

# Privacy Policy for Santa Cruz County Horsemen's Association (SCCHA):

## PERSONAL INFORMATION SCCHA COLLECTS

“Personal Information” is information that identifies you as an individual or relates to you as an identifiable individual.

Personal Information includes:

- Name
- Postal address (including billing and shipping address)
- Telephone or fax number
- Email address
- Credit and debit card number
- Date of Birth (minors)
- Passwords and reminder questions/ answers
- Participation history (events either as volunteer or participant)
- Emergency contact
- Photos

SCCHA collects Personal Information when you participate in various opportunities that we provide, for example:

- When you become a member;
- When you sign up to participate in or volunteer for an event at the Showgrounds
- When guests stay in the campground or park in day-use areas

## HOW WE USE PERSONAL INFORMATION

We use Personal Information for our purposes of processing your membership application, to enter you into events either as a participant or volunteer, tally campground and day-use fees, and to communicate with you regarding Club activities. This Personal Information is stored in our Wild Apricot web-based membership system, and on paper forms submitted during event registration, guest camping and day-use.

## HOW WE PROTECT YOUR INFORMATION

Members can access a Membership Directory via the club's website. Access to the Directory is limited to current members using a personal password they have created. The membership directory includes name, city, membership level, and parking pass#. Home address & phone number are NOT displayed in the Membership Directory.

You can choose to decline having your name and those of family members listed in the Membership Directory. To do so please send your request with daytime phone number to [santacruzhorsemens@yahoo.com](mailto:santacruzhorsemens@yahoo.com).

There are a limited number of people who have full access to all private information stored on the website for purposes of club administration, such as elected officers, board members, and website administrator. Access is password protected and is updated as needed following annual club elections and administrative tasks assigned by the Board of Directors.

#### ACCESSING AND MODIFYING OR DELETING YOUR DATA

You may access your personal data by logging in to [sccha.wildapricot.org](http://sccha.wildapricot.org). You may make changes to your profile at any time. If at any time you would like to unsubscribe from receiving future emails, follow the instructions at the bottom of each email and we will promptly remove you from **ALL** email correspondence.

#### THIRD-PARTY DISCLOSURE

We do not sell, trade, or otherwise transfer to outside parties your Personal Information, with the following exceptions:

- a) Member name, city, state, and membership level are provided on an annual basis to the California State Horsemen's Association (CSHA), enabling all SCCHA members to benefit from affiliate membership in CSHA.
- b) Some personal information, such as name and emergency contact, is provided to entities which sanction or co-sponsor club events. Examples include the American Endurance Ride Conference (AERC), California State Horsemen's Association (CSHA), and Quick Silver Endurance Riders (QSER). This applies only those who participate in sanctioned or co-sponsored events.
- c) SCCHA allows third parties to rent the Showgrounds for equestrian events. SCCHA may verify membership status with these third parties in order to confirm fees that are payable for camping or day-use related to events.
- d) The club's newsletter is accessible to members and the public via the club website. Names and photos of people participating in events are often included in the newsletter.
- e) Names and photos of people participating in club events are occasionally displayed on the club's Facebook page.
- f) Personal information may be provided to public safety officials upon request.

**If there are any questions regarding this privacy policy, please contact us at [santacruzhorsemens@yahoo.com](mailto:santacruzhorsemens@yahoo.com)**