

Policy and Procedures for Eminent Equine Australia PTY LTD

Online Equine Marketing



Effective Date: 25/02/2025

Last Updated: 25/02/2025

1. Introduction

Eminent Equine Australia is a multi-dynamic online platform designed to provide valuable services to the owners, breeders, and competitors within the Performance Horse Industries of Australia. These services specifically include the promotion and exhibition of their highly distinguished performance horses who have proven their value and famed reputations through valued genetics, proven progeny, or competitive performance within the Cutting, Campdrafting, Challenging, or Reining Cow-Horse disciplines.

2. Business Operations

2.1. Services Provided

Eminent Equine Australia PTY LTD offers the following marketing services:

- Premium online equine promotional profiles
- Personalized owner and member dashboards
- Breeding season administrative support and breeder assistance
- Advertising and sale facilitation of progeny
- Comprehensive event promotion with detailed notifications
- Targeted social media marketing campaigns

2.2. Business Hours

Our team operates Monday to Friday 9am to 5pm, and we aim to provide a same-day response to enquiries.

2.3. Communication Channels

Clients may contact us via:

- Email: admin@eminentequine.com.au
- Phone: 0431517610
- Social Media: Eminent Equine Australia - Facebook; Eminent_Equine_Australia - Instagram
- Website Contact Form: www.eminentequine.com.au

3. Professional Photography Guidelines

3.1. Photography Requirement

Professional photography is required for the completion of all Eminent Equine Australia PTY LTD profile submissions. All mare and stallion profiles must include high-quality, professionally captured images that meet our standards for clarity, composition, and presentation. This ensures that all listings reflect the elite nature of the horses being promoted.

3.2. Photography Fees

Photography fees incurred for professional shoots are independent of and not included in the cost of an Eminent Equine profile fee.

4. Listing and Advertising Policies

4.1. Content Guidelines

All listings and advertisements must adhere to the following standards:

- Accurate and honest descriptions of horses, products, and services.

- High-quality images and videos.
- No misleading claims or false advertising.
- Compliance with all applicable laws and regulations.

4.2. Approval Process

All submitted content will be reviewed within 14 days. Listings or advertisements that do not meet our guidelines will require revisions before publication.

4.3. Pricing and Payments

- All fees for listings and advertising services are outlined on our website.
- Payments must be made in full before listings go live.
- We accept payments through multiple secure methods, including credit/debit cards, bank transfers, and various online payment platforms to ensure a seamless transaction process.

5. Stallion Semen Contracts

5.1. Legally Binding Agreement

By submitting a Stallion Semen Contract through Eminent Equine Australia PTY LTD, you acknowledge that you are entering into a legally binding agreement. This contract outlines the terms of semen purchase, shipment, and usage, and must be adhered to by all parties involved.

5.2. Contract Terms

- The purchaser agrees to abide by the terms specified in the contract, including payment, collection, and use of the semen.
- The seller guarantees that the semen provided is of the stated quality and has been properly stored and handled.
- Both parties must comply with applicable breeding and livestock regulations.

5.3. Payment and Shipment

- Full payment must be made before semen is shipped.
- All shipping costs and responsibilities are to be clearly outlined in the contract.
- The seller is not liable for delays or issues once the shipment has left their premises.

5.4. Breach of Contract

Failure to comply with the terms of the Stallion Semen Contract may result in legal action. Eminent Equine Australia PTY LTD is not responsible for enforcing individual contracts but provides a platform for legitimate transactions.

6. Eminent Equine Trust Bank Account

6.1. Secure Payment Method

The Eminent Equine Trust Account is used as a secure payment method to ensure all funds are successfully received and secured during the process for semen purchases and the breeding process.

6.2. Fund Disbursement

All funds will be released to the accurate parties once successful pregnancies are achieved. If a pregnancy is not achieved, refunds will be processed minus a booking fee. Refunds due to negative pregnancy results will need confirmation from the stallion owner before any money is refunded.

7. Event Calendar Disclaimer

7.1. Accuracy of Event Notifications

Eminent Equine Australia PTY LTD relies on event details provided by the relevant



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associations hosting each event. If any changes to an event are made and not promptly communicated or advertised by the event association, Eminent Equine Australia PTY LTD is not legally liable for any outdated or incorrect information displayed in our event calendar. We strive to update event details as soon as we are informed of changes, but we do not guarantee instant updates in cases of postponements or cancellations.

8. Sale of Progeny

8.1. Disclaimer of Responsibility

Eminent Equine Australia PTY LTD holds no responsibility for the communication, negotiation, or transaction during any sale of progeny advertised on our platform. All transactions are solely between the buyer and seller, and Eminent Equine Australia PTY LTD does not guarantee the accuracy of listings, the health or condition of the progeny, or the fulfillment of any agreements between parties.

9. Code of Conduct

9.1. Ethical Standards

All users must engage in ethical marketing practices, including:

- Respectful communication with buyers and sellers.
- Transparency in business dealings.
- No fraudulent, abusive, or unethical behavior.

9.2. Prohibited Activities

Users are not allowed to:

- Post fraudulent or misleading information.
- Use abusive or offensive language.
- Engage in spam, scams, or unauthorised promotions.

10. Refunds and Cancellations

10.1. Refund Policy

- Refunds are only issued for services not yet rendered.
- No refunds will be given once a listing or advertisement has been published.
- In case of a technical error on our end, we will offer a correction or credit towards future services.

10.2. Cancellation Policy

- Clients may request to cancel their services prior to publication.
- Cancellation requests must be submitted in writing via email.

11. Privacy Policy

11.1. Compliance with Australian Privacy Principles

We handle personal information in accordance with the Australian Privacy Principles (APPs) as outlined in the Privacy Act 1988 (Cth). Our commitment is to ensure the privacy and security of all personal data provided to us.

11.2. External Links

Our website may contain links to other websites. Those links are provided for convenience and may not remain current or be maintained. We are not responsible for the privacy practices of those linked websites, and we suggest you review the privacy policies of those websites before using them.

12. Dispute Resolution



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12.1. Handling Complaints

Clients with concerns about their listings or advertisements may contact us via email. We will review and respond within 5 business days.

12.2. Legal Compliance

Any disputes arising from our services shall be governed by the laws of Australia. All parties agree to submit to the exclusive jurisdiction of Australian courts in the event of a dispute. Any legal action must be initiated within the relevant legal timeframe, and all claims must be resolved in accordance with Australian contract and consumer laws.