hoofprints.online

Privacy Policy

Version: 10 November 2026

Who this policy is for

This policy covers Hoofprints (hoofprints.online), the diary you keep for your own horses. It explains what we hold about you, why we hold it, who else sees it and what you can ask us to do about it. It is the only policy you need to read to use Hoofprints.

If you agree to share a horse with a livery yard, the yard's administrators see that horse in YardAdmin, the separate system yards use to run their yards. What they see, and how you end it, is set out below. The records a yard then keeps about a horse in its care are the yard's own, under YardAdmin's policy rather than this one.

Who is responsible for your information

The operator of Hoofprints is the data controller for your account, your horses' records and your payments. Where your horse is linked to a livery yard, that yard is a separate controller for the records it keeps about your horse in the course of caring for it, and for what its administrators do with what you share. If you want to know what a particular yard holds, ask the yard; if you want to know what we hold, write to privacy@hoofprints.online.

What we collect, and why

Your account: your name, email address and a one-way hash of your password — never the password itself. We also ask for your country, which sets the currency your subscription is priced in and nothing else.

Your horses: the details you enter — name, breed, colour, date of birth, photographs, medications, vaccinations and your own notes.

Your diary: entries you write, the activity, times and distances, how you scored the day, and any photographs or videos you attach.

Messages: chats with friends, and posts on your yard's forum where your horse is linked to a yard.

Payments: what you paid, when, the currency and the reference our payment provider gives us. We never see or store your card number.

Feedback: if you rate Hoofprints or send us a comment from the Account page, we keep what you wrote and your rating, with your name and email address so we can reply. You choose whether to send it, and you can ask us to delete it.

Our lawful basis for holding it

We hold your account and your horses' records to provide the service you asked for — that is, to perform our contract with you. We hold payment records because we are required to keep proper financial records. Where a yard holds information about your horse, it does so to care for the horse and to run its business. Where we rely on your consent — for example emergency veterinary consent you give a yard — you can withdraw it at any time.

What is shared with a yard, and what is not

Nothing about you or your horses is shared with a yard unless you agree to it. Sharing starts only when you and the yard's administrator both agree to link a horse, and you confirm it yourself — a yard cannot help itself to your records, and we do not share them on your behalf.

Once a horse is shared, the administrators of that yard see that horse's profile in YardAdmin — its details, photographs, medications and vaccinations — so they can care for it, together with your name and email address as its owner.

Your diary entries, your scores, your notes, your friends and your private chats are NOT shared with the yard, whether or not a horse is shared with it.

You can end the sharing at any time. In the app you do this by giving the date your horse left the yard; the yard records that date, because it is also the date its charges stop. If you want the sharing stopped whatever the yard says about dates, write to privacy@hoofprints.online and we will end it — that is your right and it is not the yard's to refuse. Once the sharing ends, the yard's administrators see nothing new about your horse. Records the yard already made while caring for it stay with the yard, as its own records, which it must keep.

Who else sees your information

Our hosting provider stores our database and files on our behalf. Our payment providers, Stripe and PayPal, take your payment and tell us only that it succeeded, with a reference — your card details go to them directly and never pass through our servers. Our email provider delivers the messages we send you.

We do not sell your information, we do not share it for advertising, and Hoofprints loads no analytics or advertising tracker at all. We will disclose information if the law requires it, or to protect someone's safety.

Cookies, and what we do not record

We set one cookie, to keep you signed in. It is not used for advertising or for tracking you across other websites, and there is no analytics cookie to accept or refuse. We do not record your IP address or which browser you use. Hoofprints also keeps a copy of your own diary on your device so that it works without a signal; that copy is yours and is cleared when you sign out.

How long we keep it

Your account and its records are kept while your account is open. If you close your account we delete your diary, your horses' records, your photographs and your messages. Payment records are kept for as long as tax and company law requires, normally six years, because we are obliged to keep them. A yard's own records about a horse it cared for are kept by that yard under its own retention rules.

Keeping it safe

Your password is stored only as a one-way hash and cannot be read by us or recovered — if you forget it we can only help you set a new one. Traffic between you and Hoofprints is encrypted. A session ends after a period of inactivity, and your Hoofprints sign-in is for Hoofprints alone — it does not sign you in anywhere else. Access to our systems is limited to those who need it to run the service.

Your rights

You can ask us for a copy of what we hold about you, ask us to correct anything wrong, ask us to delete it, ask us to restrict what we do with it, object to our holding it, or ask for it in a portable form. You can download your own diary from Hoofprints at any time without asking. Write to privacy@hoofprints.online and we will reply within one month.

If you are not satisfied with how we have handled your information you can complain to the Information Commissioner's Office at ico.org.uk, though we would rather you told us first so we can put it right.

Children

Hoofprints is for adults. If you are under 16, ask a parent or guardian to hold the account. If we learn that an account belongs to a child, we will close it and delete its records.

Changes to this policy

We will update this policy when what we do changes. The version date is at the top of this document, the current version is always at hoofprints.online/privacy-policy.pdf, and you can ask for it at privacy@hoofprints.online. If a change materially affects how we use your information, we will tell you by email rather than quietly replace the document.