



PRIVACY NOTICE

Updated: November 1, 2024

This **Privacy Notice** describes the information United States Equestrian Federation, Inc. (“USEF”, “we”, “our”, or “us”) collects, how we use and retain this information, with whom we share it, and the choices you have in connection with these activities. This Privacy Notice applies to the USEF’s websites (USEF.org and shopusef.org) (collectively, the “**Website**”) and any other digital tool or property owned and controlled by USEF including a link to this Privacy Notice, and any other interaction we have with you (collectively, our “**Services**”).

1. OUR ROLE IN DATA PROCESSING

For residents of the European Economic Area (“**EEA**”), Switzerland, and United Kingdom (“**UK**”), the entity responsible for the collection and use (processing) of your personal data is USEF, Inc. You can contact USEF’s Data Protection Officer by email at CIO@usef.org, or mail 4001 Wing Commander Way, Lexington, KY 40511. Under the UK General Data Protection Regulation, Federal Act on Data Protection (“**FADP**”), and/or EU General Data Protection Regulation (collectively, “**EU data protection law**”), USEF is Data Controller in relation to its processing of personal data through the Services. As used in this Privacy Notice, the term “personal information” includes the term “personal data” as defined under EU data protection law.

2. PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, HOW LONG WE KEEP IT, AND HOW WE SHARE IT

When you interact with our Services, we collect your personal information. Personal information is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual.

A. When you use our Services, we will collect your personal information when you:

- **Register for the My USEF.** When you create an account in the Services, we will collect your registration information, which includes your identifiers (name, telephone number, email address, date of birth, and selected password), and if you voluntarily provide the following sensitive data (age, race, ethnicity, gender, citizenship, disability, veteran status, and location). We use your sensitive data, and share in aggregate, with the US Olympic and Paralympic Committee for diversity, equity and inclusion efforts. To the extent EU data protection law applies, the Article 6 and Article 9 basis for the processing and sharing is your consent. We will use your identifiers to create your account, associate your account to competitions in which you participate, authenticate you to your account, communicate with you via text message for athlete elections, and provide you with membership benefits. To the extent EU data protection law applies, the legal basis for this is the performance of a contract with you. You may opt-out of text message communications at any time by replying “STOP” to the number sending the message. If you are a resident of the United States, your email address will be added to our email marketing list. If you reside outside of the United States, if you opt-in to receiving marketing emails, we will add you to our email marketing list. See “Subscribe to our Mailing List” for additional information. If we are required by law to do so, we will share your identifiers with the U.S. enter for

SafeSport related to allegations of sexual misconduct. To the extent EU data protection law applies, the legal basis for this is compliance with a legal obligation. Your membership information will also be publicly accessible to other USEF members within the member directory (unless you opt-out). To the extent EU data protection law applies, the legal basis of this processing is necessary for the performance of the contract with the customer.

For non-competing members, will share your membership information with providers of member benefits relevant to your level of membership, listed [here](#). The purpose is to provide you access to the benefits that that you signed up have access to as a member. The legal basis for this process is that it is necessary for the performance of the contract with you. More specifically:

- 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.
 - Competition Standings: We will disclose the horse ID, horse name, owner name, address, and breed information.
 - Farm Search: We will disclose the farm's ID number, name of the farm, the owner's name, and location of the farm.
 - 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.
 - 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.
 - 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.
 - 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.
- **Public Forums.** When you submit comments or reviews, we will collect your identifiers (name) and any information you include in your post. We will use this information to attribute you to your post. To the extent EU data protection law applies, the legal basis of this processing is your consent. If you wish to revoke your consent and remove your post, please email CIO@usef.org.
 - **Donate.** When you donate to us, we will collect your identifiers (name, email address, billing address, mailing address, telephone number). We will use this information to communicate fulfil your order and communicate with you about your order. Our third-party payment card processor will collect your payment card information to process your payment. We will only receive your identifiers and mailing address for tax purposes and to send you an acknowledgment letter. We will share your shipping information with our third-party shipper. To the extent EU data protection law applies, the legal basis of this processing is necessary for the performance of the contract with you. If you are a resident of the United States, your email address will be added to our email marketing list. If you reside outside of the United States, if you opt-in to receiving marketing emails, we will add you to our email marketing list. See "Subscribe to our Mailing List" for additional information. To the extent EU data protection law applies, the legal basis for this processing is you consent.
 - **Enter sweepstakes, promotions, or programs.** When you enter a sweepstakes, promotion, or program, we will collect your identifiers (name, email address, mailing address, telephone number). We will use this information to communicate with you about the sweepstakes, promotions, or programs. To the extent EU data protection law applies, the legal basis of this processing is necessary for the performance of the contract with you. We will also add you (for EU residents, only with your consent), to our marketing communications list. If it is a co-branded sweepstakes, promotions, or

program or with we are working with a partner on the sweepstakes, promotion, or program, we will share your information with the relevant partner. To the extent EU data protection law applies, the legal basis of this processing is your consent. If you wish to revoke your consent, please email us at CIO@usef.org.

