

# Privacy

## How we use your data

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# AVANSCE Training Systems and Apps

While you use your Synchronicity® device and Synchronicity® applications, they continuously capture and store information. This includes information about where you are and information about you, your riding and your horse. You can learn about the information your AVANSCE Synchronicity® System and Synchronicity® applications capture or use in more detail below.

## Synchronicity® Applications

You can use the following Synchronicity® applications together with your Synchronicity® System:

- Synchronicity® mobile application for **iOS** (<https://itunes.apple.com>)
- Synchronicity® mobile application for **Android** (<https://play.google.com/store/>)
- Synchronicity® Website application

When you connect your Synchronicity® System to your mobile device, information captured by your Synchronicity® System and information captured by the Synchronicity® applications can be uploaded to AVANSCE. The information can also be uploaded to other apps, but only when you explicitly allow it. After each upload the information is retained on your Synchronicity® System Mobile App and you have the option to delete it. You can enable the various Synchronicity® System application features and provide permission for the ways in which your information is used. Below you can read for which features and purposes you can allow us to use your information. We will only use the information for the features and purposes you have enabled or have given us permission for. You can change these settings and withdraw permission at any time.

Please note that if you disable a feature, the information that was sent to AVANSCE while the feature was enabled will remain available.

You can delete all information you store in AVANSCE at any time.

# Synchronicity<sup>®</sup> System Information

Synchronicity<sup>®</sup> System, depending on the specific features of your device and the settings you configured for it, stores and captures the following information after the successful device registration with AVANSCE:

1. Information stored on your device after successful device registration with AVANSCE includes:
  - a. The user profile you entered, which includes age, gender, contact information, including address, telephone number and email address and profile image.
  - b. Information about your horse(s), which includes age, breed, height, colour, gender and profile image.
  - c. Your riding interests by discipline
  
2. Information captured while you undertake your training activities when you use your device and the associated features may include:
  - a. Data describing your ride characteristics.
  - b. Ride information
  - c. Calculated results
  - d. Date and time
  - e. Location, speed, gait, elevation, activity and route GPS data
  - f. Any comments that you enter describing your activity

3. Diagnostic information:

- a. Crash and error logs.

The information captured is processed on the device itself. It is based on the user profile you provided and the measurements provided by the elements and sensors that make up the system.

Your Synchronicity<sup>®</sup> System also records crash and error logs while you use your device. These logs are retrieved from your device by your Synchronicity<sup>®</sup> System applications. You can choose to send crash and error logs to AVANSCE to help us improve our products.

## **Import your activities from other sports applications**

In Synchronicity® System applications, you will be able to automatically import your information from other sports applications that you use. The imported information will be stored in your AVANSCE account and be accessible using your Synchronicity® System app in the same way that the information captured by a Synchronicity® System is stored and displayed. To learn how we use your information, please read the other sections of this privacy statement. You can stop importing your information from other sports applications at any time by changing the import settings in your Synchronicity® System app.

## **Register, receive support, view your activities**

By registering your name and email address with Synchronicity® System applications, you will be able to receive support, participate in our user forums, and download software updates for your Synchronicity® System and the Synchronicity® System applications.

The information captured by your Synchronicity® System will be uploaded automatically each time you connect your Synchronicity® System to the Synchronicity® System platform. You will be able to view your information in various reports and graphs, showing your progress and results. Your Synchronicity® System captures your location, you can also view where you have been on a map.

## **Share your activities to Social Media**

In Synchronicity® System applications you can share your activities and progress to social media. By sharing your information, you will let other people view your Synchronicity® System username, activity location and activity information. AVANSCE will not automatically share your information to any social media site

on your behalf. How the information you share with social media is used subject to the way each particular social media provider works and is governed by their privacy policies. Please familiarize yourself with these before sharing potentially sensitive information. AVANSCE has no influence over this.

## **Export your activities to other Sports applications**

In AVANSCE Sports applications, you will be able to configure automatic export of your activities to other Sports applications. You can pause or stop sharing your information with these applications at any time. How the information you share with other applications is used is subject to the way each particular service works, and is governed by their privacy policies. Please familiarize yourself with these before sharing potentially sensitive information. AVANSCE has no influence over this.

