equ·un

USER GUIDE · NOVEMBER 2026 EDITION

All of Equ'un, *step by step.*

Equ'un connects stallion owners with mare owners, then supports every stud service from the request to the birth of the foal. This guide explains every screen, with real screenshots of the application.

PART A · EVERYONE

Getting started

Create your account, find your way around, set up your profile, understand the plans.

PART B · STALLION OWNERS

I offer a stallion

Create the listing, open the season, sell, sign, get paid, follow the mare.

PART C · MARE OWNERS

I'm looking for a stud service

Find the stallion, book, accept, sign, pay, follow the pregnancy.

Site version: November 2026 Screenshots: demo account

Reading time: 45 minutes in total, 3 to 5 minutes per chapter

BEFORE YOU START

How to read this guide

The guide is divided into four parts. Read **part A** once, then go straight to the part that concerns you: **part B** if you offer a stallion for breeding, **part C** if you are looking for a stud service for your mare. **Part D** and the appendices are for reference (account, data, glossary, plan limits).

Each chapter opens with a sentence that says what the screen is for, then gives the steps in order. On the screenshots, the **numbered markers** refer to the legend placed just below. The names of buttons and tabs are written **like this**, exactly as they appear in the application.

The story followed in the screenshots

All the screenshots come from a demo account with fictitious data. Julien Marchand runs the **Haras des Ormes** stud farm, in the Orne (a département in Normandy), with the stallion **Cascadeur du Val** (a Selle Français, the French sport horse breed, offered at €1,000 excl. VAT per stud service). Marie Lefort, the owner of the mare **Belle du Manoir**, books a stud service for the 2027 breeding season: the guide follows her breeding record from both sides, from the request to the payment of the deposit. In the screenshots of that journey, the same steps are shown on her second mare, **Douce de Lune**, booked with the same stallion on the same terms.

To save the guide as a PDF

The **Download the guide as PDF** button, at the top of the page and in the contents, saves the print-ready version: about a hundred numbered A4 pages, with each part starting on a new page.

Contents

Part A • Getting started

- A1 • Equ'un at a glance
- A2 • A stud service, in 9 steps
- A3 • Creating your account
- A4 • Logging in and resetting your password
- A5 • Finding your way around
- A6 • Notifications and messages
- A7 • Setting up your profile
- A8 • Plans and pricing

Part B • Stallion owner

B1 · The stud farm dashboard
B2 · My stallions and their management page
B3 · Creating the stallion's listing
B4 · Publishing the listing and polishing the public page
B5 · Creating and publishing a breeding season
B6 · Setting breeding methods, prices and services
B7 · Setting the booking conditions
B8 · Calendar, availability and capacity
B9 · Running the season: closing, suspending, archiving
B10 · Promoting the stallion: booking link and posters
B11 · Receiving requests: the sales follow-up
B12 · Responding and sending a commercial proposal
B13 · After acceptance: the breeding record and the mare documents
B14 · The breeding contract
B15 · Requesting the deposit and recording payments
B16 · Following the mare: covering, pregnancy, birth
B17 · Guarantee and carry-over
B18 · Automatic reminders
B19 · My clients
B20 · The calendar
B21 · Regulatory tracking and SIRE exports
B22 · Accounting, analytics and fertility

Part C · Mare owner

C1 · Your dashboard
C2 · Finding a stallion
C3 · Tools to help you choose
C4 · My mares
C5 · Requesting a stud service
C6 · Receiving and accepting the proposal
C7 · Providing the mare documents
C8 · Signing the breeding contract
C9 · Paying the stud farm
C10 · After the covering: pregnancy, birth, carry-over
C11 · Following your breeding record without an account
C12 · Leaving a review

Part D · Account and data

D1 · Notifications and language
D2 · Exporting or deleting your data
D3 · Finding help

Appendices

Z1 • Glossary
Z2 • Plan limits
Z3 • Frequently asked questions
Z4 • Index: I want to...

A Getting started

What you need to know first, whatever your role: the principle of Equ'un, the journey of a stud service, the account, the navigation and the plans.

A1 Equ'un at a glance

A catalogue of stallions, and the tool that follows each stud service from the request to the birth of the foal, in a single breeding record shared by both parties.

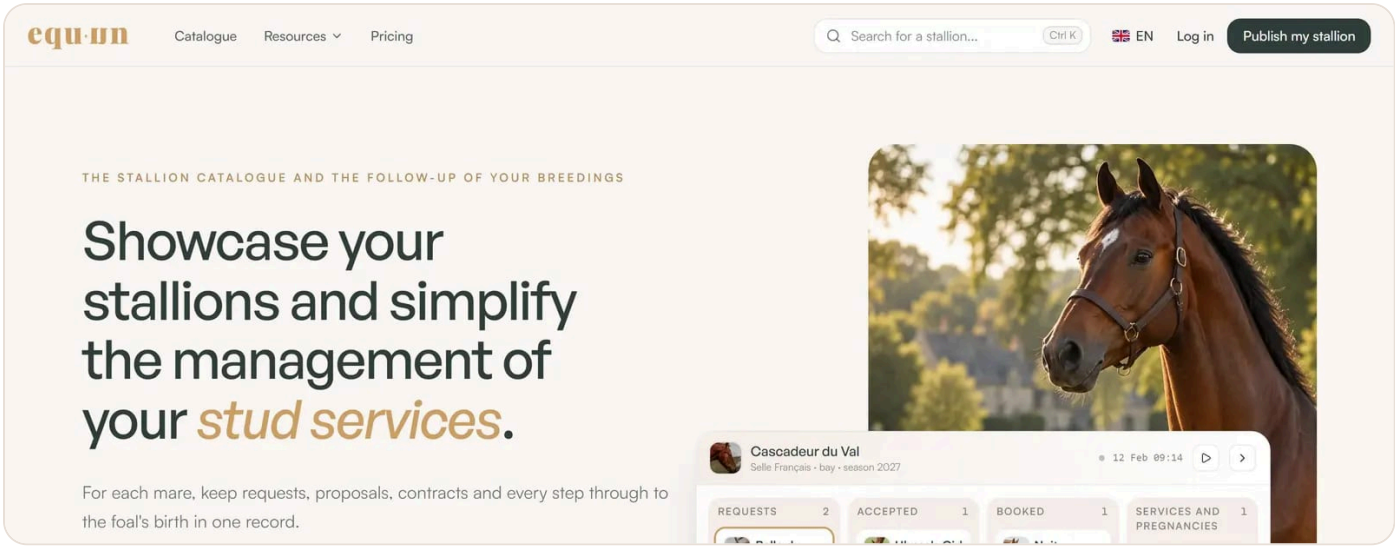
Two kinds of users meet on Equ'un:

- **the stallion owner** (also referred to as “the stud farm” or “the stud”) publishes the listing of their stallion, opens their breeding season and manages their sales of stud services;
- **the mare owner** (the breeder, the stud farm's client) looks for a stallion, books a stud service and follows their breeding record.

A **stud service** means having a mare bred by a stallion, either by natural mating (known as “hand breeding”) or by artificial insemination with fresh, chilled or frozen semen. Each stud service sold gives rise to a **breeding record**: one mare, one stallion, one season. Everything that concerns this stud service is kept there: request, commercial proposal, signed contract, payment schedule, mare documents, ultrasound scans, birth.

What Equ'un does not do

No stud service payment goes through Equ'un, and the platform takes **no commission**. The mare owner pays the stud farm directly, most often by bank transfer, and the stud farm issues its invoice with its own tool: Equ'un prepares the information, but never issues an invoice. Nor is Equ'un a party to the contract, which is concluded between the stud farm and its client.



The Equ'un home page, as a visitor who is not logged in sees it.

A2 A stud service, in 9 steps

The same breeding record moves forward step by step. Each party sees what it has to do, at the right time. Click a step to see who does what.

Step	The stud farm	The client	Status
1. Request	Receives a notification; the request lands in the “Requests” column of the sales follow-up.	Sends the request from the stallion listing or the booking link: period, mare, method, dates.	Pending
2. Proposal	Prepares the proposal (price, fees, guarantee, payment schedule) and sends it; sending it approves the request.	Receives the proposal, valid for 15 days by default, and can download it as a PDF.	Approved
3. Acceptance	Is notified; the agreement is concluded. For a private client, the 14-day withdrawal period starts.	Accepts with an obligation to pay, asks for a change or declines.	Approved, agreement concluded
4. Contract	Generates the contract from the proposal and signs it online.	Reads the contract, then countersigns it. It remains available for download.	Contract fully signed
5. Deposit	Sends the payment request (amount, deadline, IBAN, reference), then marks the bank transfer as received.	Pays by bank transfer outside Equ'un, then clicks “I have made this transfer”.	Deposit paid
6. Documents and date	Checks the mare documents (accept, or ask for them to be redone) and confirms the covering date.	Uploads the identification, health tests and vaccinations requested.	Confirmed
7. Covering	Marks the natural covering or the insemination as done, on the actual date.	Brings the mare, or receives the semen at their vet's.	Covered
8. Pregnancy	Records the ultrasound scans. Empty mare (not in foal): a new attempt, or closing the record with a possible carry-over.	Sees the results and can add their own vet's diagnoses.	Pregnant, or Empty
9. Birth and balance	Requests the “live foal” balance 48 hours after the birth, then marks it as paid.	Confirms the birth, pays the balance, then declares the foal to SIRE (the French national equine database).	Foal Born, then Foal Declared

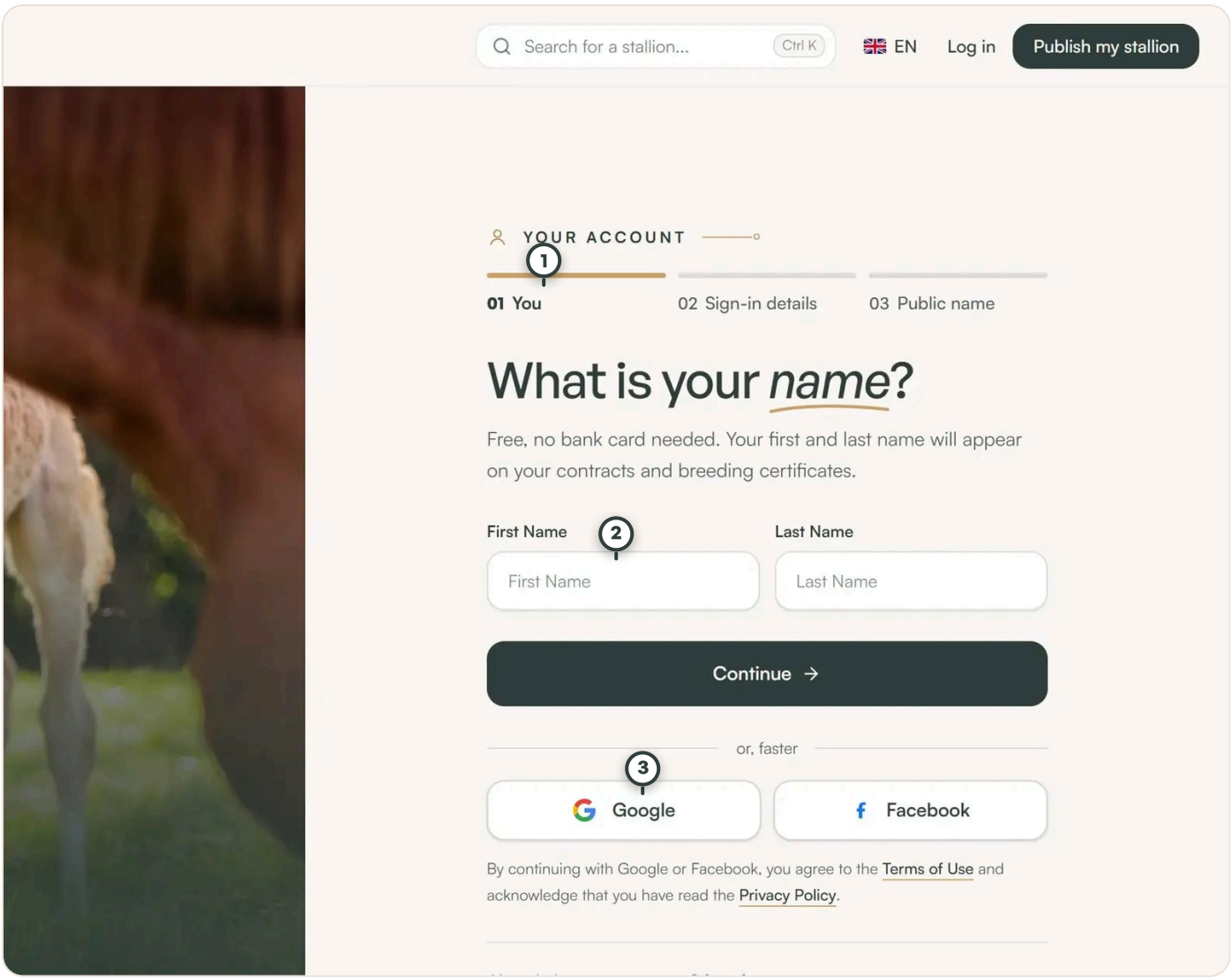
Where does a breeding record stand?

The status is shown at the top of each breeding record, for example **PENDING**, **APPROVED**, **CONFIRMED**, **PREGNANT** or **FOAL BORN**. A breeding record can also end in other ways: request declined, record cancelled, or mare left empty, that is not in foal (this is called a “negative pregnancy check”, and the guarantee may provide for a carry-over to the next season).

