

Information Collection

The National HBPA collects information, such as name, address, email address, etc. (“Personally Identifiable Information”) from visitors to its web site when they register for promotions or to receive news from the National HBPA. Although we do not do so now, we might begin to collect other types of information at other times as well. This information, which may range from limited personal data such as age to facts about our visitors' computers, will be securely stored on separate servers.

In addition, the National HBPA sometimes uses “cookies” (text files placed by a web site's server on a visitor's computer hard disk) to recall Personally Identifiable Information, for example, when a visitor enters a contest, participates in a promotion, etc. Visitors can set their web browser to not accept cookies; however, by doing so, they may be preventing themselves from taking advantage of the convenience this technology offers.

Information Use

The National HBPA uses Personally Identifiable Information in several ways. For example:

- To process information requests and promotion entries.
- To provide advertisers with aggregate information about our visitors and their usage patterns. Under no circumstances does the National HBPA divulge individual information to third parties or advertisers.
- To provide National HBPA staff with the information necessary to guide the future development of the site.

Moreover, as the National HBPA continues to develop its presentation of Thoroughbred racing online, we might, from time to time, conduct consumer market research on our site. Opportunities and incentives may be offered to participants who are willing to help us determine the best way for our online product to grow. Responses to our market research surveys will be held in confidence and used for statistical analysis and product development purposes only - no Personally Identifiable Information will be shared with any outside organization. In some instances, visitors may be offered an incentive for participation in the form of a free gift or a chance to win a trip. In these cases the visitor's name and address will be used for the purpose of fulfilling his/her gift or prize only.

The National HBPA may also send e-mail notification of new site features and other relevant HBPA news to individuals on our electronic mailing lists, but will only do so in instances where the visitor has elected to receive such information. Visitors may opt out of such e-mail lists at any time. The National HBPA reserves the right to contact any individual National HBPA member or email list subscriber at any time.

Visitors can change their Personally Identifiable Information or opt out of any our communications by contacting hj@hbpa.org.

Information Sharing

The National HBPA does not share any Personally Identifiable Information with third parties. We also do not sell our membership or promotional lists.

Information Security

The National HBPA takes reasonable measures necessary to protect the security of our visitors' Personally Identifiable Information.

Children's Online Privacy Protection Act

The National HBPA does not intentionally market its site to children nor do we knowingly collect information from children under 13 years of age. Nevertheless, we strive to comply with the Children's Online Privacy Protection Act (COPPA) in the event any such information is inadvertently collected

Visitor Consent

By using our site, each visitor acknowledges that he/she has read and understands this Privacy Policy and has agreed to its terms. Visitors further agree that they use the site at their own risk, and that neither the National HBPA nor any of its affiliates or agents involved in creating, maintaining or distributing the site is liable for any direct, indirect, consequential, incidental or punitive damages as a result of any direct or

indirect use of the National HBPA site, including, without limiting, browsing its web pages, downloading materials, entering contests, etc.

Privacy Policy Changes

The National HBPA reserves the right to amend, modify or update its Privacy Policy at any time for any reason and without notice. We encourage visitors to review this policy periodically to keep informed of any changes.

Contact

If you have any questions about this Privacy Policy, please contact

National HBPA

Re: Privacy Policy

870 Corporate Drive

Suite 300

Lexington, KY 40503

859-259-0451

Or by e-mail at hj@hbpa.org.

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