## **Synchronicity<sup>®</sup> System mobile application**

When you install the Synchronicity<sup>®</sup> System mobile application, or during its use on your Android or iOS device, your Android or iOS device may ask you for the following permissions:

- Access to your Android or iOS address book, phone call history and text messages. This is required to enable phone notifications for your Synchronicity<sup>®</sup> System.
- Access to your location on your Android device. This is required by Android to enable Bluetooth connectivity between your Android device and your Synchronicity<sup>®</sup> System for information upload.
- Access to your camera and photos. This is required to enable sharing on social media.
- Access to the file storage of your Android device is required by the Synchronicity<sup>®</sup> System app to transfer your information from your connected Synchronicity<sup>®</sup> System to the Synchronicity<sup>®</sup> System app and further to the AVANSCE cloud platform.

None of the information accessed above will be sent to AVANSCE. You can choose to enable access to these features at any time in the settings of your Synchronicity® System mobile application.

## Enable statistics and rankings

You can allow us to create statistics and rankings in Synchronicity® System applications using your information, including your gender, age, riding activities, locations and training history. You can choose to join leaderboards within an Avansce Sync-share or Training Centre where your username and riding score details will be visible to others in the group and can choose to leave such leaderboards at any time. You will be able to use the statistics and rankings to compare how you perform and progress against other Synchronicity® System users whose profiles are similar to yours. Similarly, your anonymized statistics and rankings will be used in aggregated comparisons used by other Synchronicity® System users. We will use your information without identifying you or other users in any way. You can choose to enable the statistics and rankings features at any time in the settings of your Synchronicity® System applications. If you disable the feature, AVANSCE will no longer generate your statistics and rankings, and you will no longer have access to any aggregated statistics and rankings of other Synchronicity® System users.

## Help us improve

You can allow AVANSCE to use your activity information that you uploaded, the information about how you use the applications, and diagnostics information, to help us improve the Synchronicity® System user experience, products and services. These products and services include Synchronicity® Systems and Synchronicity® System applications. For this, AVANSCE also may use the software and services listed below. We will use your information after we have made sure it is no longer linked to you and without identifying you.

AVANSCE uses Google Analytics software to collect information about how you use Synchronicity® System and AVANSCE platform. The usage information that

AVANSCE collects does not contain location information or information that you have entered or uploaded. AVANSCE has engaged into a contract with Google that limits your information for use only by AVANSCE and not by Google for any other purpose, such as advertising.

The AVANSCE software also sends diagnostic information, for example if the app crashes, which includes information that identifies your device, to Crashlytics. The diagnostic information is subject to the Crashlytics privacy policy, which can be found here: <http://try.crashlytics.com/terms/>

The collected diagnostic information is processed in the USA and used by AVANSCE to improve the Synchronicity® System software.

You can choose to send usage and diagnostic information or to stop sending this information at any time in the settings of your Synchronicity® System applications.

## Receive tips and suggestions

We will also use your information to provide you with tips and suggestions based on your individual activities and results to help to improve the way you exercise and your performance. They can also contain suggestions to purchase additional products or services. You can opt out of our mailings at any time in the Synchronicity® System applications settings.

## Downloading and deleting your information

The information you store in Synchronicity® System can be downloaded or deleted any time -you can access these functions from Synchronicity® System applications. You can also delete your registration with us at any time. This will automatically delete all your information from AVANSCE platform without the possibility to restore it.

If you have not used your account for a period longer than three years and we have not been able to contact you, AVANSCE will delete your account and the

information stored in it.

## Protecting your information

The information you upload is stored in the United Kingdom and is subject to

UK data protection laws. AVANSCE applies security methods based on industry standards, including technologies such as pseudo-anonymization, hashing and encryption to protect your information against unauthorized access, while stored and while being sent to and retrieved from your devices and apps.

We will not give anyone else access to your information or use it for any other purpose, unless explicitly and lawfully ordered to do so following due legal process.