A3 Creating your account

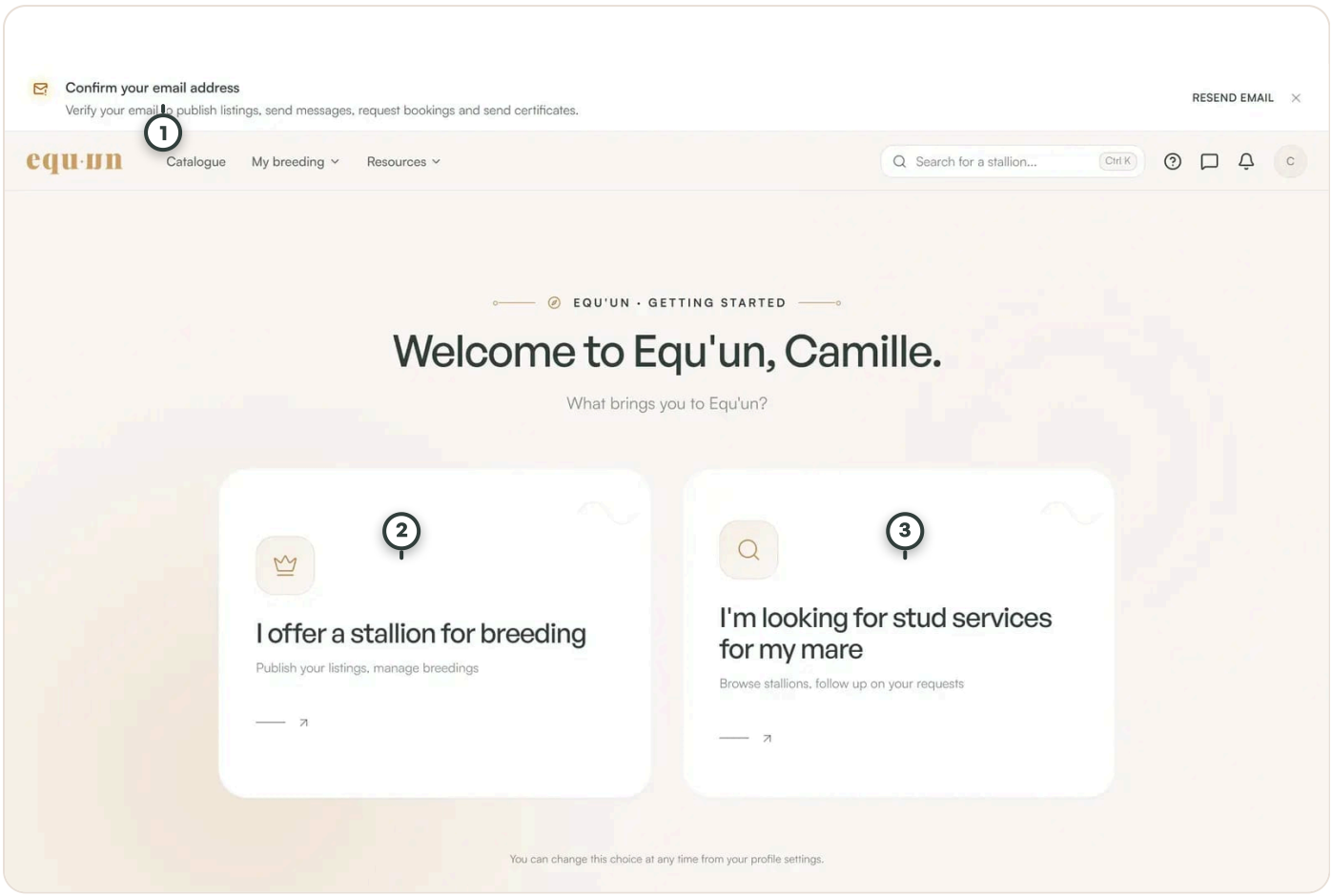
Signing up is free, needs no bank card and takes three screens.

1. Click **Publish my stallion**, or **Log in** then **Create an account**.
2. Enter your first name and last name (they will appear on your contracts), then your email address and a password of **at least 12 characters**. You can also sign up with **Google**.
3. Accept the Terms of Use, then confirm.
4. Open the email you received and click the confirmation link.
5. Choose your profile: **I offer a stallion for breeding** or **I'm looking for stud services for my mare**.



Signing up, step 1 of 3: your name.

1. The three steps of signing up
2. First and last name, shown on your contracts
3. Quick sign-up with Google



The first screen after signing up: choosing your profile.

1. Reminder to confirm your email
2. I offer a stallion
3. I am looking for a stud service

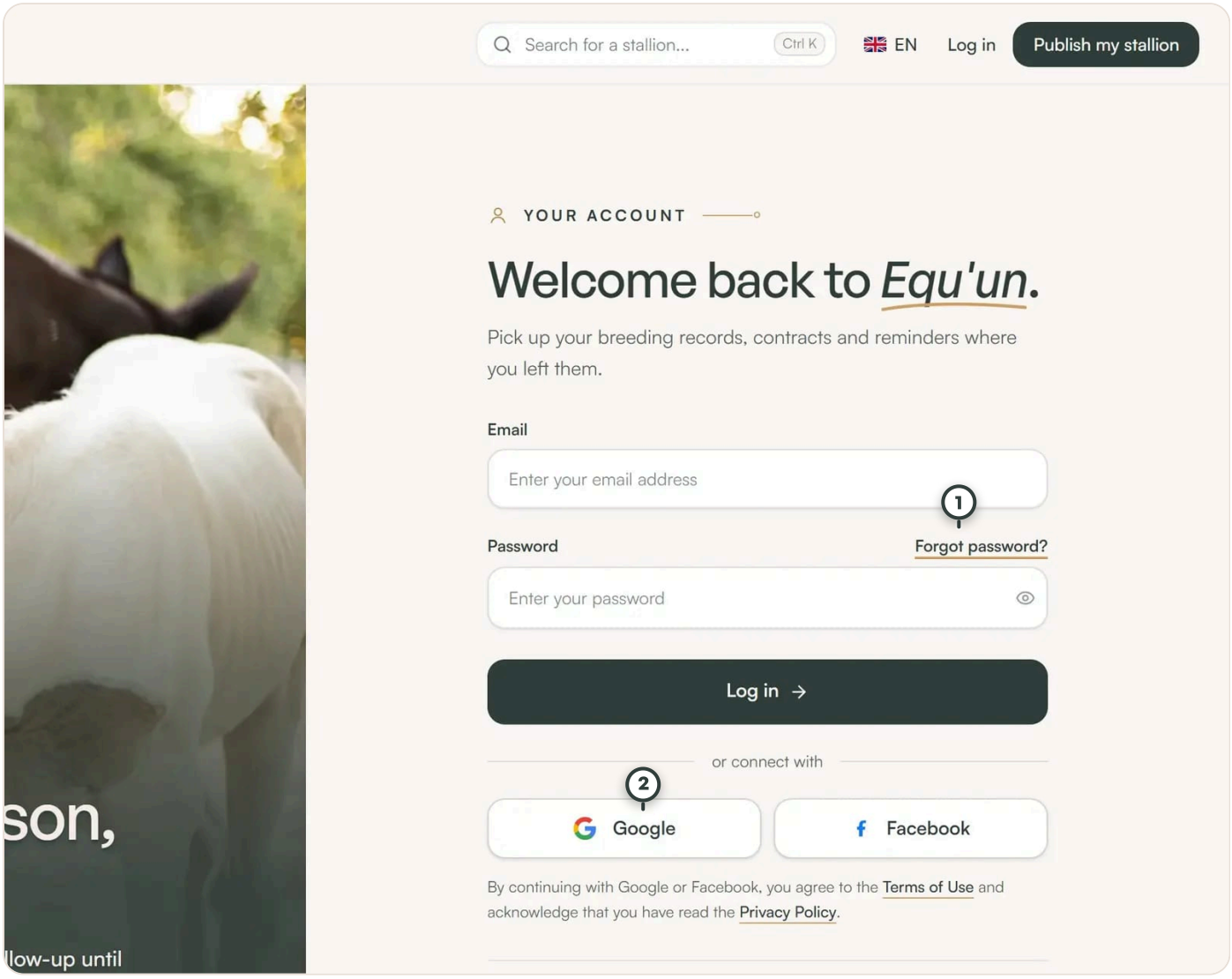
> **Why confirm your email address?**
> As long as the address is not confirmed, a banner at the top of the screen reminds you, and four actions stay blocked: **publishing a listing**, **requesting a booking**, **writing in the messaging** and **sending a certificate**. The **Resend email** button in the banner sends the link again.

The profile you choose does not lock you in: it only organises your dashboard. A mare owner can publish a stallion later, and the other way round. The stud farm management tools (Clients, Reminders, Analytics) appear as soon as the account has at least one stallion listing. You can change this choice at any time in your profile.

A4 Logging in and resetting your password

You log in with your email and password, or with Google.

1. Click **Log in** at the top right.
2. Enter your email and password, then click **Log in**.
3. Lost password: click **Forgot password?**, enter your email and follow the link you receive to choose a new one.



The login screen.

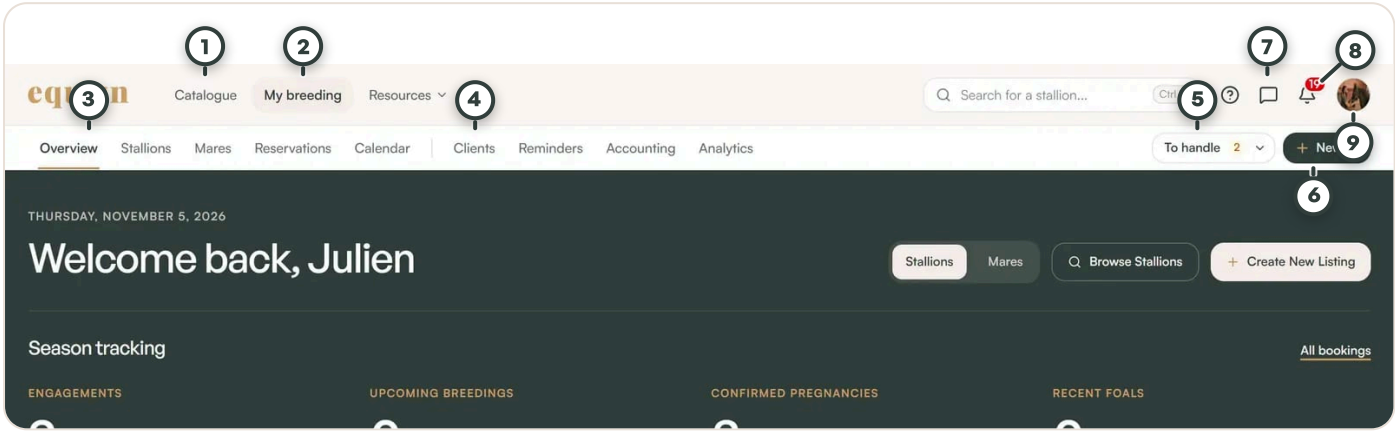
1. Forgotten password
2. Log in with Google

Good to know

The account's email address cannot be changed from the application. To change it, write to support.

A5 Finding your way around

Two bands at the top of every page: the general navigation, then the tabs of your breeding space.



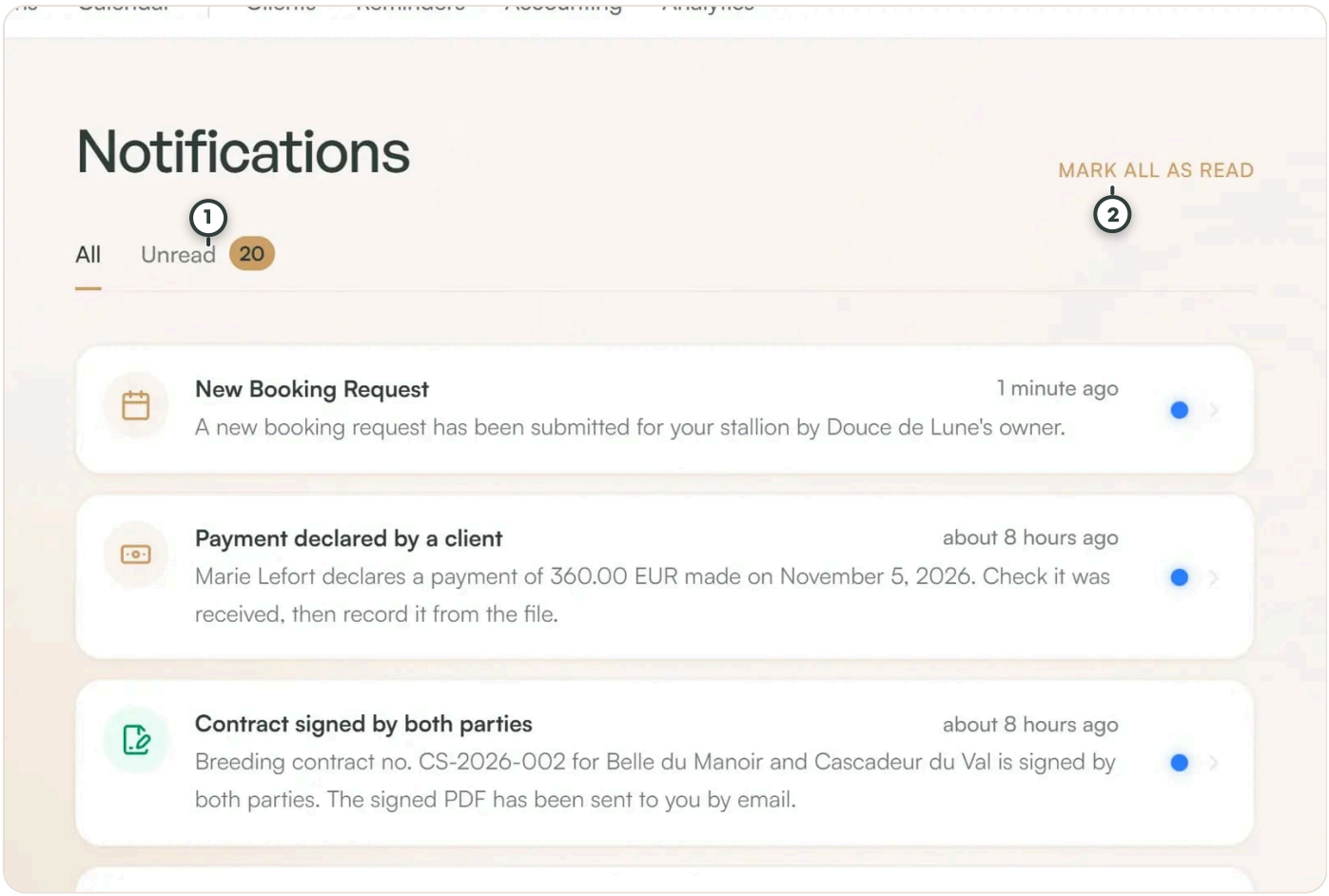
The header of the logged-in area, here for a stallion owner.

1. **Catalogue**: find a stallion
2. **My breeding**: your space, with its tabs
3. **Overview**, Stallions, Mares, Reservations, Calendar
4. Management tools: Clients, Reminders, Accounting, Analytics
5. **To handle**: the list of what is waiting for an action from you
6. **New**: create a reservation, a listing, a mare
7. Messages
8. Notifications
9. Account menu: profile, subscription, language, log out

The search bar at the top (shortcut `Ctrl K`) finds a stallion by name. The `?` button opens the help. Red badges flag unread messages and notifications.

