

## El Mesteno Cattle Privacy Policy

Effective date: May 29, 2018

El Mesteno Cattle ("us", "we", or "our") operates the website and the El Mesteno Cattle mobile applications (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

This privacy policy applies to the El Mesteno Cattle services available for iPhone and Android devices. It should read in combination with the Terms of Use.

### **Information Collection And Use**

We collect several different types of information for various purposes to provide and improve our Service to you.

### **Types of Data Collected**

#### **Personal Data**

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Bank Account Information
- Usage Data
- Account Password
- Photographs and videos of cattle (if selling)

If you choose to disclose any personal information to third parties when using the El Mesteno Cattle, you do so at your own risk. El Mesteno Cattle is not responsible for the privacy or security of any information, personal, or otherwise that you may choose to communicate or exchange using the functionality of the services. Each item of information or any materials you contribute is categorized as "Public Content". Public Content must be content and information that you have a right to disclose and transfer and must not violate any other person's privacy or intellectual property rights.

## **Location Data**

El Mesteno Cattle can provide you with helpful information based on where you are (i.e. By allowing El Mesteno Cattle to use your location on your mobile), El Mesteno Cattle may use that information to provide you with location-based information and features. If you wish to deactivate this feature, you can disable location services on your mobile device. Location data is not necessary for usage of the service.

## **How do we collect personal information?**

We collect personal identification information in a variety of ways, including, but not limited to when you:

- Registration within the El Mesteno Cattle apps
- As a seller, list cattle available for sale
- Provide payment information for our services
- Users have the choice to provide us with personal information, however, it may not be possible to make full or proper use of El Mesteno Cattle if your personal information is not provided to us.

## **Usage Data**

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

When you access the Service by or through a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, your mobile operating system, unique device identifiers and other diagnostic data.

## Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

## Use of Data

El Mesteno Cattle uses the collected data for various purposes:

- To provide and maintain the Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent and address technical issues

The app uses Youtube, a third party video hosting provider, to serve videos in cattle listings. However we do not sell, trade, or rent personal identification information to third parties. We may use third party service providers in association with the services. We may share your information with third parties for these limited purposes provided that you have given us your permission by agreeing to this privacy policy.

## **Retention of Data**

Your personal information will only be retained for as long as it is needed to operate your account and to meet the requirement of business record retention requirements.

## **Transfer Of Data**

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

El Mesteno Cattle will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## **Disclosure Of Data**

### **Legal Requirements**

El Mesteno Cattle may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of El Mesteno Cattle
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

### **Security Of Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

### **Service Providers**

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **Links To Other Sites**

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

### **Children's Privacy**

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

### **Data subject rights**

This Privacy Notice is intended to provide you with information about what personal data the El Mesteno Cattle collects about you and how it is used. If you have any questions, please contact us at [dpo@mestenocattle.com](mailto:dpo@mestenocattle.com)

If you wish to confirm that the El Mesteno Cattle is processing your personal data, or to have access to the personal data the El Mesteno Cattle may have about you, please contact us at [dpo@mestencattle.com](mailto:dpo@mestencattle.com)

You may also request information about: the purpose of the processing; the categories of personal data concerned; who else outside the El Mesteno Cattle might have received the data from the El Mesteno Cattle; what the source of the information was (if you didn't provide it directly to the El Mesteno Cattle); and how long it will be stored. You have a right to correct (rectify) the record of your personal data maintained by the El Mesteno Cattle if it is inaccurate. You may request that the El Mesteno Cattle erase that data or cease processing it, subject to certain exceptions. You may also request that the El Mesteno Cattle cease using your data for direct marketing purposes. In many countries, you have a right to lodge a complaint with the appropriate data protection authority if you have concerns about how the El Mesteno Cattle processes your personal data. When technically feasible, the El Mesteno Cattle will—at your request—provide your personal data to you or transmit it directly to another controller.

Reasonable access to your personal data will be provided at no cost to El Mesteno Cattle members, conference attendees and others upon request made to the El Mesteno Cattle at [dpo@mestencattle.com](mailto:dpo@mestencattle.com). If access cannot be provided within a reasonable time frame, the El Mesteno Cattle will provide you with a date when the information will be provided. If for some reason access is denied, the El Mesteno Cattle will provide an explanation as to why access has been denied.

### **Changes To This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

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

By email: [support@mestencattle.com](mailto:support@mestencattle.com)

**Questions, concerns or complaints**

Please contact the El Mesteno Cattle's data protection officer:

Victor Rosas

[dpo@mestenocattle.com](mailto:dpo@mestenocattle.com)

This privacy policy was last modified on 5/29/2018 and is the most up to date version of our privacy policy.