- **Complete a Survey.** When you complete a survey, we will collect your identifiers (name, email address, telephone number, mailing address) and any information you provide in the survey. We will use this information to track your responses to the survey. To the extent EU data protection law applies, the legal basis of this processing is our legitimate interest in learning about you (our customers) to improve our products and services. We utilize a third-party survey provider, which is governed by the third party's privacy policy. To the extent EU data protection law applies, the legal basis of this processing is our legitimate interest in efficiently and effectively providing surveys and developing insights from such surveys.
- **Log In to your account.** When you log in to your account, we will collect from you your identifiers (email address and password). We will use this information to authenticate you to your account. To the extent EU data protection law applies, the legal basis of this processing is necessary for the performance of the contract with you.
- **Subscribe to our Mailing List.** When you subscribe to our mailing list, we collect your personal identifiers (name, email address, contact type) and your notification preferences. We use this personal information to fulfill your request to receive email and/or physical mail alerts with our company press releases. We keep this information for as long as you want to receive email and/or mail marketing communications from us, or 10 days after you opt-out of marketing emails from USEF, or earlier if we have received a request to delete this information, unless an exception applies. We will share your identifiers (name and email address) with our email marketing provider and or mail marketing provider to send you the marketing communications. To the extent EU data protection law applies, the legal basis for processing this information is consent. You can unsubscribe at any time by clicking on the "unsubscribe" link in each email. To unsubscribe from marketing mailers, email us at CIO@usef.org. Please note that we will continue to send you notifications necessary to the Services or requested products or services. Our email communications contain tracking technologies, to analyze whether a predefined action took place by a recipient, such as opening our communications, in order to better adapt and distribute our communications. When you opt-in to our marketing communications, for residents within the EEA and UK, you will be provided a prompt to allow you to opt-in to the use of these technologies. To the extent EU data protection law applies, the legal basis for this is your consent.

For residents of the US, you will be automatically opted in to the use of these technologies. You can disable tracking by disabling the display of images by default in your email program.

- **Automatic Data Collection.** In addition to the personal information you provide directly to us, we also collect information automatically as you use our Website. We use essential, functional, analytics, and advertising cookies and similar tracking technologies to collect your internet or other electronic network activity information (device, usage, location information (determined through your IP address), such as your browsing history, configuration, unique online identifiers, and interactions with our ads on third-party websites), when you interact with the Services. We use this information to: (i) track you within the Services; (ii) enhance user experience; (iii) conduct analytics to improve the Services; (iv) prevent fraudulent use of the Services; (v) diagnose and repair Services errors, and, in cases of abuse, track and mitigate the abuse; and (vi) market to you more effectively across different web pages and social media platforms (i.e., targeted advertising). For more information on these cookies, including a list of third-party marketing and analytics cookies, visit our [Cookie Policy](#). To the extent EU data protection law applies, we will not place non-essential cookies without your consent and the legal basis for this is your consent.

For EU residents, we will not deploy non-essential cookies without your opt-in and the legal basis for the processing of your personal data through trackers is consent. To control the information collected about you using cookies and other technologies see our [Cookie Notice](#). In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent. When you opt-out, an opt-out cookie will be placed on your device. The opt-out cookie is browser and device specific and will only last until cookies are cleared from your browser or device. You can also manage your cookie preferences via our floating cookie consent preference button at the bottom left corner of the webpage.