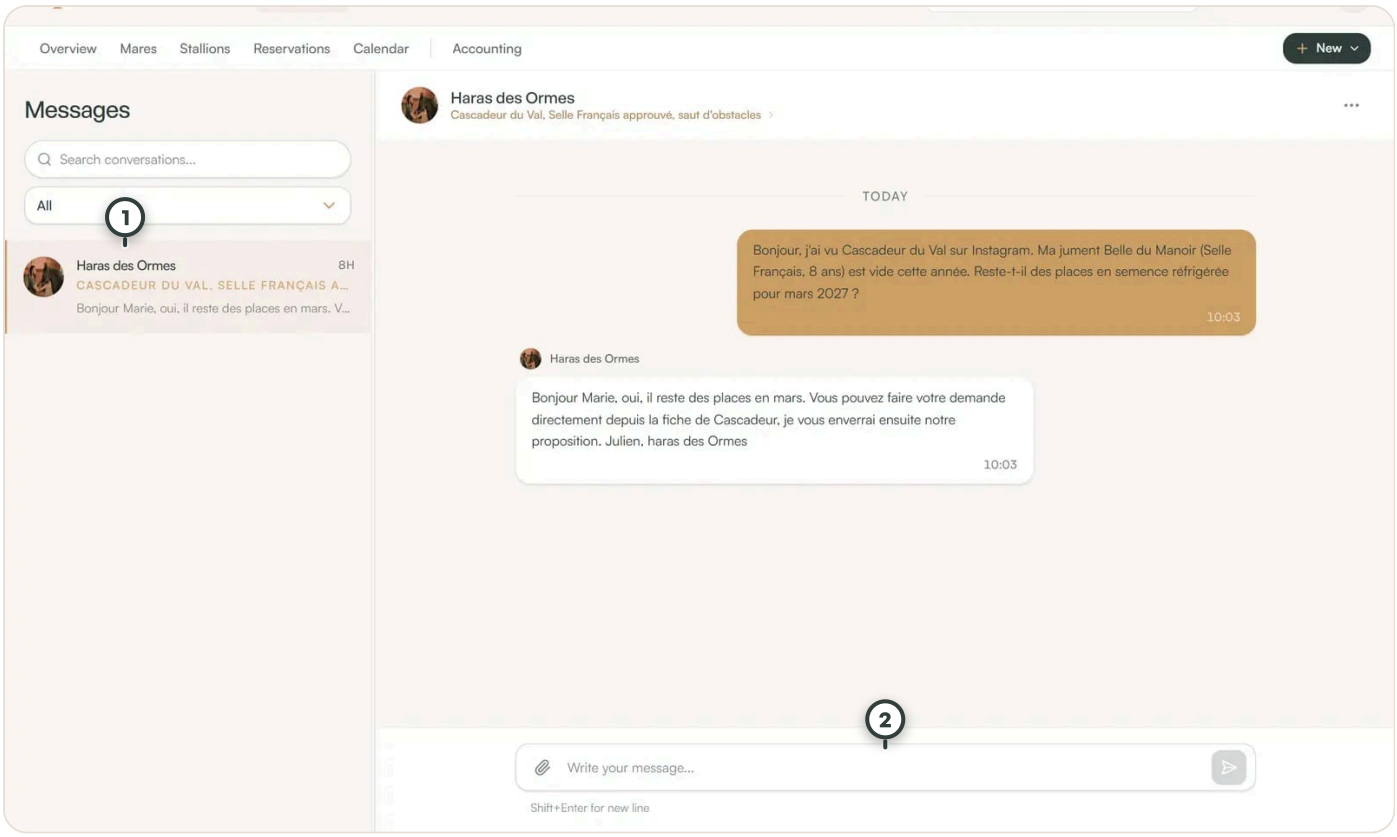
A6 Notifications and messages

Notifications tell you when something changes; the messaging lets you talk with the other party, one conversation at a time.



Every event in a breeding record creates a notification.

1. All or only unread
2. Mark all as read



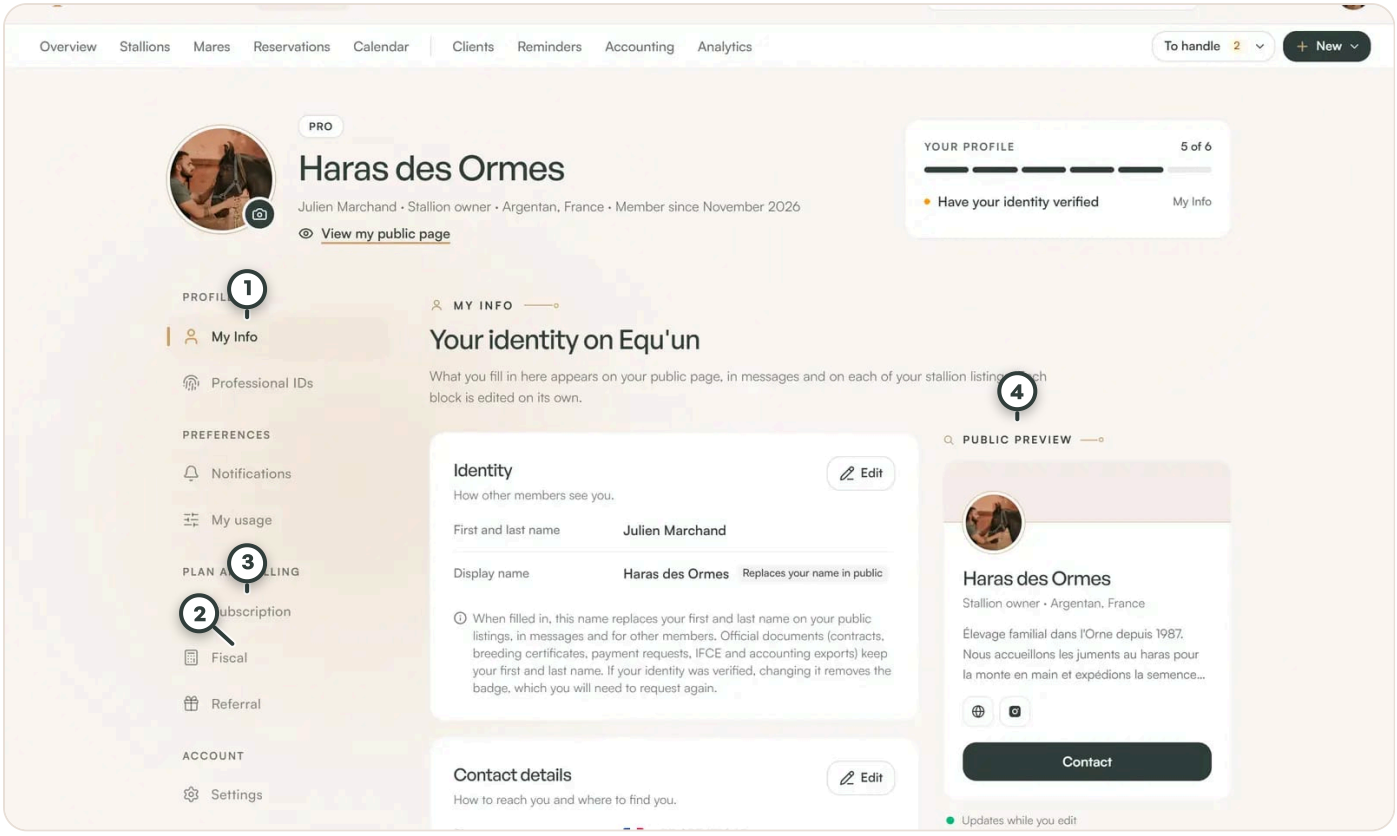
A conversation, on the mare owner's side.

① List of conversations ② Write a message (Enter to send)

- To write to the stud farm, open the stallion listing and click **Contact**. The conversation is then linked to the breeding record.
- You can attach up to 5 files per message (JPEG, PNG or WebP photos, or PDF files, 10 MB each).
- The notification settings (by email or in the application, type by type) are in your profile, **Notifications** tab.

A7 Setting up your profile

Your profile gathers your public identity, your contact details, your tax status and your preferences. A stud farm fills it in before its first sale.

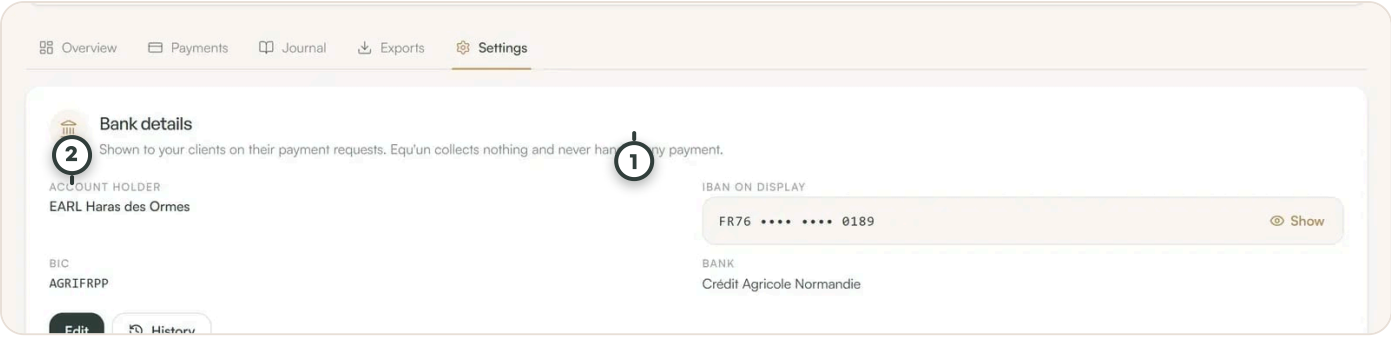


The profile of the Haras des Ormes stud farm. The tabs are listed on the left.

1. My Info: name, photo, introduction, links
2. Fiscal: SIRET, VAT status, billing address
3. Plan and billing: subscription
4. Preview of your public profile

What a stallion owner must fill in

- **Fiscal** tab: company name, legal form, SIRET number (the French company registration number, 14 digits), VAT registration and default rate. These details are printed at the top of proposals, contracts and payment requests.
- **Seller status**: “As a professional” or “As a private individual”. A professional also names their **consumer mediator**, the free body that a private client can turn to in the event of a dispute. Without this answer, the first proposal cannot be sent: Equ'un asks for it at the moment you send it.
- **Bank details**: they are not in the profile but in `Accounting` , `Settings` tab. The IBAN is required to send a payment request.



The “Bank details” card, in Accounting > Settings.

1. The IBAN, masked on screen, shown in full to the client
2. Edit (confirmed with your password)

IBAN security

Every entry of the IBAN is confirmed with the account password. A **change** only takes effect after 24 hours, and an alert email is sent with an “It was not me” link: if someone else changed your bank details, this link blocks the change.

Annex A, to accept once

To manage your clients' data (client files, notes, breeding records), Equ'un asks you to accept “annex A” of the Terms of Use once: it is the data processing agreement required by the General Data Protection Regulation (GDPR). A window opens on its own the first time you open the reservations or the clients.

A8 Plans and pricing

Every feature is included in all three plans. The paid plans only change volumes: the number of stallions online, of photos and of videos.

Free

€0

- 1 stallion online
- 5 photos and 1 video per stallion
- PDF sheets with the Equ'un branding

Pro

€19 excl. VAT per month

or €179 excl. VAT per year

- 3 stallions online
- Unlimited photos, 3 videos per stallion
- PDF sheets in your own colours

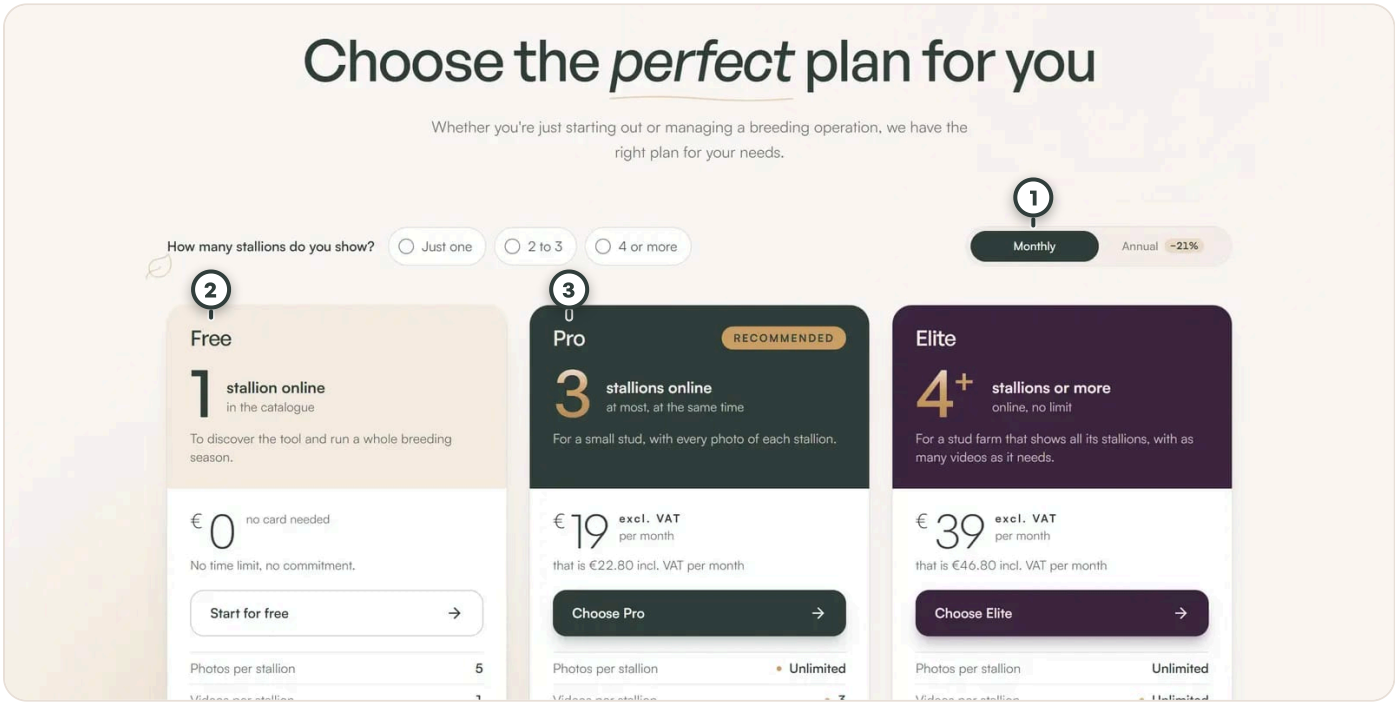
Elite

€39 excl. VAT per month

or €365 excl. VAT per year

- Unlimited stallions online
- Unlimited photos and videos
- PDF sheets in your own colours

Only **publishing** counts towards the limit: you can prepare as many drafts as you like and choose which one to publish. A mare owner never needs a subscription: mares, requests and breeding records are unlimited. The subscription is managed in your profile, **Subscription** tab (changing plan, invoices, cancellation).



