Medihorse

Privacy Policy

Version 2026-11-14 · In effect from November 14, 2026

https://www.medi.horse/en/legal/privacy

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1. Who we are

The controller of the personal data described here is:

- **Medihorse OÜ**, registry code 16947434
- Sepapaja tn 6, 15551 Tallinn, Estonia
- Email: info@medi.horse

We have not designated a data protection officer. For anything about your data, write to info@medi.horse.

This policy covers the website at medi.horse and the Medihorse apps for Android and iOS.

2. In short

- We use your data to run Medihorse for you: your account, your horses and reminders, and what you post.
- Ads are public on the web unless you mark them private. Everything else you post is shown only to signed-in users.
- Your horses, feeds and reminders are visible only to you. A horse's details and health timeline are also shown to the vet you choose for it, once they accept.
- We show no advertising, and we do not sell your data.
- Service providers process data for us. Section 7 names them.
- You can delete your account yourself in Settings.

3. What we process

The legal bases below are the ones the GDPR sets out. "Contract" means that we need the data to perform our contract with you. "Legitimate interest" means that we need it for a legitimate purpose of our own, where your interests and rights do not outweigh it. "Legal obligation" means that the law requires it of us, and "consent" that you allowed it and can withdraw it.

Your account and what you keep for yourself

Data	Why, and legal basis	Who sees it	Kept until
Account. Email address and password. With Google or Apple sign-in: the identifier, name and email address that Google or Apple passes on. With Apple, this may be a relay address that Apple forwards to you	To create your account and sign you in. Contract	You and our staff. Your horses' dedicated vets also see the email address. The password is stored only in hashed form	You delete your account
Profile. Name, country, language, profile picture, phone number if you add one, the date you joined	To set Medihorse up for you and to show who is behind a post. Contract	Your name, profile picture and join date appear with what you post. Your phone number is shown only to your horses' dedicated vets and, if you are a vet, to the owners of the horses in your care	You change it or delete your account
Horses, feeds and reminders. A horse's name, breed, date of birth, sex, identification numbers, photos and pedigree. Feeds and their notes. Reminders with their name, notes, time and horses	To keep your horses' records and remind you. Contract	You. A horse's vet sees what the row **Your horse's vet** describes	You delete them or your account
Health timeline. The observations you write about a horse: date, time and text. The records its vets write: the vet's name, what was examined, the findings, the date, time and place, what was given, which observations the record answers, every earlier version, and a withdrawal with its reason	To keep the horse's health history and share it with its vet. Contract	You, and the horse's dedicated vet while they are its vet	You delete the horse or your account. You can delete an observation until a vet's record answers it. A vet can't delete a record, only withdraw it, and a withdrawn record stays

Your horse's vet. The vet you ask to be a horse's dedicated vet, and your message to them	To let the vet you choose look after the horse. Contract	The vet you ask sees the horse's name, sex, breed, age and photo, your name and your message. Once they accept, they also see your email address, your profile photo, your phone number if you added one or else your professional profile's, and the horse's date of birth, identification numbers and health timeline	You delete the horse or your account. The vet's access ends when you remove them, another vet accepts, one of you blocks the other, they remove the horse from their patients, or they remove their vet service or delete their account
Favourites. The professionals and livery yards you save	To keep your shortlist. Contract	Only you	You remove them or delete your account
Blocked accounts. The accounts you block, and when	To stop showing you their posts, and to end any vet care between you. Contract	Only you	You unblock them, or one of you deletes their account

If you start an ad from one of your horses, its name, sex, date of birth, breed and pedigree are copied into the ad, including the ancestors' registration numbers. The horse's own identification numbers are not copied.