Particular third-party cookies to note on our Website include:

- **Google Analytics.** We use Google Analytics to collect information on your use of our Website to improve our Website. In order to collect this information, Google Analytics may set cookies on your browser, or read cookies that are already there. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to our Website is restricted by the Google Analytics [Terms of Use and Privacy Policy](#). Although we have enabled Restricted Processing to prevent the sharing of personal information with Google, such sharing may be deemed a sale under the CPRA. Generally, to prevent your data from being used by Google Analytics, you can download the Google Analytics [opt-out browser add-on](#).
- **YouTube.** We use YouTube (owned by Google) as our video platform to embed content from YouTube on our website. YouTube uses these cookies to track viewing statistics and assign a unique identifier to the device on which the video is viewed, enabling YouTube to recognize the device. This data is collected by Google. Google can use this data to show relevant advertising and for its own promotional purposes in accordance with Google's [Privacy Policy](#). The Google cookies also allow YouTube and its partners to show you advertisements on and outside of YouTube. To opt-out of this sharing and displaying of YouTube ads, visit Your data in YouTube, where you can clear and control the information YouTube collects on you. If you do not have a Google account, you can opt-out of YouTube ads through the [Digital Advertising Alliance \(DAA\) and its AdChoices program](#).
- **Meta Pixel.** We use Meta Pixel to customize our advertising and to serve you ads on your social media based on your browsing behavior. This allows your behavior to be tracked after you have been redirected to our Website by clicking on the Meta ad. The Meta Pixel stores a cookie on your device to enable us to measure the effectiveness of Meta ads for statistical and market research purposes. We do not have access to the information collected through the Meta Pixel. However, the information collected via the Meta Pixel, on the Websites as well as other websites on which Meta Pixel is placed, is stored and processed by Meta. Meta may link this information to your Meta social media accounts and use it for promotional purposes in accordance with [Meta's Data Policy](#). Meta and its partners use the Meta Pixel to show you advertisements on and outside of Meta platforms. To opt-out of this displaying of Meta ads, visit your Meta Social Media (e.g., Facebook and Instagram) Ad Settings. You can also clear and control the information third parties share with Meta in your [Off-Facebook Activity](#) page.
- **Contact us with an inquiry.**
 - When you contact us or submit an inquiry by email, we collect your personal identifiers (name and business email address, account number) and any other information you choose to include in your correspondence. We use this personal information to respond to your questions or inquiries, troubleshoot as necessary, and address any issues you have with our Services. Our

communications will be shared with our e-mail communications provider to facilitate our assistance and communication with you. To the extent EU data protection law applies, the legal basis for the sending of the email is your consent and for this processing is to perform a contract with you. We retain this information for the term of your subscription plan with us or until we have received an instruction to delete this information, unless an exception applies.

- When you call to speak with our customer service representatives, with your consent, we will record the telephone call and collect your identifiers (name, business email address, telephone number), auditory information (recording of your voice), and any information you provide during the call. To the extent EU data protection law applies, the legal basis for this processing is your consent. We will retain this information for as long as it is relevant to your account or our training program with us or until we have received a request to delete this information, unless an exception applies.
- When you live chat with a customer service representative, we will collect your identifiers (name, telephone number, email address), and any other information you include in your communications with us. To the extent EU data protection law applies, the legal basis for this processing is to perform a contract with you. We will retain this information for the term of your relationship with us, or until we have received a request to delete this information, unless an exception applies.
- **Participate in social media.** If you interact with our social media pages, we may collect Personal Information you choose to disclose including personal identifiers (name, social media handle, and email address) and visual information (your social media photo or your photograph). When you interact with our fan page on social networking websites (each a “Fan Page” and collectively “Fan Pages”), such as TikTok, Facebook, LinkedIn, and Instagram (the “Social Networks”), we collect basic engagement metrics and use it to tailor content and marketing and use it to improve user experience as set forth in this section. Please note that we do not control the use or storage of the information that you have posted to any social networking websites. This information is collected and processed by the social networking websites for their own purposes, including marketing. For more information on how the Social Networks use your Personal Information, please see [TikTok’s Privacy Policy](#), Pinterest’s [Privacy Policy](#), [Facebook’s Privacy Policy](#), [LinkedIn Privacy Policy](#), and [Instagram’s Privacy Policy](#).
 - **Fan Pages.** When interacting with our Fan Pages, we collect, from you, your personal identifiers (first and last name) and visual information (photograph (i.e., profile picture)), as well as any information that you provide when interacting with our Fan Pages (e.g., commenting, sharing, and rating). We use this information to advertise our products, for events and invitations, and to communicate with users via the contribution and comment function. Because our Fan Pages are publicly accessible, when you use them to interact with other users, for example by posting, leaving comments or liking or sharing posts, any Personal Information that you post in them or provide when registering can be viewed by others or used by them as they see fit. The content posted on our Fan Pages or other public areas of social networking websites can be deleted in the same way as other content that you have created. If at any time you want content posted to be deleted, please email your request to us at CIO@usef.org.
 - **Community Management.** We collect, from you, your contact, including "likes", shares, messages and other interactions with the content, in order to analyze and evaluate how our content is perceived, to learn from it, and to improve our public relations efforts. We use this information to create advertisements that match our Fan Page and to disseminate them via the Social Network based on demographic data.
 - **Surveys.** When you participate in a survey on our Fan Pages, we collect, from you, your personal identifiers (email address), your internet or other electronic network activity

