

## Introduction

Welcome to horse.cars. This privacy notice explains what we do with your personal data when you are visiting <https://www.horse.cars/> and social media pages, when we contact you about marketing, and when you interact with us offline at one of our events. It describes how we collect, use and process your personal data, and how, in doing so, we comply with our legal obligations to you. Your privacy is important to us, and we are committed to protecting and safeguarding your rights.

## Who are the data controllers of your personal data?

Your personal data is processed by Horse Powertrain Solutions SL (“we”, “us”), as data controller. Horse Powertrain Solutions SL is located in Av. De Europa 1, Edif A, 28108 Alcobendas, Madrid, Spain.

We work with other, more independent, organisations in connection with some of the processing activities described in this notice, such as social media platforms and our group companies. Where that information is collected and sent to social media platforms for processing that is in both our and their interests, we will be making decisions together in relation to that particular processing and will be ‘joint controllers’ with the organisations involved. As joint controllers, we and the other organisations involved in making these decisions will be jointly responsible to you under data protection laws for this processing. In other circumstances, the organisation receiving your information will be separately responsible to you and use your personal data in the ways described in its privacy statement (and not ours).

We may amend this privacy notice from time to time. Please visit this page regularly as we will post any changes here. Where appropriate, we may also notify you of the changes by email. Please see further the section **Changes** below.

If you are dissatisfied with any aspect of this Privacy Notice, you may have legal rights which we have described below where relevant.

## What personal data do we collect about you?

When you use our website or interact with us online and offline, we collect and use following information about you:

- name, contact details, region, contact source, social media handle, preferences, and bank details;
- your company details and your position;
- any correspondence we have with you over email and/or online;
- details of transactions you carry out;
- details of your marketing preferences;
- any information you post on our social media pages or posts in which you include a hashtag or mention relating to us and information regarding your activities on our social media pages generally (for example, the time and date of your posts);
- additional details that you provide at one of our events, including images, and information provided in surveys;
- interest-based groups, including those we create or use from social media or other sources, to understand our audience and which we use to send the more relevant and targeted communications;
- extra information that you choose to tell us;

- We also automatically collect information about how visitors use our website by setting cookies in order to make the website work. The data we collect automatically includes information, such as your IP address, browser type, operating system, broad geographic location and other technical information. To learn more about how we use cookies, please see the **Cookies** section below.

### How we use your personal data?

We collect personal data from you when you fill out a form on our site.

We use your personal data for the following reasons:

Purposes	Legal basis
Manage your complaints or claims	It is necessary for our legitimate interest (preventing litigation)
Contact you for customer satisfaction survey or market research survey about our existing products and services	It is necessary for our legitimate interest (improve our products and services)
Send you, with your consent when required to do so under applicable data protection laws, personalised marketing messages, including news about products, special offers, invitations to events or games and contests	You have given your consent or it is necessary for our legitimate interest (provide you with relevant content)
To tailor and personalise our marketing communications based on your attributes	It is necessary for our legitimate interest (provide you with relevant marketing)
Ensure the quality and continuous improvement of our products and services, notably by using business analytics technologies on your data	It is necessary for our legitimate interest (improve our products and services)
For internal reporting purposes	It is necessary for our legitimate interest (measure the performance of our activity and improve our products and services)
For the purposes of corporate restructure or reorganisation or sale of our business or assets	It is necessary for our legitimate interest (business needs)

<p>To correspond or communicate with you in relation to administrative, legal and business matters</p>	<p>It is necessary for our legitimate interest (provide you with necessary updates)</p>
<p>We will use your personal data to comply with our legal obligations, including where the law requires us:</p> <ul style="list-style-type: none"> <li>• to respond or assist the public authorities or the police and other criminal investigation bodies;</li> <li>• to verify the accuracy of data we hold about you;</li> <li>• to comply with a request from you in connection with the exercise of your rights (for example where you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to be able to comply with your request).</li> </ul>	<p>Necessary for compliance with a legal obligation</p>
<p>To correspond with you when you have enquired about or purchased our products</p>	<p>Necessary to perform a contract that you have with us or perform steps you request to enter into a contract</p>
<p>To use your personal data (including names and/or images) to promote products and events (for example, when we are building a product together)</p>	<p>You have given your consent or it is necessary for our legitimate interest (yours and our business needs)</p>
<p>To understand your interests and generate potential leads on social media (see also the <b>Social Media Platforms</b> section below for further details).</p>	<p>It is necessary for our legitimate interest (provide you with relevant marketing)</p>
<p>When you first visit our website, we set strictly necessary session cookies (i.e. cookies which are set for the duration of your visit).</p>	<p>It is necessary for our legitimate interest (ensuring the website operates correctly)</p>

## Marketing

When we send you marketing information, our objective is to send you advertisements and offers that are the most relevant to you, fitting your needs or interests. Indeed, thanks to your personal data (which is either provided to us by you directly or is obtained from one of our partners) or that we collect automatically when you visit our websites or use our mobile applications or attend any of our events in person), we create a profile of you which allows us to assess and predict as well as possible your personal preferences and/or interests for our products and services. Better knowing you helps us improving your satisfaction.