What you post

Data	Why, and legal basis	Who sees it	Kept until
Ads. What you advertise, the description, price, photos, place, how long the ad runs, a contact name, email address and phone number, and the result of the automatic review	To publish the ad and let people reach you. Contract	A public ad: everyone, also without an account, and search engines. A private ad: signed-in users. The review result: only you	You delete the ad or your account. An ad that has ended is hidden from others and stays in your account

Lost-horse reports. The horse, when it went missing, a description, photos, a point on the map, a phone number and a link	To find the horse. Contract	Signed-in users in the same country, while the report is open	You delete the report or your account. A closed report is hidden from others
Orphaned-foal and nurse-mare listings. The animal's details and health facts, the place and its point on the map, photos, a phone number, how you want to be contacted, the vet's name if you give it, your updates, and a count of views	To bring a foal and a mare together quickly. Contract	Signed-in users, while the listing is active	You delete the listing or your account. A closed listing is hidden from others
Professional profile and vet duty. Your services, experience, introduction, email address, phone number, duty phone number, address and its location, links, and your duty periods with the area you cover	To list you among the professionals and show which vet is on duty where. Contract	Signed-in users see your profile and roughly how far you are, not your address. While you are on duty, they see your name and the area you set. The owners of horses in your care also see your phone number	You change it or delete your account
Livery yards. The yard's name, description, photos, location, phone number and links, and your name and email address as its contact	To list the yard. Contract	Signed-in users	You delete the yard or your account
Vet records. The records you write as a horse's dedicated vet, with your name as their author. Once you are no longer its vet, your name is also shown among its earlier vets	To keep the horse's health history for its owner and its vets. Contract. Your name after you delete your account: legitimate interest, so that the horse's health history stays complete	The horse's owner, and its dedicated vet: you while you are its vet, then every vet after you. When you stop being its vet, you no longer see the horse or the records you wrote. A vet the owner asks to take over sees your name	The owner deletes the horse or their account. Your name stays, also after you delete your account

- **Place of an ad.** An ad shows the town and region, and its location on the map is approximate. A transport ad shows the places it leaves from and goes to as you entered them.
- **Contact details on a post** are shown partly hidden, and in full to a reader who asks for them. On a public ad anyone can ask. Everywhere else only signed-in users can.
- **Duty area.** A duty area that you leave at its default is centred on the address in your professional profile.
- **Livery yards.** Our server sends the yard's location to our map provider to work out its country.
- **In the app**, the map point of a lost-horse report starts at your device's position. If you don't move it, that point is saved and shown with the report.
- **A post we take down** under the Terms is deleted with its photos.

Photos

Photos are stripped of their location and other metadata before they are published. They are stored at public addresses that are not listed anywhere: anyone who has a photo's exact address can open it. The address contains your account's identifier and the file's name.

We delete a photo when you remove it, delete its post or delete your account. A copy can remain for a short time afterwards.

Your device

Data	Why, and legal basis	Who sees it	Kept until
Location. Your device's position, only while you use Medihorse and only if you allow it	To centre maps, sort results by distance and show the professionals and vets on duty near you. Consent	Nobody. It is sent to our server for distance searches and, in the app, to our map provider to name the place you are in. It can appear in our server logs	Not stored, apart from the lost-horse report above

Push notifications. In the app, a push token for your device. In a browser, a push subscription	To deliver the reminders you chose to get as push notifications, with the reminder's name, time and horses, and notices about your horses' vet and vet records or, if you are a vet, your patients, with the horse's name, the owner's or vet's name and a record's title. Which of the vet notices you get is your choice in Settings › Notifications, kept with your account. Consent and contract	Nobody	You sign out on that device, another account signs in on it, notifications are turned off, the push service reports the device gone, or you delete your account. A session that ends by itself does not end it

You withdraw consent in your device or browser settings. Without location, you can search by place or by country.