information (device and browser data, IP address, location information based on the IP address), log data (IP address to determine whether a respondent has previously participated in a survey), and metadata (usage patterns)). We use this information to analyze and process the results of our surveys for market research purposes.

- Contests or Sweepstakes. When you participate in a contest or sweepstakes on our Fan Pages, we collect, from you, your personal identifiers (name, email address, telephone number, and physical address (if provided)), and your visual identifiers (photograph (i.e., profile picture)). We use this information to manage your entry, communicate with you about your entry, and to run the sweepstakes or contest. We also use this information to create unique offers to enhance your customer experience. If it is necessary to send non-cash prizes, we will forward your information to a shipping service provider.
- Events and Photos. When you register for an event on our Fan Pages, we collect, from you, your personal identifiers (first and name, email address, telephone number, physical address, and any other information you provide). We use this information to create and manage the event (e.g., to create the guest list, accreditation and admission control, room and personnel planning, planning the catering) as well as to send you your invitation and notifications about the event. We also use this information for prevention of fraud and defense against legal claims. At events for which you have registered, photos and video recordings may be made (possibly by a photographer commissioned by us), in which you may also be shown. If you are the central subject of a recording, the photographer will ask you before the recording/taking the photo whether you agree and consent. We use the photos for our public relations and marketing on our various media/digital media outlets.
- Messenger Functionality. When using messenger functionality on Social Networks, Social Networks collect, automatically, your internet or other electronic network activity information (IP address, date and time of the server request, time zone, specific browser or app function, access status, amount of data transferred, browser or app from which the Request comes, device type, operating system used, and its interface (e.g., Android or IOS), language, version of the operating system, and device identifiers). We do not use this information; its use is governed by the respective Social Networks' privacy policies (linked above).
- Information Processed Solely by Social Networks. We do not know how the Social Networks use Personal Information for its own purposes, how long the Personal Information is stored on the Social Network or whether the Social Network data is passed on to third parties. If you are currently logged in to a Social Network as a user, the Social Network automatically collects, through trackers on your device, your Social Network ID or a link between the Social Network ID and the advertising ID (IDFA from Apple or GAID from Google) when you open the Social Network app through your mobile device (e.g., smartphone or tablet). This enables the Social Network to understand that you have visited our Social Network Fan Page along with other Social network pages that you have clicked on, whether you clicked on Social Network buttons integrated into websites that partner with the Social Network, and other online interactions that report user data to the Social Network. Based on this data, content or advertising tailored to you can be offered. You can find more information about the Personal Information collected by Social Networks, how it is used and how long it is stored by visiting the Social Network's privacy policies, linked above.

B. When you interact with us as a representative/employee of our customer to conduct business with us (e.g., Partners, Advertising, Affiliates), we collect your personal information when you:

- **Conduct Business with us.** When you engage with us on behalf of your employer, we will collect from you your identifiers (customer representative name, business email address, business address, business telephone number). We will use this information to communicate with you about the business you would like to conduct with us (e.g., sponsorships, paid advertising, event organizing, member benefits, etc.). To the extent EU data protection law applies, the legal basis for this processing is to perform a contract with you. We retain this information for the term of agreement with your employer or until we have received a request to delete this information, unless an exception applies.

C. Data Retention

In addition to the specific retention terms listed above, when we determine that it is no longer reasonably necessary to retain your personal information for one or more disclosed operational purposes described above, we will delete your personal information. However, we may need to use and retain your personal information for longer than the period indicated above for purposes of:

- **Compliance with our legal obligations.** For example, retaining your records for the purpose of accounting, dispute resolution, and compliance with labor, tax, and other laws and regulations.
- **Meeting our safety and security commitments.** Such as keeping our properties secure and preventing fraud.
- **Exercising or defending legal claims.** We also may need to retain information for longer than the terms in order to meet with legal process or enforceable governmental request.