The Pricing page, with the choice between monthly and annual payment.

1. Monthly or annual (a saving of about 21%)
2. Free
3. Pro

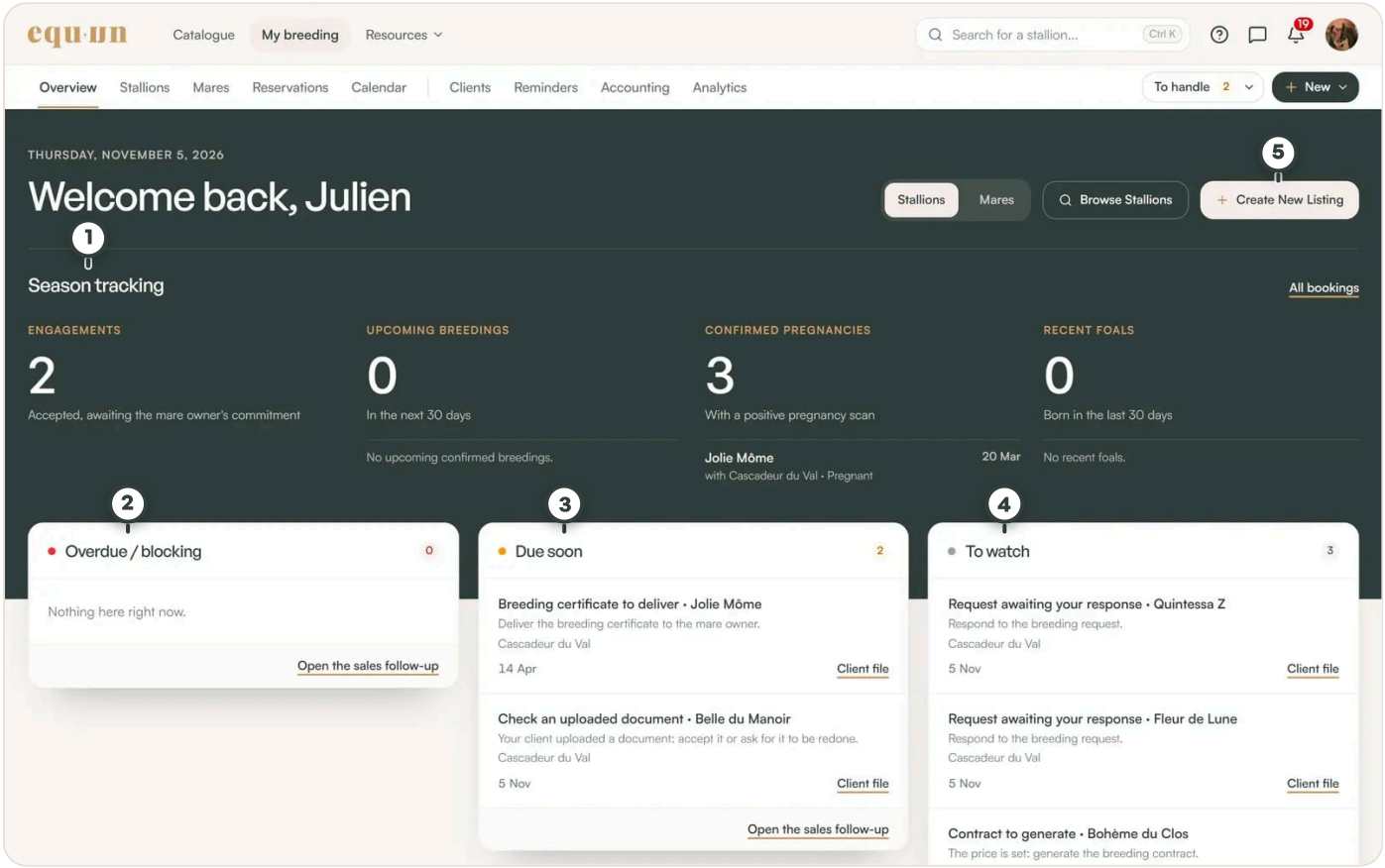
The full details of the limits (storage, foal videos) are given in the appendix.

B I offer a stallion at stud

From the stallion's listing to the birth of the foal: everything the stud farm does in Equ'un, in the order of a season.

B1 The stud farm dashboard

The **Overview** page sums up the season and ranks what needs an action from you, from the most urgent to the least urgent.



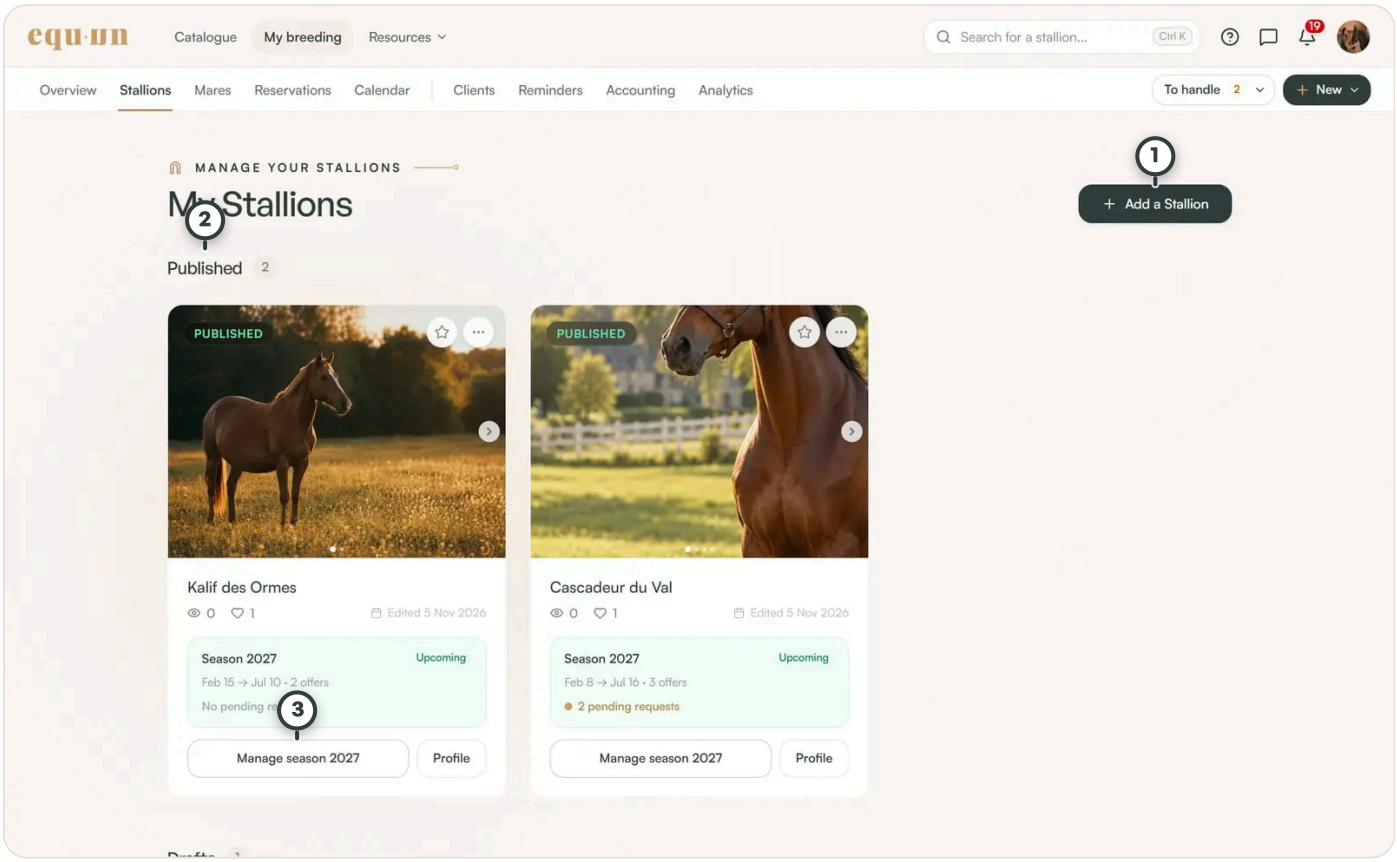
The dashboard of the Haras des Ormes stud farm on 5 November 2026.

1. Season tracking: commitments, upcoming coverings, pregnancies, births
2. Overdue or blocking: deal with these first
3. Due soon: the next actions, with a link to the client's page
4. To watch: requests awaiting a reply, contracts to generate
5. Create New Listing

Each action line opens the right breeding record directly. The **To handle** menu in the header gives the same list from any page, and its counter shows how many actions are waiting for you.

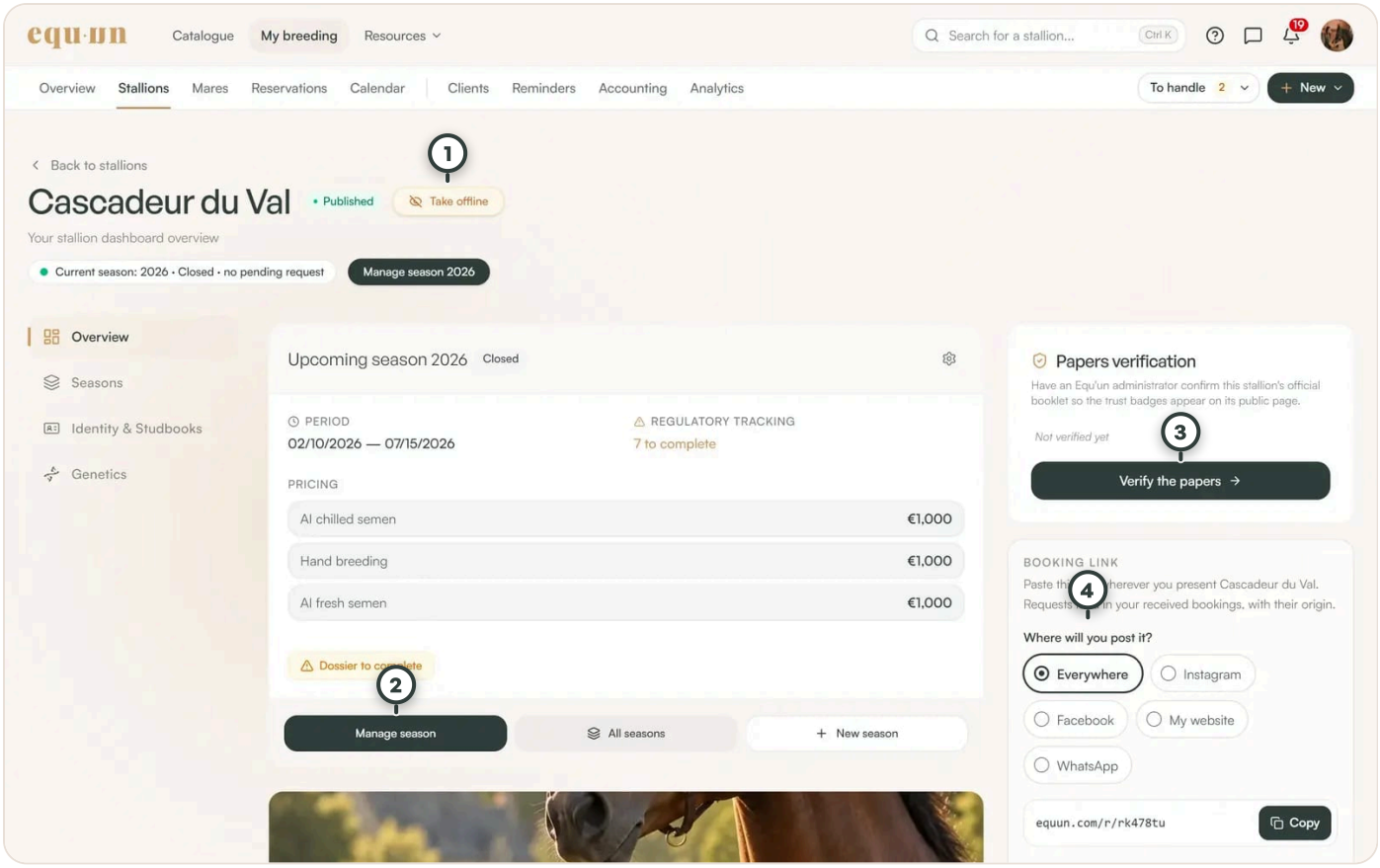
B2 My stallions and their management page

The **Stallions** tab lists your listings: online, offline and drafts. Each listing opens a dashboard of its own for that stallion.



The “My Stallions” list: two published stallions, and a draft further down.

1. Add a Stallion
2. Published listings (online)
3. Direct access to the current season



Cascadeur du Val's dashboard.