Emails and messages

Data	Why, and legal basis	Kept until
Account emails: confirming your address, resetting your password, security notices, and the notices the Terms provide for (a change to the Terms, a post of yours we removed, the end of the service)	Your account depends on them. Contract	You delete your account
Reminder emails	You asked for them on the reminder. Contract	You change or delete the reminder
Vet invitations. The address of the vet you invite, your name, the horse's name, sex, breed and age, your message and the invitation's link. One reminder goes to the vet after 7 days if the invitation is still open	To let you invite the vet you choose. Legitimate interest	The invitation is accepted, declined, cancelled or expires. If the vet asks not to get invitations, we keep only a scrambled form of the address, without a time limit, so that none reaches it again
Messages you send us, by the contact form or by email: your name, email address, message and, if you give it, phone number	To answer you. Legitimate interest, or contract when it is about your account	As long as needed to answer you and to follow up

Reports. When you report a post: your message and the post it names. The email we receive also gives the name and email address of the post's author	To review the post, and to remove it if it breaks the Terms. Legitimate interest, and our legal obligation to act on notices of illegal content	We keep the report until we have reviewed it, the post is deleted or you delete your account. The email stays like the other messages you send us

Technical data

Data	Why, and legal basis	Kept until
Request data. IP address, browser or app details, the address requested and the time	To deliver the service, keep it secure and stop abuse. We count requests per account or IP address, and a bot check runs in your browser on the website. Legitimate interest	Our hosting provider keeps its logs for a limited time under its retention settings. The counters expire by themselves
Error and diagnostic reports. What failed and where, the page or screen, the device and app version, your account's identifier, application log entries and a sample of performance timings. We do not attach your name or email address	To find and fix errors. Legitimate interest	Stored in the EU and deleted under our provider's retention settings
Website statistics. Page views on the website: the page's address, the site you came from, your country, region and city worked out from your IP address, and your browser and device type. No cookies are used	To see which pages are used. Legitimate interest	Our provider's reporting period

4. Do you have to give us this data?

To have an account, you need an email address and a password, a Google account or an Apple account, a name and a country. Without them we cannot create the account. Everything else is optional: if you leave it out, only the feature that needs it is unavailable.

5. Other people's data

If you post someone else's details, such as a vet's or a transporter's name, you must have their permission. Anyone named in a post can ask us to remove their details at info@medi.horse.

Invite a vet by email only if they expect your invitation. Every invitation lets them ask not to get any more.

6. Automated checks

- **Ad review.** Every new or changed ad is checked by an AI model from OpenAI for how complete and clear it is. The model receives the ad's details, description and price, and the places named in it. It does not receive your contact details, the ad's coordinates or its photos. An ad that doesn't pass is not published, and you see why.
- **Photo check.** Every photo you upload is checked by a moderation model from OpenAI. A photo it flags as inappropriate is refused.
- **Text check.** Text that other people can see, including your name, is checked by a moderation model from OpenAI when you save it. Text it flags as inappropriate is refused.
- **Drafting a description.** Only when you press **Generate**, an AI model from OpenAI drafts the ad's description from the same details. You can change or discard the draft.
- **Matching.** Suggestions for foal and mare listings, and which vets on duty cover a place, are worked out by fixed rules such as distance. No AI is involved.

These checks decide only whether an ad, a photo or a text is published. You can change it and submit it again, or write to info@medi.horse.

7. Who receives your data

These companies process personal data for us, on our instructions and under data processing terms:

Company	What for	Where	Safeguard for transfers
Supabase Pte. Ltd., Singapore	Database, sign-in, photo storage	EU (Frankfurt). Its support staff and providers outside the EU can access the data when needed	Standard contractual clauses
Vercel Inc., United States	Hosting, server logs, website statistics, bot check	United States	Data Privacy Framework

OpenAI Ireland Ltd.	Ad review, photo and text checks, drafting descriptions	United States and other countries	Standard contractual clauses
AC PM, LLC (Postmark, an ActiveCampaign company), United States	Sending our emails	United States	Data Privacy Framework
Functional Software, Inc. (Sentry), United States	Error and diagnostic reports	EU (Frankfurt)	Data Privacy Framework
Upstash, Inc., United States	Request counters	United States	Data Privacy Framework
Mapbox, Inc., United States	Maps and place search	United States	Data Privacy Framework
650 Industries, Inc. (Expo), United States	Push notifications in the app	United States	Data Privacy Framework
Google LLC, United States	Firebase Cloud Messaging, for push notifications in the Android app	United States	Data Privacy Framework
Apple Inc., United States	Apple Push Notification service, for push notifications in the iOS app	United States	Data Privacy Framework

OpenAI does not use this data to train its models, and keeps it for a limited time to monitor abuse.