3. HOW WE SHARE YOUR PERSONAL INFORMATION

A. General Sharing

USEF shares personal information in the following instances:

- **Within USEF.** We share your personal information within USEF for the legitimate business purposes of efficiently and effectively providing the Services, such as accounting and customer service support. Access to your personal information is limited to those on a need-to-know basis. To the extent EU data protection law applies, the legal basis for this is our legitimate interest in providing the Services more efficiently.
- **With service providers.** We share personal information with service providers that assist us in providing the Services. These service providers are described more specifically in the **PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, HOW LONG WE KEEP IT, AND HOW WE SHARE IT** section of this Notice.
- **In the event of a corporate reorganization.** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We would also share personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings. To the extent EU data protection law

applies, the legal basis for this is our legitimate interest in carrying out our business operations or, if required by law, consent.

- **For legal purposes.** We will share your personal information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of service or other contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law. To the extent EU data protection law applies, the legal basis for this is compliance with legal obligations or our legitimate interest in compliance with other laws that apply to us.
- **With our members, competition management, and officials.** We will share your personal information with our members, competition management, and officials to facilitate your participation in USEF (or affiliated) events and competitions. We share this information to provide our products and services. We will make your personal information available to them in accordance with the legal basis for the processing and/or the agreement with them. To the extent EU data protection law applies, the legal basis for this is for the performance of the contract with our partners.
- **With your consent.** Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time.

USEF may also share anonymized and aggregated data (“De-Identified Information”) in marketing materials. USEF may also use De-Identified Information for commercial collaborations with companies for purposes such as product design or enhancement of programs we provide.

4. PRIVACY LAW RIGHTS

The rights and processes to submit your privacy right request provided below are for any personal information we process for our own purposes (i.e., our business-to-business relationship with your employer or business partner).

A. RIGHTS OF INDIVIDUALS IN THE EU AND UK

Data Subjects in the EU, Switzerland, and UK are entitled to certain rights under the General Data Protection Regulation (“GDPR”) and the Data Protection Act 2018 (“UK GDPR”). If our processing of your personal information is subject to the GDPR or UK GDPR, you may be entitled to the following rights:

- **Right to access.** When the legal basis for us to process your personal information is consent, performance of a contract, legal obligation, or legitimate interest, you have the right to ask us for copies of your personal information. This right has some exemptions, which means you may not always receive all the personal information we process.
- **Right to rectification.** When the legal basis for us to process your personal information is consent, performance of a contract, legal obligation, or legitimate interest, you have the right to ask us to rectify personal information you think is inaccurate or incomplete.

- **Right to erasure.** When the legal basis for us to process your personal information is consent, to performance of a contract, or legitimate interest, you have the right to ask us to erase your personal information in certain circumstances.
- **Right to restrict processing.** When the legal basis for us to process your personal information is consent, performance of a contract, legal obligation, or legitimate interest, you have the right to ask us to restrict the processing of your personal information in certain circumstances. This means you can limit the way that we use your personal information. You have the right to restrict processing when (1) you contest the accuracy of your personal information and we are verifying the accuracy of the personal information; (2) the personal information has been unlawfully processed and you oppose erasure and request certain restriction instead; (3) we no longer need the personal information but you need us to keep it in order to establish, exercise or defend a legal claim; or (4) you have objected to us processing your personal information under Article 21(1), and we are considering whether our legitimate grounds override yours.
- **Right to object to processing.** When the legal basis for us to process your personal information is legitimate interest, you have the right to object at any time, for reasons arising from your particular situation, to processing of your personal information, which is carried out on the basis of our legitimate interests. When the legal basis for us to process your personal information is your consent, you can withdraw your consent.
- **Right to data portability.** When the legal basis for us to process your personal information is your consent or performance of a contract, you have the right to ask that we transfer the personal information you gave us from one organization to another, or give it to you. Please note this only applies to personal information you have given us.
- **Right to lodge a complaint.** You have the right to lodge a complaint with the [relevant Supervisory Authority](#). You can always submit a complaint directly to your local data protection authority (i.e., [EU/EEA Member State data protection authority](#); [UK Information Commissioner's Office \(ICO\)](#) or [Gibraltar Regulatory Authority \(GRA\)](#); or the [Swiss Federal Data Protection and Information Commissioner](#).

