



Privacy Policy for ChipID 2.0

This App collects five categories of data:

- 1) Username, password and farm or business name. Access to this App is controlled via means of username and password, as registered with the US Trotting Association. These are securely transmitted to servers controlled by the US Trotting Association to authenticate the user. The farm or business name is used to set-up an account on our servers, to set-up and maintain sharing of data on horses between different people on the same farm or premises. The log-in data is stored to allow you to regain access from a different phone, should your own phone be lost or damaged. These data are stored securely and are not shared with any third parties.
- 2) Data on the identification of horses as entered by the users, if the horse is not in the US Trotting Association (USTA) database. This includes microchip number, name, breeding, sex and colour. This information is collected to allow correct identification of horses between users. This data is available to authorised individuals on the farm either via scanning the horse's microchip or through the 'Find Horse' part of the App. The identification information is also available to anyone with direct access to the horse, that performs a scan on its microchip using this App, whether or not they are authorised by the farm. If someone scans a horse using this App and is not an authorised user from the farm, the person holding the subscription for the farm will get an alert (unless the horse has been marked as having left the property).
- 3) The App records the GPS location of each horse when it is scanned together with the user, time and date. The App records the GPS location of each horse when it is scanned. This allows all users on the farm to know the last location of any horse and can help the farm to comply with the legal requirement to keep movement records. Accurate GPS location data is encrypted on the database.
GPS and temperature data are also transmitted to a secure server only accessible by the US Trotting Association for the purposes of traceability and protecting US horses from disease.
The temperature of the horse and its very approximate location is transmitted anonymously to a separate, secure database, which is used to collect data on the influence of local weather conditions on temperature readings. The researchers with access to this database do not have access to the name of the horse, user or farm and only see the location of the horse to an accuracy of 4760 square miles (12300 square kilometers).
- 4) User entered notes on individual horses together with the username of the note author, date and time. This data is collected to share between authorised individuals on the farm. It is encrypted prior to transmission and storage on the server. This data is not shared with the USTA or any third party.
- 5) The serial number of the microchip scanner you used. This information is sent to a different database (hosted on a completely separate server) and cannot be linked to any of the data in categories 1 through 4. This data is used, for the purposes of market research, to calculate how many unique microchip scanners are used with this App. No information regarding any individual person, farm or horse is included with this data.

Bluetooth:

This App uses Bluetooth to transmit data from the microchip scanner to the App. This data consists of the 15 digit microchip number read from the horse's microchip, the serial number of the microchip scanner and, if encoded by the implanted microchip, the temperature of the horse.

The only data sent out via Bluetooth is to establish a connection with the microchip scanner. No user or farm specific data of any nature is sent out from the App via Bluetooth.

Deletion of your data:

We will honour requests in writing for the deletion of all data about your farm held on our servers.