1. Listing status and the button to take it offline
2. Manage season
3. Papers verification (trust badge)
4. Booking link to share

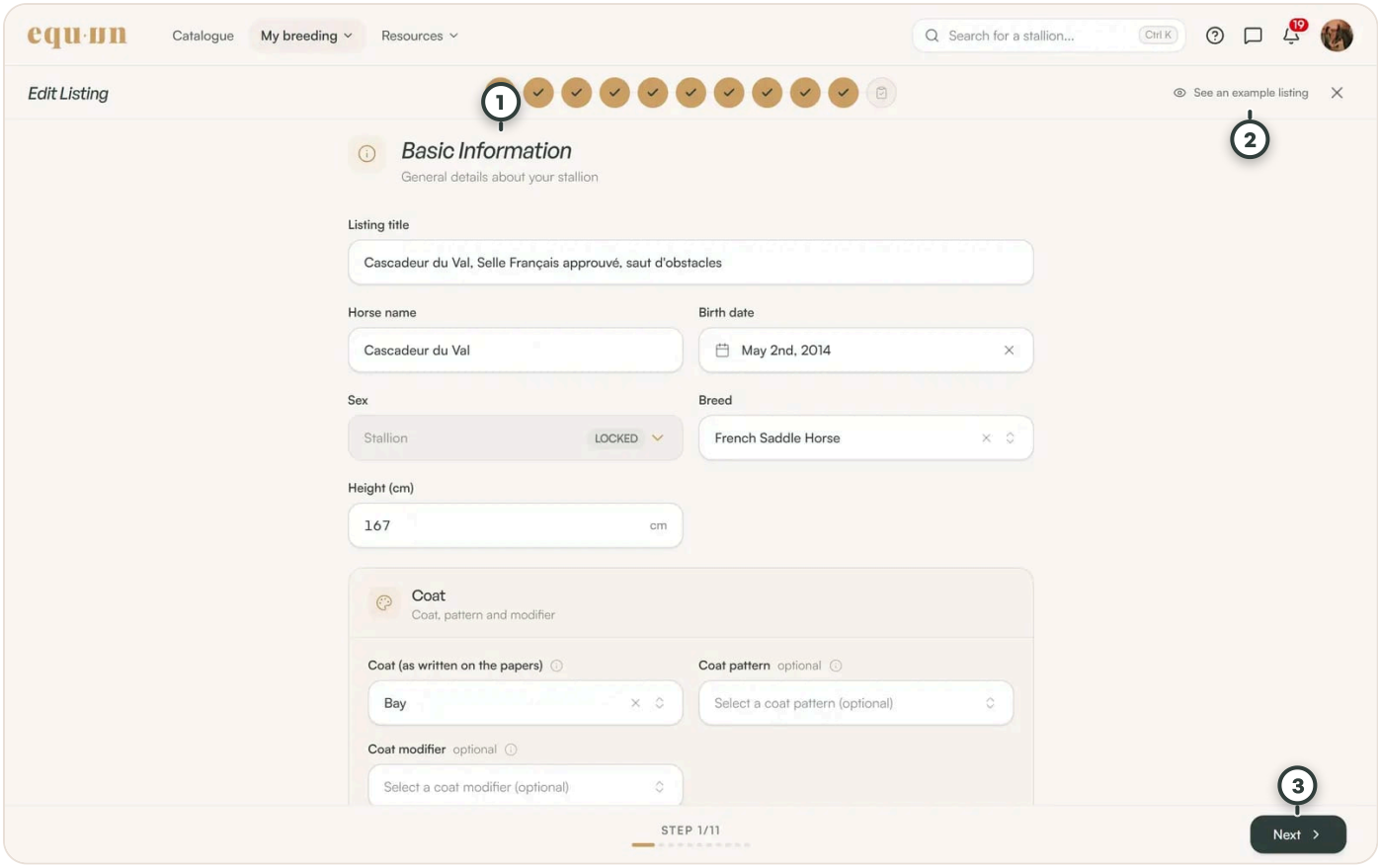
> **Listing statuses**
>
> **Draft**: being prepared, invisible to the public. **Online**: visible in the catalogue, and bookable if a season is open. **Offline**: removed from the catalogue without losing anything, and put back online in one click. Only online listings count towards the limit of your plan.

B3 Creating the stallion's listing

An 11-step wizard builds the listing. Everything is saved as you go: you can stop and pick up where you left off later.

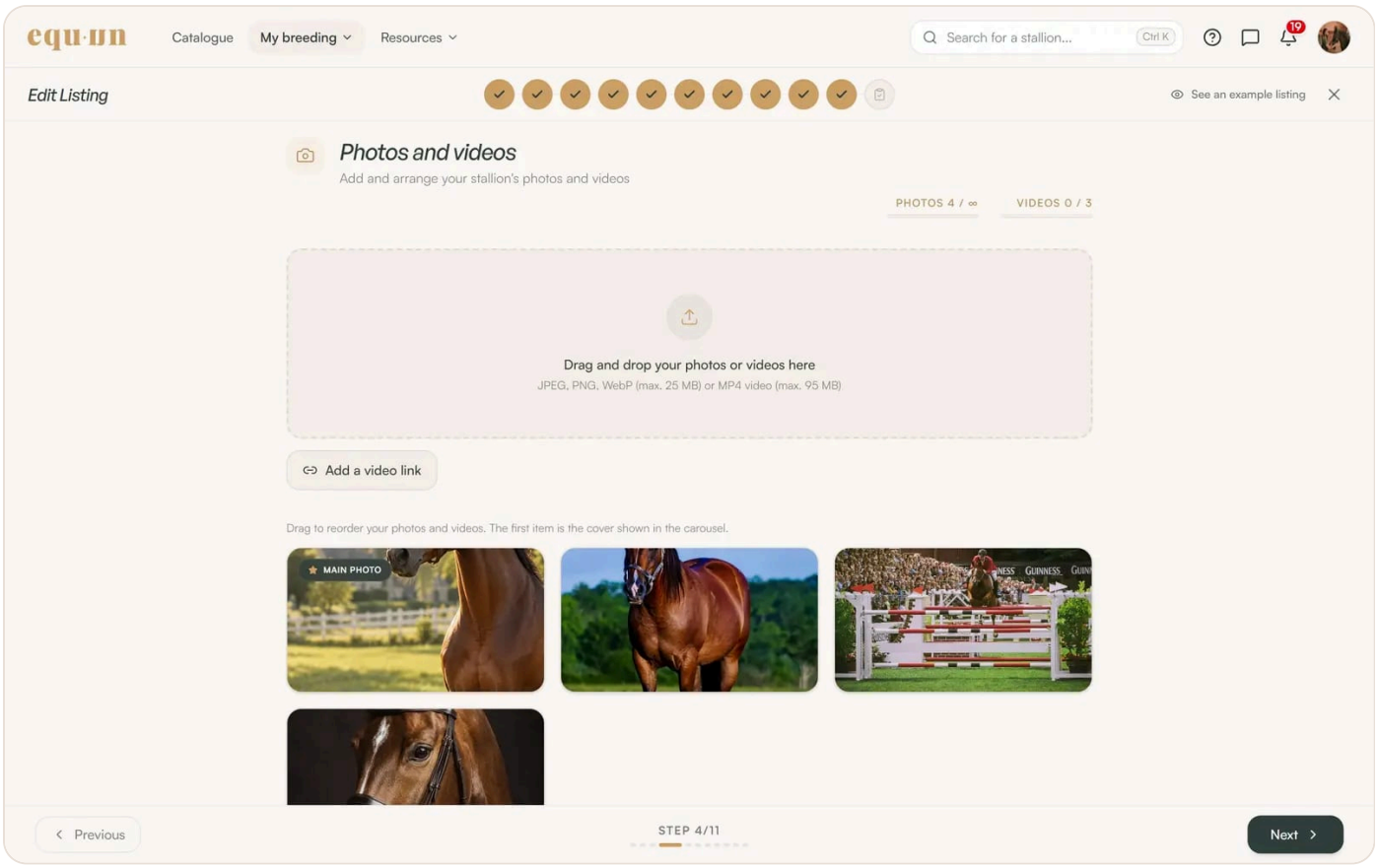
1. Click **New** then **Publish a stallion**, or click **Add a Stallion** in the list.
2. Fill in the steps in order. The dots at the top show your progress; **Next** and **Previous** move from one step to another.
3. At step 11, read through the review, open the public preview if needed, then click **Publish Listing**. The listing is saved, but it is not visible to the public yet (see B4).

Step	What you enter
1	**Identity**: listing title, name, date of birth, breed, coat colour, height, disciplines, formatted description.
2	**Regulatory identification**: UELN (Universal Equine Life Number, the horse's unique European identification number, 15 characters), microchip, passport.
3	**Stud-books**: the breed registers in which the stallion is approved, with the date of approval.
4	**Photos and videos**: the first photo becomes the main photo; YouTube or Vimeo links are accepted.
5	**Genealogy**: sire, dam and ancestors, with a short description.
6	**Genetics**: DNA tests for coat colour and tests for hereditary diseases (for example WFFS, the warmblood fragile foal syndrome).
7	**Performances**: competitions, results, awards.
8	**Foals**: his offspring, with photos.
9	**Breeding terms**: the methods offered (hand breeding, artificial insemination with fresh, chilled or frozen semen) and indicative prices.
10	**Location**: town and postcode of the place where the stallion stands.
11	**Review**: a check of each step, the public preview, saving.

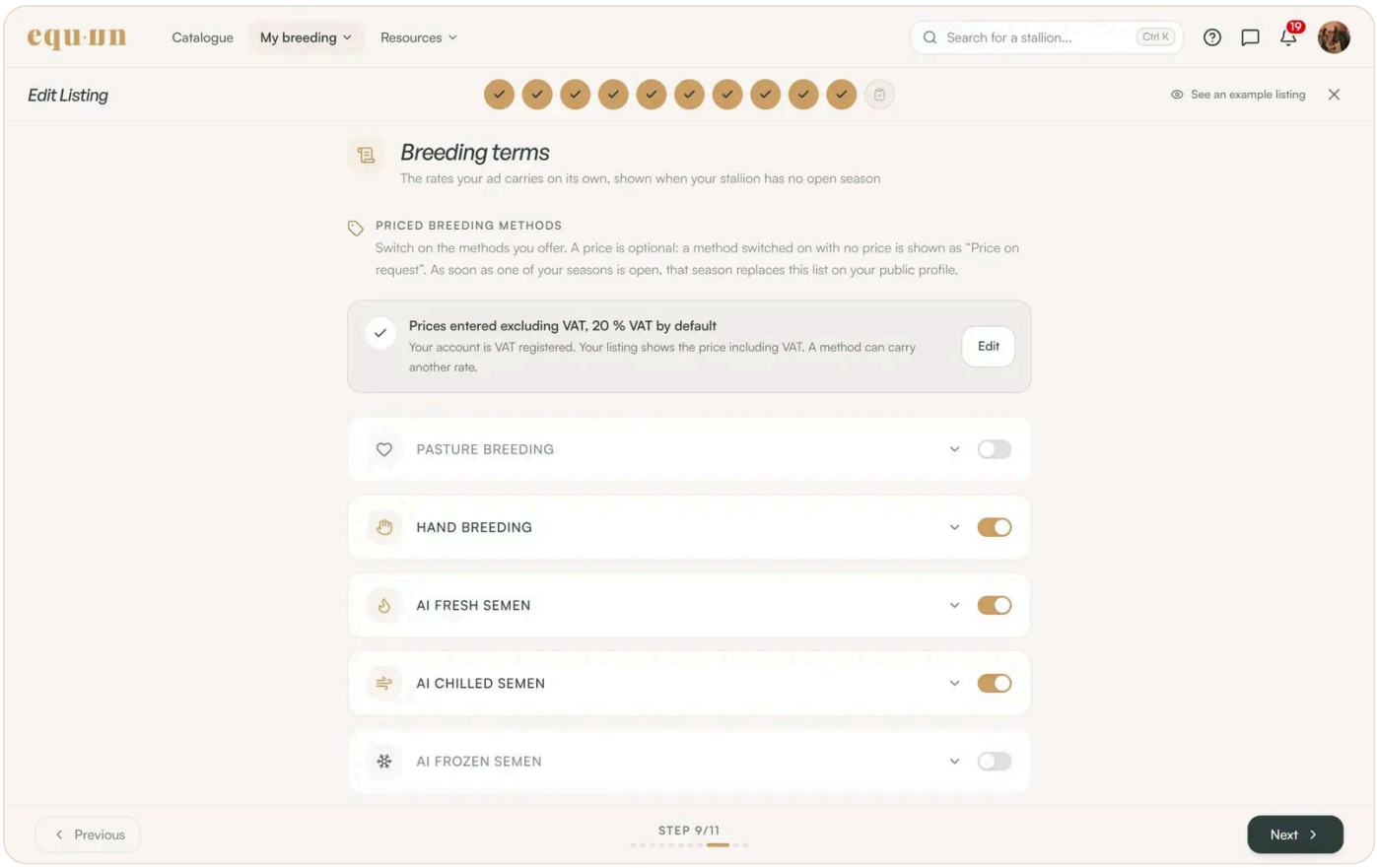


The wizard, step 1 “Basic Information”.

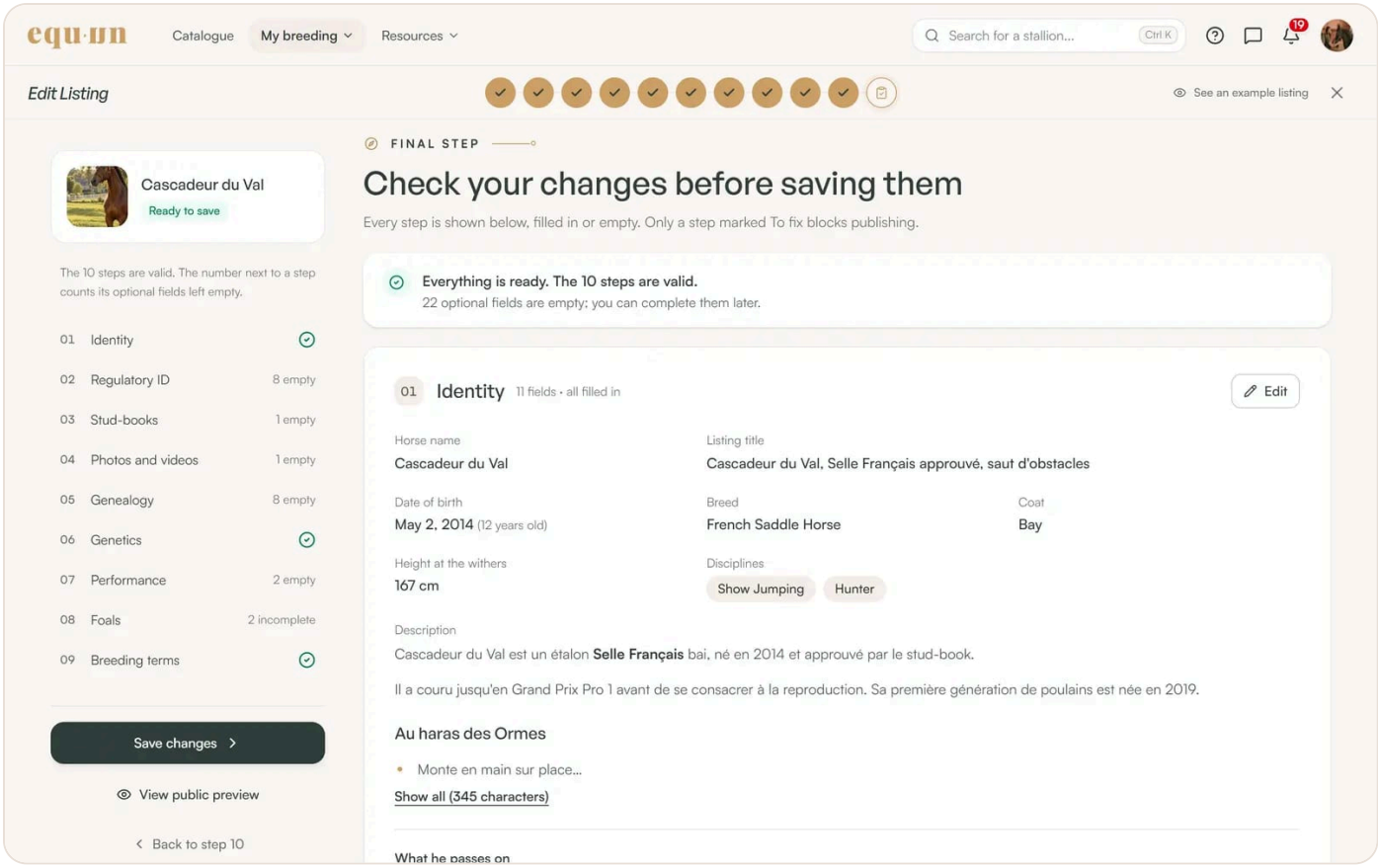
1. The current step; the dots at the top show the 11 steps
2. See an example of a complete listing
3. Go to the next step



Step 4: photos and videos. Drag and drop your files; the photo marked “Main photo” is used as the cover.



