

Overseas Horse Services Ltd.

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OHS and IP Addresses: (i) When Users request any Web page of the Website their browsers automatically provide their computers with their IP Addresses, to which OHS' computers will send the requested information. Each such request is logged by OHS' computers with information including the IP Address of the computer that requested the Web page, and is stored by OHS' computers as needed for the purposes described in this Privacy Policy; (ii) OHS may use Users' IP Addresses to display more appropriate and relevant content and advertising, such as content and advertising based on Users' geographic areas. Aggregate information derived from IP Addresses may be reported by OHS to its advertisers and partners. For example, OHS may report to its advertisers the estimated total number of Users accessing a particular part of the Website from a specific province; (iii) OHS may use Users' IP Addresses to facilitate the diagnoses and remedy of a technical problem reported by Users or OHS' technical team.

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