The Arena – Privacy Policy

Oct 29, 2026 · @Alle

Draft for attorney review.

Effective date: November 1, 2026

Momentum Equine Media LLC ("we," "us" or "our") operates The Arena, a platform at thearenaco.com where equestrian Creators and Brands connect. This Privacy Policy explains what personal information we collect, how we use and share it, and the choices you have. We do not sell your personal information.

This policy applies to the Platform and our website. Our courses are sold separately and may be covered by their own privacy notice.

1. Information we collect

Type	Examples	Where it comes from
Account info	Name, email, password, business name (Brands), and confirmation that you are 18 or older	You, when you sign up
Creator profile	Profile photo, social media handles, follower counts, location, contact info, bio	You, when you build your profile
Approval applications	Profile and social accounts you submit for Arena Approved review	You, and your public social profiles
Messages	Messages you send and receive on the Platform	You and other Members
Billing info	Subscription plan, billing history; card details are handled by our payment processor, Stripe, and are not stored by us	You and Stripe
Support and feedback	Emails, reports about other Members, testimonials	You
Usage and device info	IP address, browser, device type, pages viewed, clicks, approximate location	Automatically, through cookies and similar tools

2. How we use your information

- Create and run your account, and provide the Platform's features, including profiles, search and messaging.

- Review Arena Approved applications.
- Process subscriptions and send billing notices, including a reminder before a free period ends.
- Enforce our Terms and Community Rules, investigate reports, and keep the Platform safe.
- Send you service emails and, if you have not opted out, news, offers and updates about The Arena and Momentum Equine Media.
- Feature Member testimonials and wins in our marketing, as described in our Terms.
- Understand how the Platform is used and improve it.
- Show you ads for The Arena on other websites and social media (see section 4).
- Meet legal obligations.

3. Who can see or receive your information

Brand Members. If you are a Creator, your profile information, including photo, handles, follower counts, location and contact info, is visible to Brand Members so they can find and contact you. Don't add anything to your profile you don't want Brands to see.

Other Members. People you message can see what you send them and your basic profile details. Once a Member has your information, we can't control what they do with it outside the Platform.

Service providers. We share information with companies that help us run the Platform. They may use it only to provide services to us. These include:

- **Supabase**, for account logins, profiles, messages and app data.
- **Cloudflare**, for website hosting and security.
- **Resend**, for notification and account emails.
- **Stripe**, for payment processing.
- Analytics and advertising partners, as described in section 4.

Legal and safety. We may share information if required by law, or to protect the rights, safety or property of Members, us or others.

Business transfers. If we are involved in a merger, sale or reorganization, your information may be transferred as part of that deal.

We do not sell your personal information, and we do not share Creator data with Brands outside the Platform.

4. Cookies, pixels and advertising

We and our partners use cookies, pixels and similar tools to keep you logged in, remember your settings, protect the site and payments from fraud and abuse (for example, through Cloudflare and Stripe), measure how the site is used, and show you ads for The Arena after you visit our site. This may include advertising tools such as the Meta Pixel, TikTok Pixel and Google tags. These partners may collect information about your visits to our site and other sites to show you relevant ads.

You can control cookies through your browser settings, and you can limit personalized ads through Meta's, TikTok's and Google's ad settings or at optout.aboutads.info. Blocking some cookies may stop parts of the Platform from working.

5. How long we keep information

We keep your information while your account is active. When you delete your account, we remove your profile from the Platform right away and delete or anonymize your personal information within 30 days, except:

- Billing and transaction records, kept for up to 7 years for tax and accounting purposes.
- Messages you sent may stay visible to the people you sent them to.
- Information we need to keep to resolve disputes, enforce our Terms, prevent fraud or follow the law.
- Backups, which are overwritten on a regular cycle.

6. Your choices and rights

- Delete your account at any time with the delete-account button in your account settings.
- Update your profile and account details at any time in your settings.
- Unsubscribe from marketing emails using the link in any email. You will still get account and billing emails.
- Request access, correction or deletion of your information by emailing support@momentumeqmedia.com. We may need to verify your identity first.

Depending on where you live, you may have additional rights under local law. We will honor requests as required by the laws that apply to you.

7. Security

We use reasonable administrative, technical and physical safeguards to protect your information. No system is completely secure, so we can't guarantee absolute security. Keep your password private and tell us if you think your account has been compromised.

8. Age requirement

The Platform is only for people 18 and older, and everyone must confirm they are 18 or older when they sign up. We do not knowingly collect information from anyone under 18. If we learn we have, we will delete it.

9. International users

The Platform is run from the United States, and your information is stored and processed in the U.S. If you use the Platform from outside the U.S., you understand your information will be transferred to and processed in the U.S., where privacy laws may differ from those in your country.

10. Changes to this policy

We may update this Privacy Policy. If we make material changes, we will notify you by email or on the Platform before they take effect. The effective date at the top shows when it was last updated.

11. Contact us

Momentum Equine Media LLC
support@momentumeqmedia.com