These companies receive data as controllers in their own right, under their own privacy policies:

- **Google**, when you choose to sign in with Google.
- **Apple**, when you choose to sign in with Apple.
- **Your browser's push service** (Google, Mozilla, Apple or Microsoft), which delivers notifications in encrypted form and cannot read them.
- **Mapbox**, for the identifier that its map software sets when you open a map. Mapbox controls this identifier and uses it to deliver and meter its maps, under its own privacy policy. Medihorse does not read it or use it.

We share your data with nobody else, unless the law requires us to.

8. Transfers outside the European Economic Area

When data goes to a country outside the European Economic Area, the transfer is protected:

- by the EU-US Data Privacy Framework, for the companies in section 7 that are certified under it;
- by the European Commission's standard contractual clauses, for the others, and wherever the Framework does not apply.

You can ask us for a copy of these safeguards at info@medi.horse.

9. When you delete your account

You can delete your account in Settings, then Account, then Delete account, on the website or in the app. If you cannot sign in, the delete-account page explains how to ask us.

We delete:

- your sign-in account and your profile;
- your horses, their feeds, pedigrees and health timelines, including the records vets wrote on them, and your reminders;
- your ads, lost-horse reports, foal and mare listings with their updates, professional profile, duty periods and livery yards;
- your favourites, the blocks between you and other accounts, the reports you sent from Medihorse, and your push registrations;
- your photos.

What stays:

- if you are a vet, the records you wrote on horses' timelines, with your name on them, and your name among those horses' earlier vets;
- your email address on our email provider's list of bounces and spam reports, if an email to you bounced or you reported one as spam, without a time limit;
- copies in our providers' logs, error reports, email history and database backups, for as long as their retention settings allow, and the messages you sent us.

10. Your rights

Under the GDPR you have the right to:

- **access** your data: see it in Medihorse, or ask us for a copy;
- **rectification**: edit your profile, horses and posts in Medihorse, or ask us to correct anything else;
- **erasure**: delete any post, horse or reminder, or your whole account. Vet records, and observations a vet's record answers, are deleted only with the horse or its owner's

account;
- **restriction of processing**: ask us to stop using your data while a question about it is settled;
- **data portability**: Medihorse has no export function, so ask us for your data in a machine-readable format;
- **withdraw consent** at any time, in your device or browser settings. Withdrawing does not affect what was done before.

You have the right to object at any time to processing based on our legitimate interest. Write to info@medi.horse.

Write to us from your account's email address. We may ask you to confirm who you are. We answer within the time the GDPR sets.

11. Children

Medihorse is for people aged 18 or over. We do not knowingly process data of anyone younger.

12. Security

We protect your data with technical and organisational measures: connections are encrypted, passwords are stored only in hashed form, photos lose their metadata before they are published, and only the people who run Medihorse can access your data. No system is perfectly secure.

13. Cookies and storage on your device

The Cookie Policy lists what the website and the app store on your device.

14. Changes to this policy

We publish a new version on this page, with a new date at the top. Where the law requires it, we also tell you by email.

15. Complaints

You can complain to a data protection supervisory authority. Ours is the Estonian Data Protection Inspectorate:

- **Andmekaitse Inspektsioon**, Tatari 39, 10134 Tallinn, Estonia
- www.aki.ee, info@aki.ee

You can also complain to the authority of the EU country where you live or work. In Hungary, that is:

- **Nemzeti Adatvédelmi és Információszabadság Hatóság (NAIH),** Falk Miksa utca 9–11, 1055 Budapest, Hungary
- naih.hu, ugyfelszolgalat@naih.hu