To exercise these rights, please contact us at CIO@usef.org.

B. RIGHTS OF NEVADA RESIDENTS

If you are a consumer in the State of Nevada, you may request to opt-out of the current or future sale of your personal information. We do not currently sell any of your personal information under Nevada law, nor do we plan to do so in the future. However, you can submit a request to opt-out of future sales by contacting us at CIO@usef.org. Please include "Opt-Out Request Under Nevada Law" in the subject line of your message.

5. GENERAL INFORMATION CHOICES

You have the following choices with respect to your personal information:

- **Correct or view your personal information.** You may access your USEF account profile to correct or view certain personal information of yours in our possession and which is associated with your profile.
- **Opt-out of marketing email pixels.** You can disable tracking by disabling the display of images by default in your email program.

- **Opt-out of marketing communications.** You may opt-out of receiving marketing emails from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you emails necessary to the Services or any assistance you request.
- **Opt Out of Other Cookies.** To set your cookie preferences or opt out of the sale/sharing of your information via cookies, please see our floating cookie consent preference button at the bottom left corner of the webpage. All session cookies are temporary and expire after you close your web browser. Persistent cookies can be removed by following your web browser’s directions. To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. Please note that each web browser is different. To find information relating to your browser, visit the browser developer’s Website and mobile application. If you reset your web browser to refuse all cookies or to indicate when a cookie is being sent, some features of our website may not function properly. If you choose to opt out, we will place an "opt-out cookie" on your device. The "opt-out cookie" is browser specific and device specific and only lasts until cookies are cleared from your browser or device. The opt-out cookie will not work for essential cookies. If the cookie is removed or deleted, if you upgrade your browser or if you visit us from a different computer, you will need to return and update your preferences. By clicking on the “Opt-Out” links below, you will be directed to the respective third-party website where your computer will be scanned to determine who maintains cookies on you. At that time, you can either choose to opt out of all targeted advertising or you can choose to opt out of targeted advertising by selecting individual companies who maintain a cookie on your machine.
 - Association of National Advertisers opt-out registration: <https://dmachoice.thedma.org/>
 - Network Advertising Initiative (NAI) Opt-Out: https://www.networkadvertising.org/managing/opt_out.asp
 - Digital Advertising Alliance (DAA) Opt-Out: <https://optout.aboutads.info>
 - European Union (EU) /European Economic Area (EEA) Opt-Out: <http://www.youronlinechoices.eu>

6. DO NOT TRACK

We do not recognize “Do Not Track” requests for internet browsers. Do Not Track is a preference you can set to inform websites and applications that you do not want to be tracked.

7. SECURITY OF YOUR PERSONAL INFORMATION

We implement and maintain reasonable security measures to protect the personal information we collect and maintain from unauthorized access, destruction, use, modification, or disclosure. These security measures include encryption and access controls. However, no security measure or modality of data transmission over the Internet is 100% secure and we are unable to guarantee the absolute security of the personal information we have collected from you.

8. AGE RESTRICTION

The Services are not intended for individuals under the age of thirteen (13). If we learn that we have collected or received personal information from a child under the age of thirteen (13), we will delete that information. If you believe we might have information from or about a child under the age of thirteen (13), please contact us at CIO@usef.org.

9. CROSS BORDER TRANSFER

USEF's headquarters are located in the United States and store information in the United States. We may transfer your personal information to recipients in countries outside of the European Economic Area that may have differing data protection laws. This includes countries which the EU Commission does not consider to have an adequate level of protection for personal data. If this occurs, we will ensure there is a legal ground for the transfer in accordance with applicable data protection legislation. USEF and our affiliate international discipline associations (Data Controllers) have executed a data processing agreement that includes Standard Contractual Clauses adopted by the European Commission that govern the transfer of your personal information outside of the EEA, which we will provide to you upon your request.

10. CHANGES TO THIS PRIVACY NOTICE

We may amend this Privacy Notice in our sole discretion at any time. If we do, we will post the changes to this page, and will indicate the date the changes go into effect. We encourage you to review our Privacy Notice to stay informed. If we make changes that materially affect your privacy rights, we will notify you by prominent posting on the Website and/or via email, and request your consent, if required.

11. CONTACT US

If you have any questions regarding this Privacy Notice, please contact us:

By e-mail: CIO@usef.org

By mail: 4001 Wing Commander Way, Lexington, KY 40511

Last modified on November 1, 2024