

NSBA Privacy Policy

NSBA is committed to protecting your personal information and being transparent about how we collect, use, and safeguard data.

Information We Collect

We may collect personal information when you register, make purchases, create an online account, participate in NSBA programs, or conduct business with us. This may include your name, contact information, payment details, device/browser data, and information related to horse ownership, registration, and competition records.

How We Use Your Information

We use your information to:

- Process registrations, memberships, and transactions
- Maintain accurate ownership and registry records
- Provide customer service and required business communications
- Improve our website and services
- Send optional marketing communications
- Provide aggregate (non-identifiable) data to partners

You may opt out of promotional emails at any time, but service-related notices cannot be disabled.

Cookies & Tracking

We use cookies to remember preferences, process orders, analyze site traffic, and support advertising features such as Google Analytics. You may disable cookies through your browser, though some features may not function.

Third-Party Disclosure

We do not sell or trade your personal information. We may share data with trusted service providers who assist in operations and agree to confidentiality requirements, or when required by law. Non-personal data may be shared for analytics or marketing.

Your Rights & Choices

You may update your personal information by contacting NSBA. You may opt out of marketing emails at any time. GDPR users may request deletion of personal data, except where records must be retained for registry integrity or legal requirements.

Security

We use industry-standard security measures, including SSL encryption, secure servers, and restricted access. However, no online transmission is guaranteed 100% secure. Your account password must be kept confidential.

Links & Third-Party Sites

Our website may contain links to external sites with independent privacy policies. NSBA is not responsible for their content or practices.

Data Breach Notification

If a data breach occurs, we will notify users via email and on-site notice within 7 business days.

Questions

For privacy-related questions, contact NSBA at office@nsba.com.