We undertake to collect only the personal data that are necessary for each purpose for which we process your data.

From time to time, we may ask you to refresh your marketing preferences by asking you to confirm that you consent to continue receiving marketing information from us.

You have the right to opt-out of our use of your personal data to provide marketing to you in any of the ways mentioned above at any time. Please see Your rights below for further details on how you can do this.

### **How long do we retain your personal data?**

We undertake to keep your personal data for no longer than is necessary for the purposes for which we process them, in accordance with applicable data protection laws.

In order to calculate the retention period of your personal data, we use notably the following criteria:

- The duration of your contract, if you have entered into such contract with Horse Powertrain Solutions SL,
- The time required to proceed your request or your claim,
- The duration for which your user account is opened, unless you have been inactive for 3 years,
- Your reactivity to our marketing information,
- The need to keep a record of your interactions with us in order to manage our commercial relationship,
- Our legal or regulatory obligations.

We may have to keep some of your personal data for a longer duration, in an archive file, in order for us to be able to defend in a legal action, until the end of the statute of limitation provided by applicable laws.

### **Sharing your information with third parties**

We share your information with our group companies where this is necessary, and in accordance with laws on data transfers

In addition, we share your information with third parties, to the extent necessary to carry out the tasks we require from them (for example, for hosting our website or mobile app, for providing services relating to operation or maintaining our website, for providing services relating to sending marketing information, communications agencies assisting in sales and generating leads, for conducting a survey, etc.). See also the **Social Media Platforms** section below for further details.

### **International transfers**

We want to make sure that your personal data is stored and transferred in a way which is secure. As far as possible, we store your information on servers located within the European Economic Area (EEA) and United Kingdom (UK). However, some of our operations and service

providers are located outside of the EEA or UK and your personal data is therefore processed in those countries.

Some of those countries may have a different regulation on data protection than the European Union. In such cases, we pay special attention to make such transfers compliant with data protection legislation and put in place equivalent safeguards with respect to the protection of your privacy and fundamental rights and freedoms (notably by adopted by the European Commission, the UK Information Commissioner's Office or other competent body for the transfer of personal data to jurisdictions without adequate data protection laws). Upon written request sent to the address mentioned in the below section "Your rights", we pay provide you with further details on those data transfers (especially the Standard Contractual Clauses of the European commission).

We may share your personal data with third parties as necessary to comply with a legal obligation or administrative or judiciary decision. Other transfer mechanisms we may rely upon, dependent upon the scenario, includes transferring your data to a country where there has been a finding of adequacy, or by transferring your data from entities within the UK and EEA to entities in other jurisdictions by way of a valid international transfer framework.

We care about protecting your information. That is why we put in place appropriate measures that are designed to prevent unauthorised access to, and misuse of, your personal data.

### **Security**

We are committed to taking all reasonable and appropriate steps to protect the personal data that we hold from misuse, loss, or unauthorised access. This is achieved through a range of appropriate technical and organisational measures.

If you suspect any misuse or loss of or unauthorised access to your personal data please let us know immediately by contacting us using the details provided at the end of this privacy notice.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will apply our normal procedures and comply with legal requirements to protect your information, we cannot guarantee the security of your information transmitted to the website and any transmission is at your own risk.

The website may from time to time contain links to and from other websites. If you follow a link to any of those websites, please note that those sites ought to have their own privacy policies and that we do not accept any responsibility or liability for those sites or for their privacy policies. Please check those privacy policies before you submit your information to those websites.

### **Automated decision making**

We do not make any automated decisions about you which have a legal or other significant effect on you.

### **Social Media Platforms**

We use social media platforms to communicate with you and to promote products and services. We process your personal data using these platforms in a variety of ways, as follows:

*Pages.* We use your personal data when you post content or otherwise interact with us on our official pages on LinkedIn and YouTube and other social media platforms. We

also use the Page Insights service for LinkedIn to view statistical information and reports regarding your interactions with the pages we administer on LinkedIn and their content. Where those interactions are recorded and form part of the information we access through these Page Insights services, we and the relevant platform are joint controllers of the processing necessary to provide that service to us.

