information on this subject can be found in the last table of this section)
What happens if you do not provide your data?
you will not be able to use our services

3. Contacting us (e.g. making an inquiry)

What for?	
processing of your inquiries or submissions	
On what basis?	
contract or actions taken at your request to conclude it (Article 6 (1) (b) of the GDPR) – if your inquiry or notification concerns a contract that we are or may be a party to	our legitimate interest in processing your data is to communicate with you (Article 6 (1) (f) of the GDPR) – if your inquiry or notification is not related to the contract
For how long?	
for the duration of the contract binding us or - if the contract is not concluded - until the expiry of the redress period – see the last table in this section*	until the expiry of the redress period – see the last table in this section - or until we accept your objection to the processing*
furthermore, your data will be processed until the expiry of the period during which redressing is possible – by you or us (more information on this subject can be found in the last table of this section)	
What happens if you do not provide your data?	
we will not be able to respond to your inquiry or application	

* depending on whichever is applicable in that case and whichever takes place sooner.

4. Browser settings and other similar activity allowing for marketing activities

What for?	
direct marketing, which consists of displaying personalised advertisements (for more information on that topic read the "Profiling" and "Cookies" sections of the Privacy Policy)	
On what basis?	
our legitimate interest consisting in the processing of data for the purpose mentioned above (Article 6 (1) (f) of the GDPR)	
For how long?	
until you delete the cookies used for marketing purposes or until their validity expires*	
What happens if you do not provide your data?	
you will not receive suggestions of products or services which you may be interested in	

* depending on whichever is applicable in that case and whichever takes place sooner.

5. Browser settings and other similar activity allowing for analytical activities

What for?
analysis of how you use and navigate the Website, to adapt it to the needs and behaviour of Users (for more information on that topic, read the "Analytical Activities" and "Cookies" sections of the Privacy Policy)
On what basis?
our legitimate interest consisting in the processing of data for the purposes mentioned above (Article 6 (1) (f) of the GDPR)
For how long?
until you delete the cookies used for analytical purposes or until their validity expires*
What happens if you do not provide your data?
we will not take your preferences regarding the use of the Website Website into consideration when developing it further

* depending on whichever is applicable in that case and whichever takes place sooner.

6. When you agree to receive marketing content from us (e.g. information on special offers)

What for?
sending of marketing information, especially special offers
On what basis?
Your consent to our marketing activities (Article 6 (1)(a) of the GPDR)
For how long?
until you withdraw your consent – remember, you can withdraw your consent at any time. Data processing until you withdraw your consent is compliant with the law.
furthermore, your data will be processed until the expiry of the period during which redressing is possible – by you or us (more information on this subject can be found in the last table of this section)
What happens if you do not provide your data?
you will not be able to receive our marketing materials, including the information on our special offers

7. Newsletter subscription

What for?
sending of the newsletter
On what basis?
contract for the provision of newsletter services (Article 6 (1) (b) of the GDPR)
For how long?
until you unsubscribe from our newsletter
furthermore, your data will be processed until the expiry of the period during which redressing is possible – by you or us (more information on this subject can be found in the last table of this section)
What happens if you do not provide your data?
you will not be able to receive information concerning the Website and our services

8. Taking action or refraining from taking action which may result in claims related to the Website or our services

What for?
determination, investigation or defence of claims related to the concluded contract or services provided
On what basis?
our legitimate interest consisting in the processing of data for the purpose indicated above (Article 6 (1) (f) of the GDPR)
For how long?
until the redress period expires or until we accept your objection to the processing *
What happens if you do not provide your data?
no possibility to determine, assert or defend claims

* depending on whichever is applicable in that case and whichever takes place sooner.

PROFILING

As part of the Website, we conduct profiling activities – this takes place only if you allow it. Profiling is based on an automatic evaluation of what products or services you may be interested in, using information about the content displayed by you. Thanks to this, product or service advertisements displayed on the Website will be more suited to you and your needs.

The kind of profiling we carry out does not lead to making decisions which would have legal effects for you or would affect you in any similarly relevant way.

ANALYTICAL ACTIVITIES

As part of the Website operations, we conduct analytical activities aimed at increasing its intuitiveness and accessibility – this takes place if your browser settings allow such activities. As part of the analysis, we will take the way you navigate the Website into consideration, for example, how much time you spend on a given webpage, or which places of the Website you click on. That way, we can customise the layout and appearance of the Website and the content we post on it to suit the needs of Users.

DATA SAFETY

While processing your personal data, we use organisational and technical measures which comply with the relevant provisions of law, including encrypting the connection with the use of an SSL certificate.

COOKIES

Our Website, like most Internet websites, uses the so-called cookies. These cookies:

- are stored in the memory of your device (computer, mobile phone, etc.); do
- not introduce any changes in the settings of your device.

On this Website, cookies are used for the following purposes:

- remembering your session
- collecting statistical data
- collecting marketing data
- making the functions of the Website available

To learn how to manage cookies and disable them in your browser, you can use your browser's help files. You can get more information about this topic by pressing F1 while using the browser. Additionally, you can find relevant information on the following subpages, depending on the browser you use:

- [Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Internet Explorer / Microsoft Edge](#)

Cookies will not be processed by us for more than 2 minutes since your last visit to the Website.

By using the appropriate options of your browser, you can, at any time:

- delete cookies,
- block the use of cookies in the future.

In these cases we will no longer process them.

More information on cookies is available on [Wikipedia](#).

DATA PUBLISHING

If you choose to list your horse in an auction, the veterinary examination documentation, which may contain your personal information, will be visible to other users of the Website.

EXTERNAL SERVICES / DATA RECIPIENTS

We use the services of external entities which support us in running our business. We entrust them with the processing of your data – these entities process data only when instructed by us in writing.

Below, you will find a list of recipients of your data:

ACTIVITY	DATA RECEIVERS	DATA TRANSMISSION OUTSIDE THE EUROPEAN UNION
every activity related to the Website	hosting provider	yes - Switzerland**
	entity providing us with technical/IT support	does not take place
	persons cooperating with us under civil law contracts, supporting our current operations	does not take place
	online marketplace operator	does not take place
using the Website with settings allowing for conducting marketing activities	entity providing marketing services	does not take place
using the Website with settings allowing for conducting analytical activities	entity allowing for conducting analytical activities on the website	does not take place
using free services offered on the Website	accountancy office	does not take place
	provider of software facilitating business (e.g. accounting software)	does not take place
	payment provider	does not take place
	provider of standard office software (including e-mail inboxes)	does not take place
using paid services offered on the Website	entity providing consulting services	yes – Switzerland, Australia**

subscription to the newsletter or consent to receive marketing messages	entity providing newsletter or marketing messaging services	does not take place
using Website-related services provided to us by social networking platforms	social networking platforms	does not take place
contacting us (e.g. asking a question)	provider of standard office software (including e-mail inboxes)	does not take place

In addition:

- competent public authorities within the scope in which we are obliged to make data available to them;
- after winning the auction, the buyer's and seller's data will be forwarded to each other in order to finalize the transaction.

TRANSFER OF PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN UNION

** For the above reasons, your personal data may also be processed by entities outside the European Union. An adequate level of protection of data processing, including through the use of appropriate security measures, is ensured by:

- Commission Decision No 2000/518/EC on the adequate protection of personal data in Switzerland;
- the standard data protection clauses adopted by the Commission, referred to in Article 46 (2) (c) of the GDPR.