



**Professional Association of Therapeutic Horsemanship International (PATH Intl.)  
Privacy Policy**

*Updated 5/25/2018*

PATH Intl. uses the information we collect in a variety of ways in providing our services and operating our business, including the following:

**How PATH Intl. Uses Data**

We use the information to operate, maintain, enhance and provide all features of our services, to provide the service and information that is requested by you, to respond to comments and questions and to provide support to users of PATH Intl. services. We process customer data solely in accordance with the directions provided by the applicable user.

We use provided data, other than user data, to understand and analyze the usage trends and preferences of our users, to improve services and to develop new products, services, features and functionality.

We may use a user's email address or other information to contact the user for administrative purposes such as customer service, updates on promotions and events relating to products and services offered by PATH Intl. and third parties we work with. You have the ability to opt-out of receiving any promotional communications through the email provider.

**Your Access, Correction and Deletion Options**

We respect your privacy rights and provide you with reasonable access to your personal data that you may have provided through your use of PATH Intl. services. If you wish to access or amend any other personal data we hold about you, or to request that we delete any information about you, you may:

1. Contact the PATH Intl. office from the Contact Us page of the website. At your request, we will have any reference to you deleted or amended in our database.
2. As a user, you may update, correct or delete your account information and preferences at any time by accessing your account through our association management system. Please note that while any changes you make will be reflected in active user databases instantly or within a reasonable amount of time, we may retain all information you submit for backups, archiving, prevention of fraud and abuse, analytics, satisfaction of legal obligations, or where we otherwise reasonably believe that we have a legitimate reason to do so.

You may decline to share certain personal data with us, which may hinder the ability of PATH Intl. to provide some features or functionality of its services.

At any time, you may object to the processing of your personal data, on legitimate grounds, except if otherwise prohibited by applicable law.

### **Data Retention**

We only retain the personal data collected from a user for as long as the user's account is active or otherwise for a limited period of time as long as we need to fulfill the purpose for which we have initially collected it, unless required by law. PATH Intl. will retain and use information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements as follows:

- Billing information is retained for a period of seven years in accordance with accounting and taxation laws.
- Information on legal transaction between the user and PATH Intl. is retained for a period of ten years as of their provision to PATH Intl.

PATH Intl. is concerned with protecting your privacy and data, but we cannot ensure or warrant the security of any information you transmit to PATH Intl. or guarantee that your information on the PATH Intl. association management system may not be accessed, disclosed, altered or destroyed by breach of any of the industry standard physical, technical or managerial safeguards. No method of transmission over the internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security. We use an outside platform and outside credit card processing company to process your payments if you purchase services. These companies do not retain, share, store or use personally identifiable information for any other purposes.

### **PATH Intl. Cookie Policy**

PATH Intl. may use cookies technology when you visit our website ([pathintl.org](http://pathintl.org)) including any other media form, media channel, mobile website or mobile application related or connected thereto to help customize the site and improve your experience. PATH Intl. uses cookies for analytical purposes to improve the visitor experience

We reserve the right to make changes to this cookie policy at any time and for any reason. We will alert you about any changes by updating the "last update" date of the policy. Any changes or modifications will be effective immediately upon posting the updated policy on the site. You are encouraged to periodically review this policy to stay informed of updates.

### **What Are Cookies?**

A "cookie" is a string of information that assigns you a unique identifier. A user may disable cookies in the internet browser settings.