Step 9: breeding terms. Turn on each method you offer and enter its price.



Step 11: the review flags empty fields. A single step marked “To fix” blocks publication.

> **An example listing for inspiration**
>
> The **See an example listing** link opens “Orion de Valmont”, a fully completed listing, marked “Example” in the catalogue.

B4 Publishing the listing and polishing the public page

Once published, the listing appears in the catalogue. Clients find the stallion there, with his prices, his availability and the button to book.

1. At the end of the wizard, the “Stallion created successfully!” screen offers three ways to continue: create the breeding season (the most common choice), **Publish without a season**, or keep the listing offline for now.
2. Later, the **Publish** button on the management page puts the listing online. Your e-mail address must be confirmed, and your plan must allow one more online listing.
3. Check how the public sees the listing with **View public page**, in the “···” menu of the stallion's card (the “My Stallions” list), or with **View listing** from its management page.

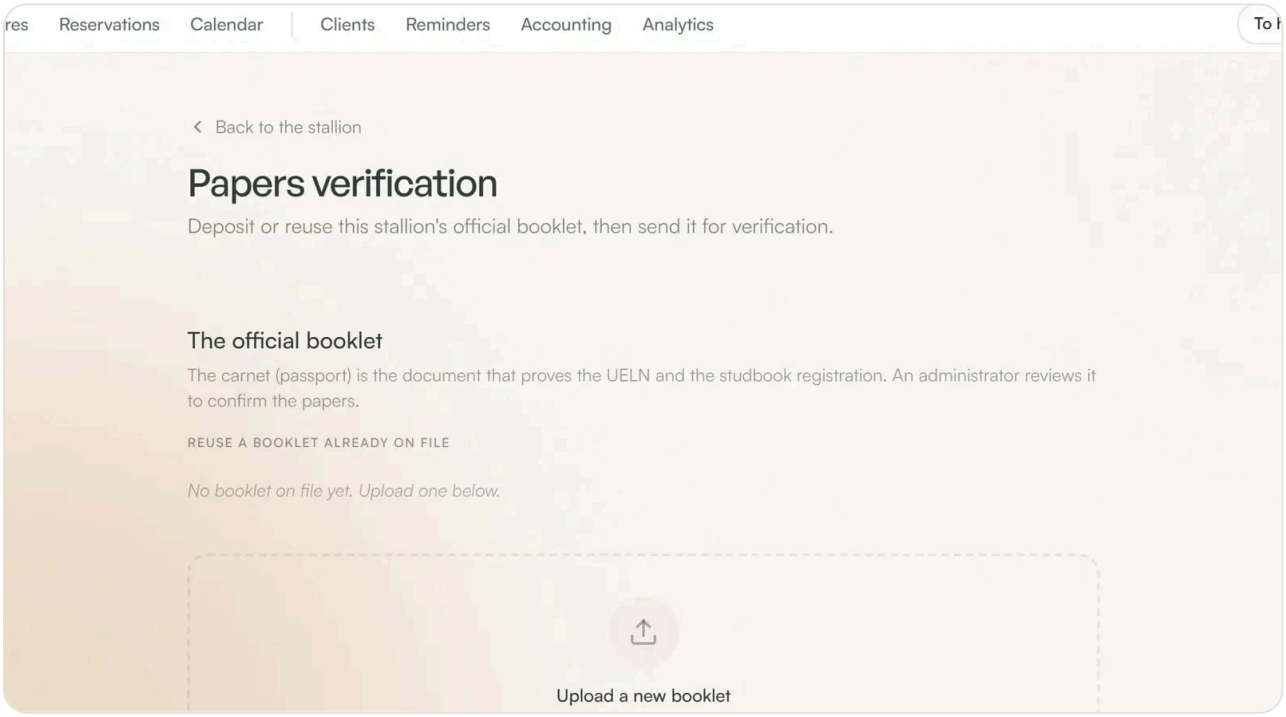
4 To get the trust badges, open **Verify the papers** and upload the stallion's booklet, his official identification document (PDF, JPG or PNG, 10 MB at most). The Equ'un team checks the document and awards the “UELN verified” and “Papers verified” badges.



The top of Cascadeur du Val's public listing, as a client sees it.

1 Public regulatory file: health tests and papers

2 Open season, price and booking button



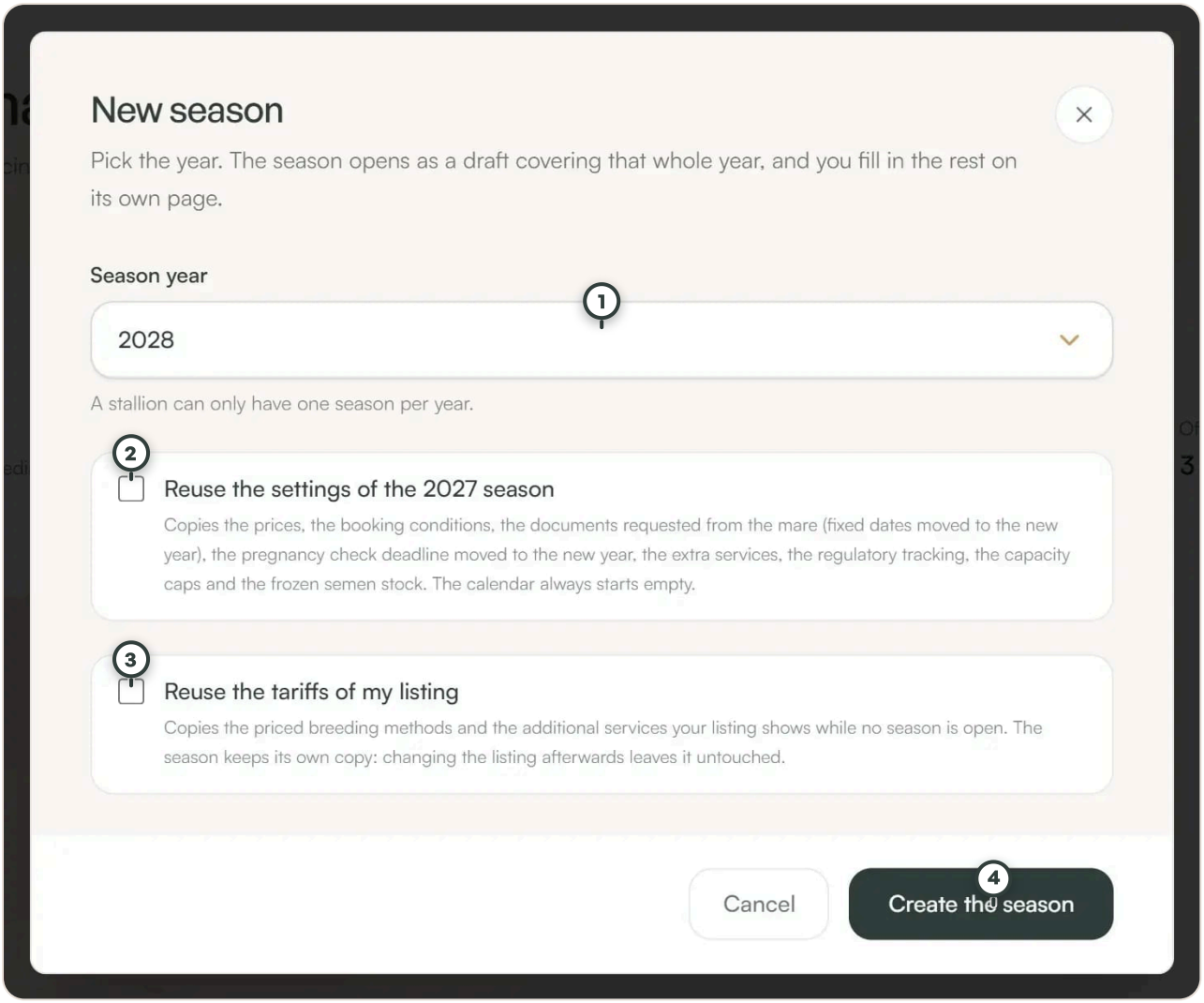
The “Papers verification” page, where you upload the stallion's official booklet.

B5 Creating and publishing a breeding season

The season holds everything that is sold in a given year: prices, booking conditions, availability and number of places. Without an open season, the stallion cannot be booked. A season is created in a few seconds, then set up on its own page.

Creating the season

1. On the stallion's management page, click **All seasons**, then **New Season**.
2. Choose the **year**. A stallion can have only one season per year, from the previous year up to five years ahead; years already taken are greyed out. The year cannot be changed afterwards.
3. To save time, tick one of the two reuse options:
   - **Reuse the settings of the 2027 season**: copies the prices, the booking conditions, the documents requested from the mare (dates moved forward by one year), the guarantee, the services, the regulatory tracking, the fertility targets and the capacities. The calendar, however, starts empty.
   - **Reuse the tariffs of my listing**: copies only the priced breeding methods and the services shown on the stallion's listing.
4. Click **Create the season**. It opens as a **Draft**, dated from 1st January to 31 December, with an empty calendar.



The “New season” window: the year, then an optional reuse of earlier settings.

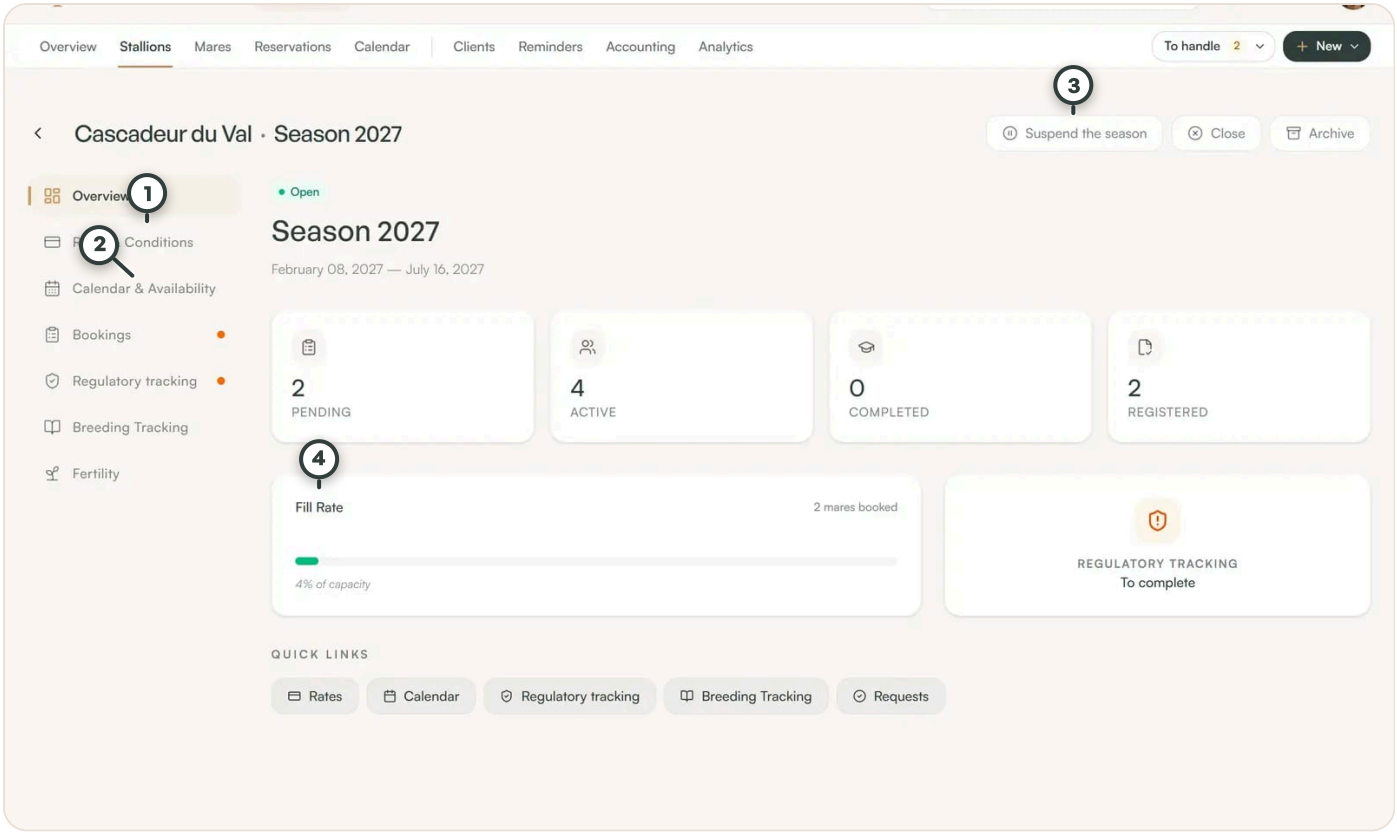
1. Season year
2. Reuse the settings of a previous season
3. Reuse the tariffs of my listing
4. Create the season

After reusing settings

A banner reminds you which season the settings come from, and that the dates of the requested documents have been moved. The **Check** button opens the booking conditions directly: read them through before publishing.

Finding your way around the season page

All the settings of a season are made on its page, organised in tabs on the left: **Overview**, **Rates & Conditions**, **Calendar & Availability**, **Bookings**, **Regulatory tracking**, **Breeding Tracking** and **Fertility**.



