

Privacy Policy — Horse Motels (Beta)



Privacy Policy — Horse Motels

Effective Date: January 1, 2026

Horse Motels (the “App”) is operated by **Horse A Piece LLC** (“we,” “us,” or “our”), a Wisconsin limited liability company, in collaboration with Horse Motels.

Horse Motels is an independent brand and is not owned by Horse A Piece LLC. This collaboration does not create any partnership, joint venture, or agency relationship between the parties.

This Privacy Policy explains how information is collected, used, and safeguarded when using the App.

By using the Horse Motels App and signing in, you consent to the collection and use of information as described in this Privacy Policy.

1. Information Collected

We may collect the following types of information:

A. User-Provided Information

- Account and profile details (such as name and email address)
- Contact information, including email address and phone number (if provided for verification)
- Favorites, preferences, and saved listings
- Messages, feedback, and uploaded content

B. Location Information

- Precise or approximate device location (with permission)
- Location data is used to display nearby horse-related services and improve search relevance

C. Automatically Collected Data

- App usage activity
- Device and system data
- Crash and diagnostic information

D. Local Storage

- Cached data and preferences stored on your device
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2. Use of Information

Information is used to:

- Operate and improve the App
 - Provide location-based search results
 - Enable secure account authentication
 - Respond to inquiries and support requests
 - Enhance performance, security, and reliability
 - Comply with legal obligations
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3. Third-Party Services

The App uses third-party services to support functionality. These providers may collect and process information in accordance with their own privacy policies.

These services may include:

- Authentication providers such as Google Sign-In and Sign in with Apple
- Communication providers (such as Twilio) for sending verification messages
- Mapping and location services such as Google Maps
- Cloud hosting and infrastructure providers

Third-party privacy policies apply where applicable, including:

<https://policies.google.com/privacy>

4. Information Sharing

We do not sell personal information.

Information may be shared with:

- Service providers supporting App functionality
- Infrastructure and hosting partners
- Legal authorities when required by law
- Parties with your consent

5. Analytics & Advertising

We may collect aggregated, non-identifiable usage data to improve the App.

No third-party advertising is currently displayed.

6. Data Retention & Security

Data is retained only as necessary for App operations, security, and legal purposes, and is deleted or anonymized when no longer required.

We implement reasonable administrative, technical, and organizational safeguards to protect your information.

7. User Rights

You have the right to access, correct, and delete your personal information at any time.

Within the App, you may:

- Request a copy of your personal data
- Delete your account and associated personal information
- Manage permissions such as location access through your device settings

If you are unable to access the App, you may submit requests using the following form:

<https://forms.gle/HPDsQrMiJEAng9P26>

8. Data Access and Portability

You may request a copy of the personal data associated with your account within the App by navigating to:

Profile → Privacy → Request my personal data

After verifying your identity, we will provide your data within a reasonable timeframe, typically within 48 hours and no later than 30 days.

The data provided may include:

- Account profile information
- Preferences and saved listings
- Content you have submitted through the App

For security and fraud-prevention purposes, internal audit logs and system security data are not included in data export requests.

9. Data Deletion

You may delete your account and associated personal information at any time within the App by navigating to:

Profile → Privacy → Delete my account

Before deletion is completed, you will be presented with a confirmation step informing you that this action is permanent and cannot be undone.

When you delete your account:

- Your personal data is permanently removed or anonymized
- Saved listings, preferences, and user-submitted content are deleted

- This action is irreversible

We may retain limited security and audit logs for a period of time to protect the App, prevent abuse, and comply with legal obligations. These logs are not linked to your identity after deletion.

If you are unable to access the App, you may request account deletion using the form:

<https://forms.gle/HPDsQrMiJEAng9P26>

10. Children's Privacy

The App is not intended for children under 13, and we do not knowingly collect personal information from children.

11. International Processing

Your information may be processed and stored in countries outside your own, with appropriate safeguards in place.

12. Policy Updates

We may update this Privacy Policy periodically. Continued use of the App constitutes acceptance of any updates.

13. Contact

Horse A Piece LLC

Stoughton, Wisconsin, United States

<https://forms.gle/HPDsQrMiJEAng9P26>