### Our relationship with LinkedIn

As we are a joint data controller with LinkedIn for certain processing, we have:

- entered into an agreement in which we have agreed each of our data protection responsibilities for the processing of your personal data described above;
- agreed that we are responsible for providing to you the information in this privacy notice about our relationship with LinkedIn; and
- agreed that each party is responsible for responding to you when you exercise your rights under data protection law in relation to that platform's processing of your personal data as a joint data controller

LinkedIn also process, as our processor, contact information that we submit for the purposes of matching, online targeting, measurement, reporting and analytics purposes. These services include the processing LinkedIn carries out when they display our advertisements to you in your news feed at our request after matching contact details for you that we have uploaded to LinkedIn. These advertisements may include forms through which we collect contact information you give to us.

### Further information

The LinkedIn company that is a joint data controller of your personal data is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. For further information regarding these platforms and their use of your personal data. Please see LinkedIn's help pages regarding its Page Insights and its terms and conditions relating to its advertising services, including LinkedIn Insight Tag.

### **Your rights**

You have the following rights in respect of the processing of your personal data:

- To request access to your information, in other words to receive a copy of them,
- To have your information corrected, if it is inaccurate or not up to date, which will help us to comply with our obligation to have up-to-date information about you,
- To have your information erased (also known as right to be forgotten), although such right may be limited in view of our contractual or legal obligations,
- To receive a copy of your information in a structured, commonly used and machine-readable format, and transmit it to another data controller (also known as right to data portability),
- To object to processing of your information, on grounds relating to your particular situation, and to restrict processing of your information, for example your right to object to marketing information (notably when profiling is used), by using the unsubscribe link in the email we send you,

- To withdraw your consent at any time, for the purposes for which we obtained your consent.
- To exercise any of these rights, you may contact us, providing a proof of your identity (where required), by email to our external data protection officer at [nick.holland-extern@horse.tech](mailto:nick.holland-extern@horse.tech) or by post at Av. De Europa 1, Edif A, 28108 Alcobendas, Madrid, Spain.
- Finally, you have the right to lodge a complaint with the relevant regulator (for example, the Agencia Española de Protección de Datos (“AEPD”) in Spain) about the processing of your personal data.

We encourage you to contact us before making any complaint and we will seek to resolve any issue or concern you may have. Please address the email with ‘Data protection query’.

## Cookies

A cookie is a small data file that is placed on your browser or the hardware of your computer or other device to allow a website to recognise you as a user when you return to the website.

When you first visit our website, we set strictly necessary session cookies (i.e. cookies which are set for the duration of your visit).

The strictly necessary cookies along with a description of what they do is as follows:

- name: this cookie avoids displaying the loader with the logo each time a page is loaded;
- wp-wpml\_current\_language: this cookie ensures the correct language is displayed which is based on your location;
- dtCookie: this cookie is used to track a visit across multiple requests.

We use your personal information to pursue the legitimate interest of ensuring the operation of the website.

## How to control cookies

Most web browsers are set by default to accept all cookies. However, you may have the option to configure your web browser settings in such a way that the cookie information is displayed before storage, or to categorically reject them. You can find details on the various available settings for cookies and related changes for the most common web browsers by clicking on the relevant link below:

- Google Chrome: <https://support.google.com/accounts/answer/61416?hl=en>
- Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Microsoft Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Opera: <http://www.opera.com/help/tutorials/security/privacy/>
- Safari: [https://support.apple.com/kb/PH19214?locale=cs\\_CZ&viewlocale=en\\_US](https://support.apple.com/kb/PH19214?locale=cs_CZ&viewlocale=en_US)

Using tools provided by the following industry bodies for opting-out of third party cookies for targeted advertising:

- [Network Advertising Initiative](#)
- [Digital Advertising Alliance](#)
- [European Interactive Digital Advertising Alliance](#)

Alternatively, you may wish to visit <http://www.allaboutcookies.org/> which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your device, as well as more general information about cookies. Please note that, as these websites are not owned or operated by us, we are not responsible for any of the content on them.

If you would like to find out more about privacy, cookies and their use on the internet, you may find the following links useful: Information Commissioner's Office [www.ico.gov.uk](http://www.ico.gov.uk)

If you disable strictly necessary cookies (or all cookies) using your web browser settings, one or more core functions and features of this website, including those intended to ensure your visit is safe and secure, will not work properly, or at all.

### **Changes**

We may make changes to this privacy notice at any time by posting a copy of the modified notice on the website or, where appropriate, by sending you an email with that notice. Any changes will take effect 7 days after the date of our email or the date on which we post the modified terms on the website, whichever is the earlier.

This privacy notice was last updated on 25 March 2025.