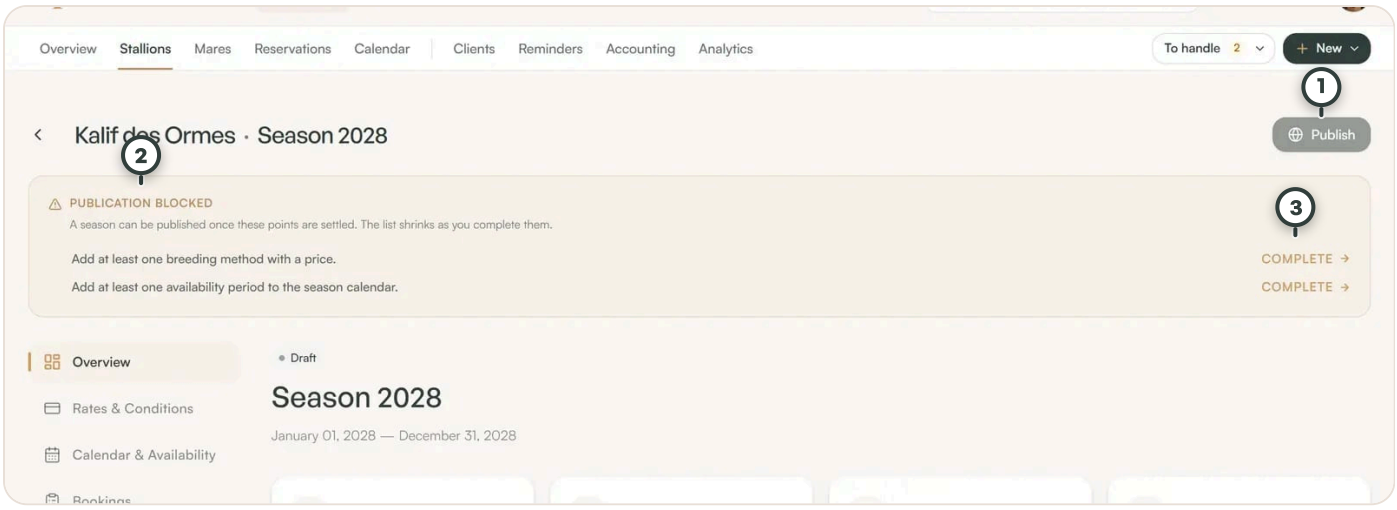
The overview of an open season.

1. Rates and conditions
2. Calendar and availability
3. Suspend the season (injury, sale, death)
4. Fill rate

> **How cards work**
>
> Each block of settings is a separate card. When you are not editing it, it shows all its values ("Not set" when a field is empty). **Edit** switches it to edit mode, **Save** sends only this card, and **Cancel** goes back to the saved values. If the same card has been changed in another browser tab in the meantime, Equ'un asks you to reload the page before saving.

Publishing the season

A new season cannot be published straight away: it still lacks at least one breeding method with a price, and an availability period. The **"Publication blocked"** panel lists what is missing, with a **Complete** button that opens the right tab. When the list is empty, **Publish** becomes active: the season moves to the **Open** status and the booking button appears on the public listing (provided the stallion's listing is itself online).



A 2028 season in draft: the panel lists the two points to complete before publishing.

1. Publish (active when the list is empty)
2. Publication blocked: what is missing
3. Complete: opens the tab concerned

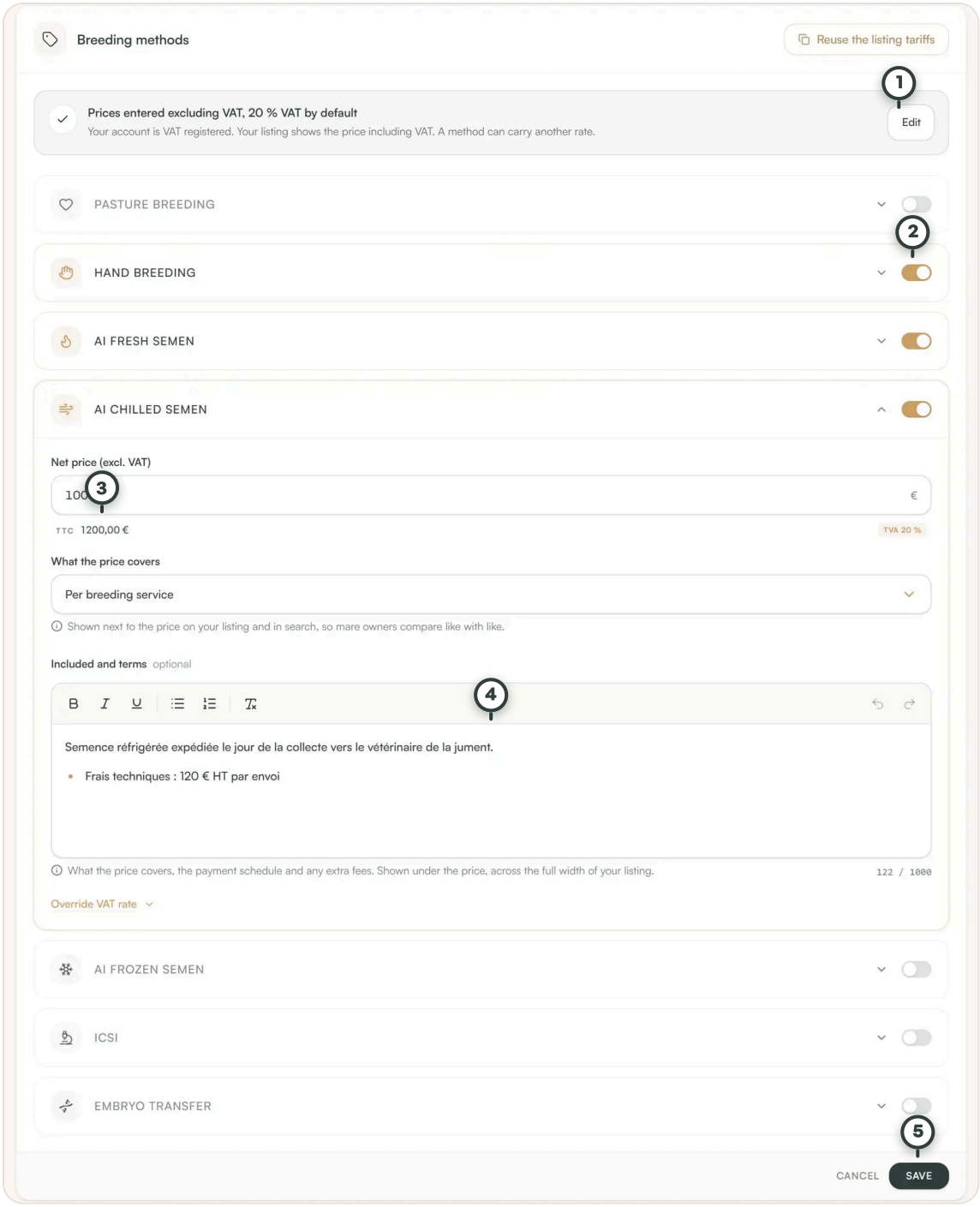
> **Records already under way do not change**
> Changing a published season never alters a breeding record in progress: the price is locked when the request is approved, and the conditions and services are locked at the moment of commitment. The new settings apply to the requests that follow.

B6 Setting breeding methods, prices and services

The **Rates & Conditions** tab, first and last cards: what you sell, at what price, and the services the client can add.

Breeding methods

1. On the **Breeding methods** card, click **Edit**.
2. Turn on each method you offer with its switch: pasture breeding, hand breeding, artificial insemination with fresh, chilled or frozen semen, ICSI, embryo transfer.
3. Expand an active method to enter its **price excluding VAT** (the price including VAT is shown below it), **what the price covers** (per breeding service, per dose, per cycle or flat rate) and the **Included and terms** text, formatted with bold, italics and lists. This text appears under the price on the public listing.
4. Click **Save**.



The “Breeding methods” card in edit mode, with chilled semen insemination expanded.

1. VAT rate applied by default (can be changed)
2. A method's switch
3. Price excl. VAT and the calculated price incl. VAT
4. Included and terms, formatted text
5. Save this card

VAT and displayed prices

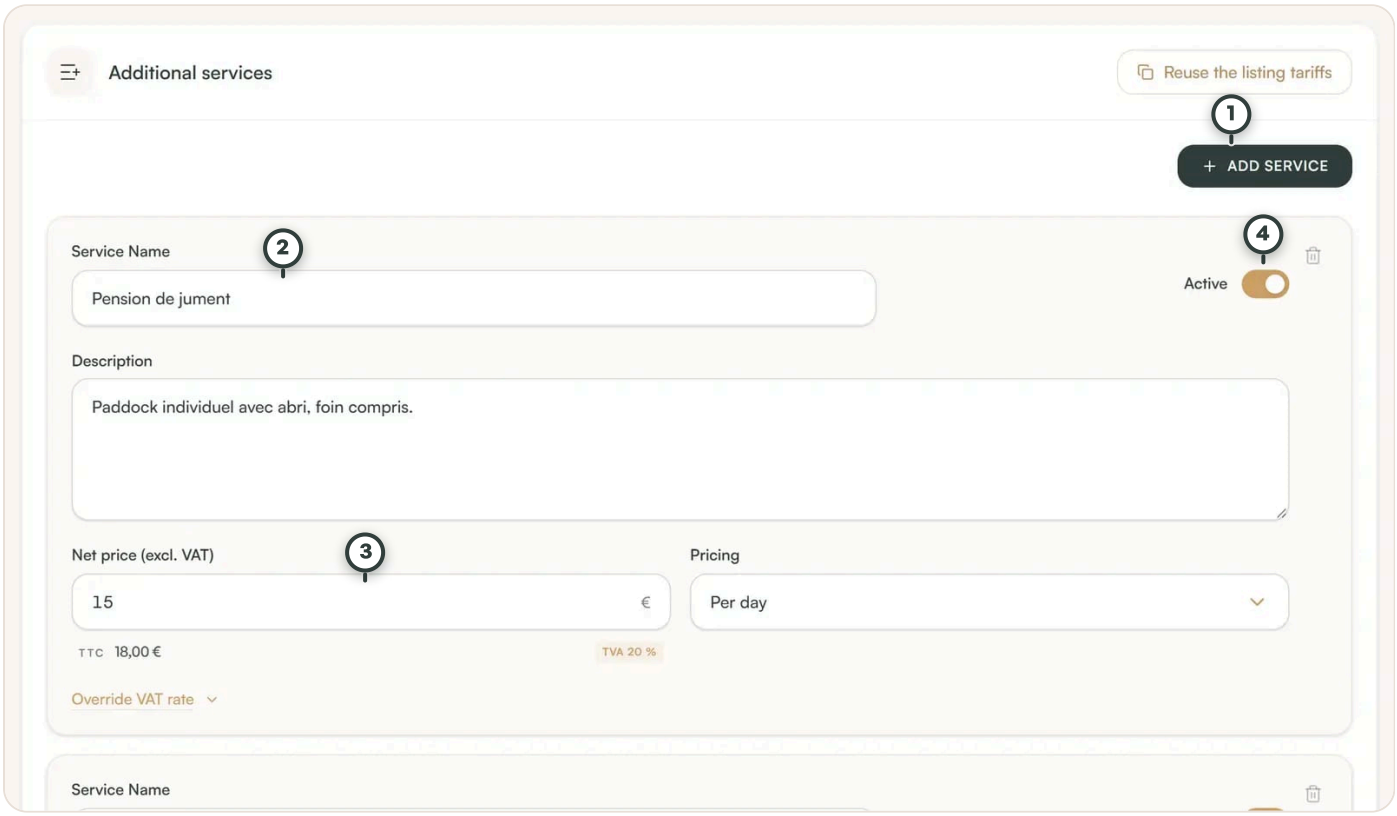
Prices are always entered excluding VAT. If your account is VAT registered (Fiscal tab of your profile), the client sees the price including VAT; otherwise, the client sees the price as it is, without VAT. The **Reuse the listing tariffs** link copies the prices shown on the stallion's listing.

Frozen semen

Turning on insemination with frozen semen reveals the **Frozen semen stock** card: number of doses declared, doses reserved by contract, and alert threshold. Equ'un deducts the doses at each booking and warns you when the stock runs low.

Additional services

Boarding for the mare, technical fees for shipping semen, boarding for a mare with her foal at foot, ultrasound monitoring: each service has a name, a description, a price excluding VAT and a unit (per day, per week, flat rate, per visit…). An **Active** switch takes it off sale without deleting it. The client ticks the services they want when making their request, and you include them in the proposal.



The “Additional services” card in edit mode (first service).

1. Add a service
2. Name and description
3. Price excl. VAT and pricing unit
4. Service active or not

B7 Setting the booking conditions

The **Booking conditions** card sets the rules of the sale: deposit, guarantee, cancellation, pregnancy check, documents requested from the mare. They are included in every proposal and in the contract.

1. Deposit and payment

- **Payment terms**: the text the client reads, for example “30% deposit when the contract is signed, balance on the birth of a live foal”.
- **Deposit type**: none, a percentage of the price, or a fixed amount; then its value. It is used to prefill the payment schedule of proposals.

