

## **Our Policy for Protecting Your Online Privacy**

### **Analytics**

This website uses Google Analytics to help analyze how users use the site. The tool uses "cookies," which are text files placed on your computer, to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for the Irish Draught Horse Breeders Association.

We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to our site. Google will not associate your IP address with any other data held by Google. Neither we nor Google link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

### **Advertising**

This site uses keyword-based advertising operated by Infolinks. You have the option to opt out of seeing these ads. Each Infolinks ad has a small question mark on either the bubble or the banner. To turn off Infolinks your readers can click on the question mark. The click will direct the visitor to the "Learn more about Infolinks" page; inside this page your visitors can choose to opt out and disable Infolinks ads from their browser.