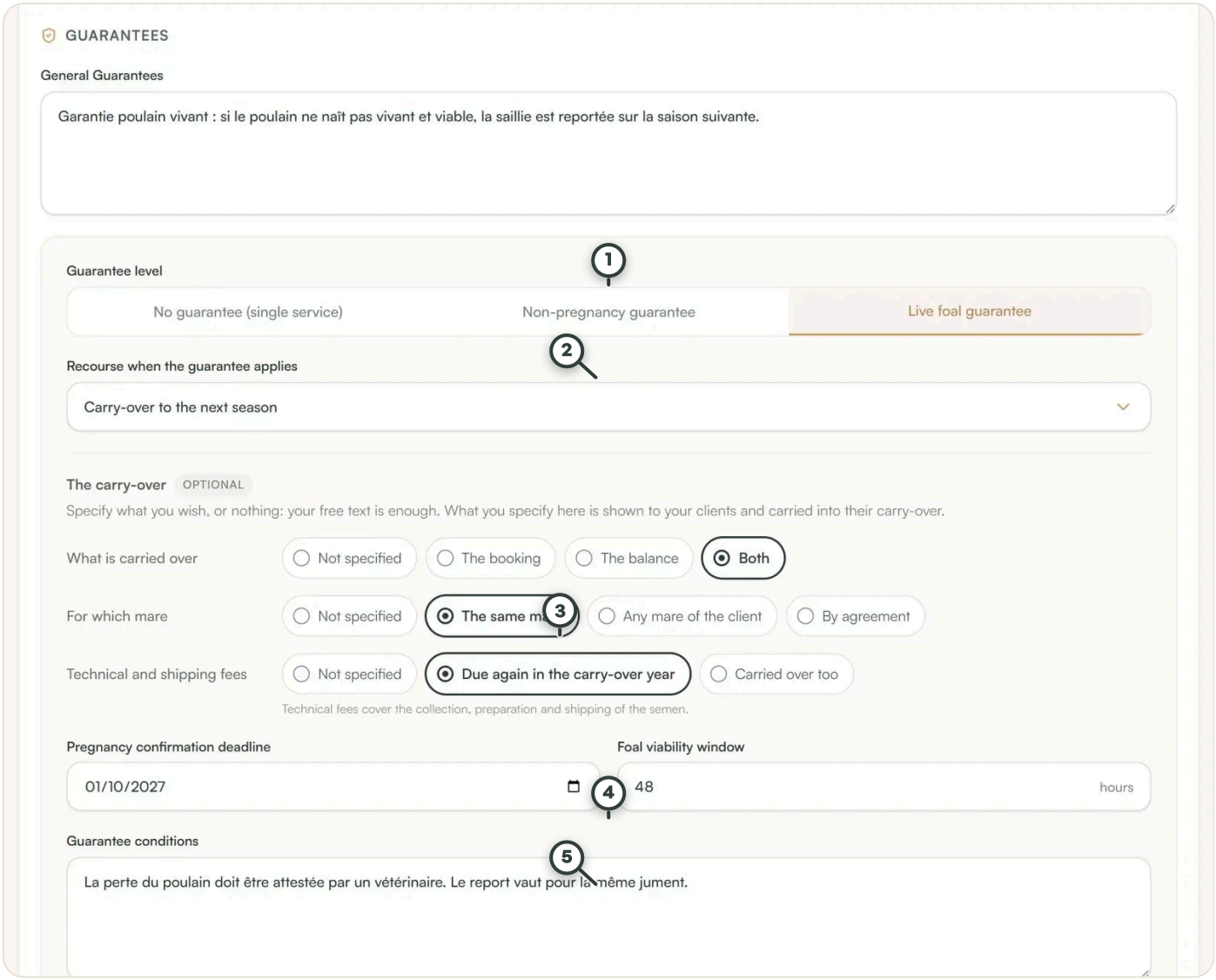


Deposit and payment, in edit mode.

1. Payment terms (text for the client)
2. Deposit type: none, percentage or fixed amount
3. Deposit value

2. Guarantee and carry-over

- **Guarantee level**: no guarantee (single service), non-pregnancy guarantee, or live foal guarantee.
- **Recourse when the guarantee applies**: carry-over to the next season, refund or partial refund.
- **The carry-over** (optional): what is carried over (the booking, the balance or both), for which mare (the same mare, any of the client's mares, by agreement) and whether the technical and shipping fees are due again.
- **Pregnancy confirmation deadline** and **foal viability window** (48 hours by default): the two limits that decide whether the guarantee applies.
- **Guarantee conditions**: the precise wording, included in the contract.

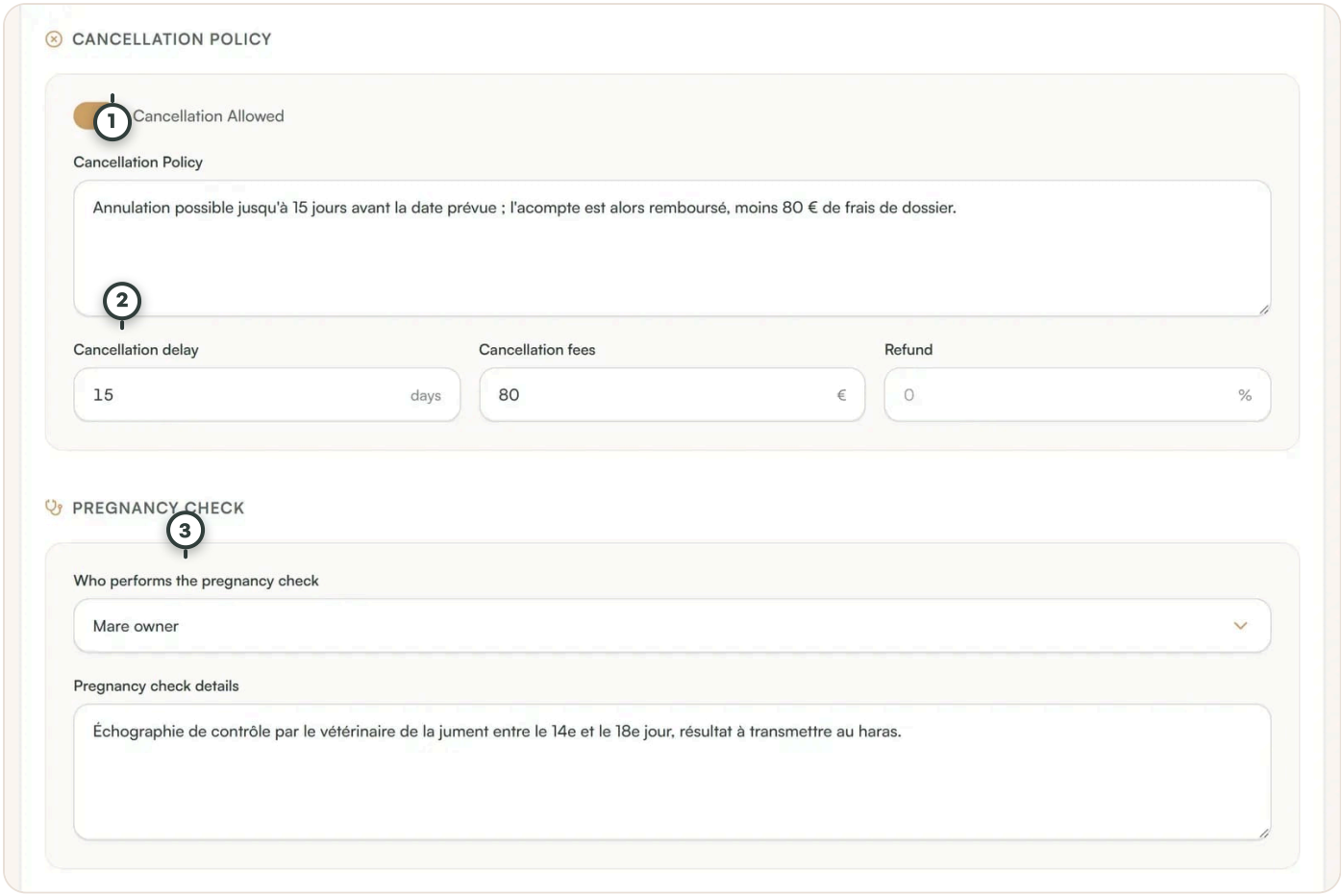


The guarantee and the carry-over settings.

1. Guarantee level
2. Recourse when the guarantee applies
3. Carry-over settings
4. Confirmation deadline and foal viability
5. Guarantee conditions

3. Cancellation and pregnancy check

- **Cancellation policy**: the “Cancellation allowed” switch, a text, a deadline (in days before the planned date), cancellation fees in euros and the percentage refunded.
- **Pregnancy check**: who performs it (the mare owner, the stallion owner or a veterinarian) and any useful details, for example “ultrasound scan between the 14th and the 18th day”.

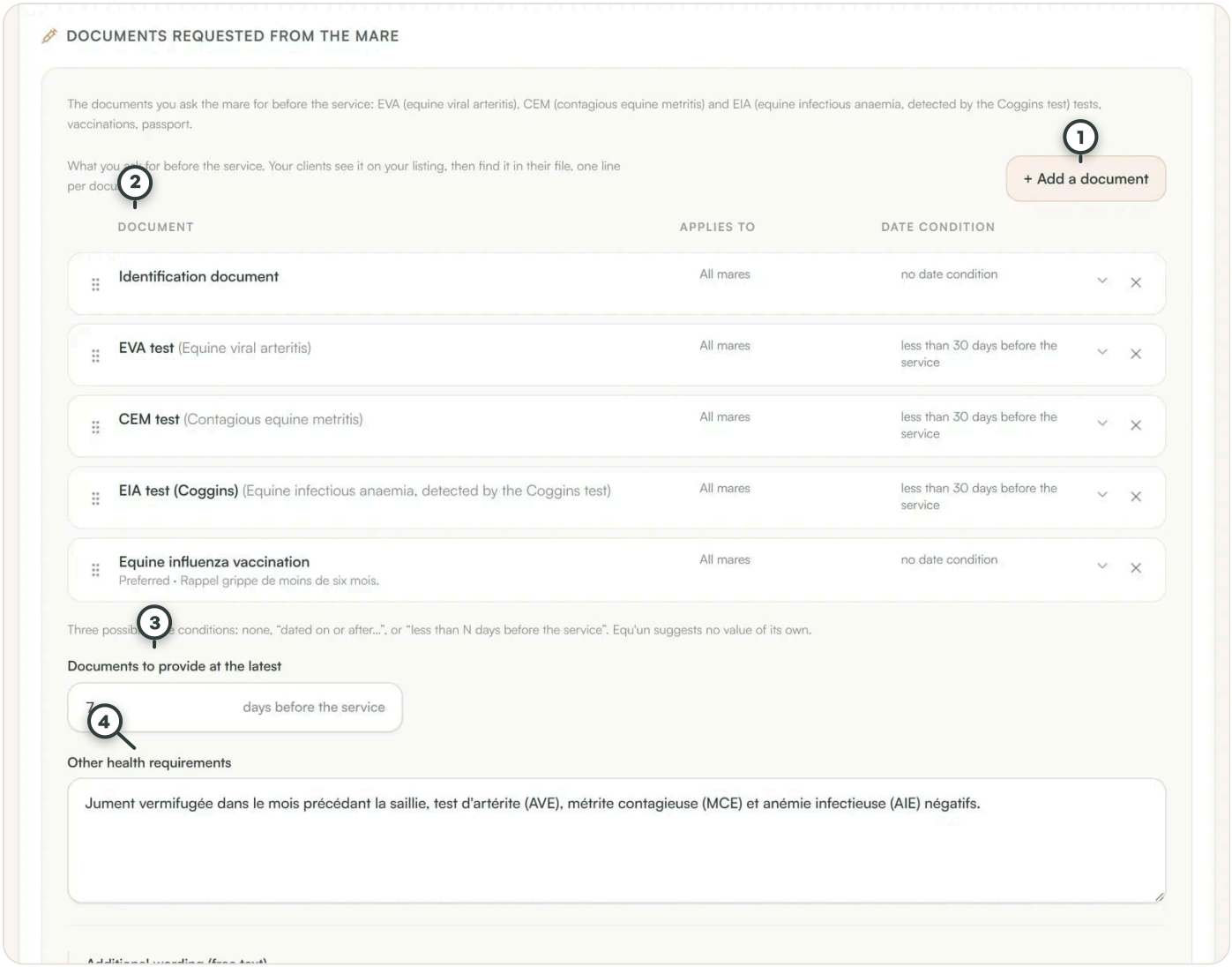


Cancellation policy and pregnancy check.

1. Cancellation allowed
2. Deadline, fees and refund
3. Who performs the pregnancy check

4. Documents requested from the mare

The list of documents the client will have to upload to their breeding record: identification, tests for EVA, CEM and EIA (equine viral arteritis, contagious equine metritis and equine infectious anaemia), vaccinations, certificates. For each document, you specify when it is due and its date condition (for example “less than 30 days before the covering”). **+ Add a document** adds one. The **Documents to provide at the latest** field sets the deadline in days before the covering, and **Other health requirements** holds your requirements as free text.



The documents requested from the mare, in edit mode.

1. Add a document
2. The list of documents and their date condition
3. Deadline for providing the documents
4. Other health requirements

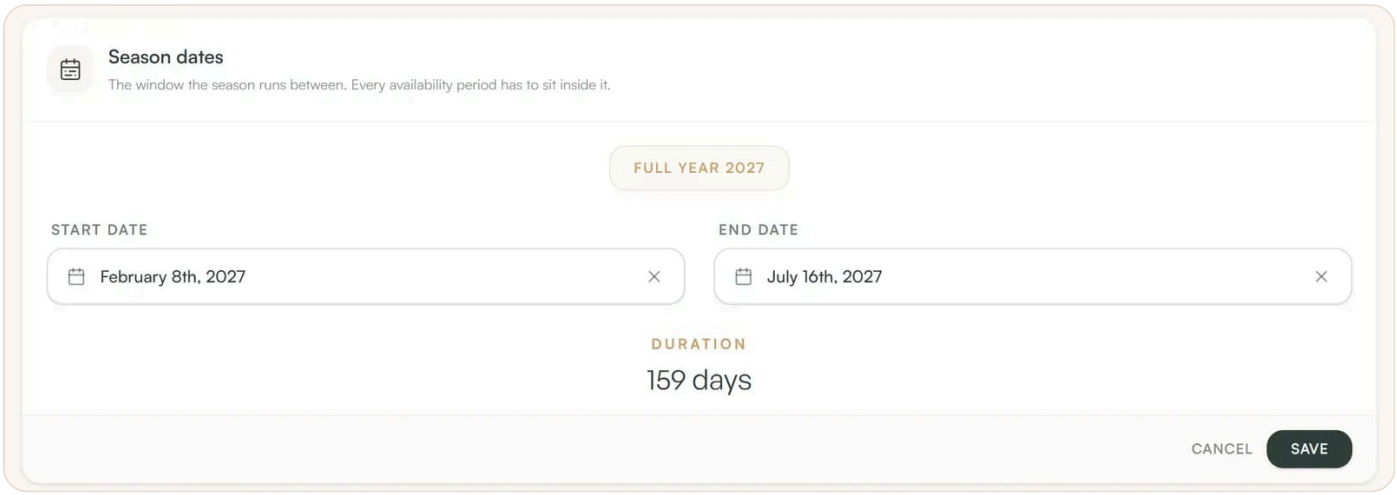
> **Additional clauses and contract**
>
> At the bottom of the card, the **additional clauses** hold anything you want to add to the contract. The “Handle breeding contracts off-platform by default” option is for when you use your own contract template.

B8 Calendar, availability and capacity

The **Calendar & Availability** tab: the season dates, the periods during which the stallion can be booked, the number of places and your hours for receiving mares.

Season dates

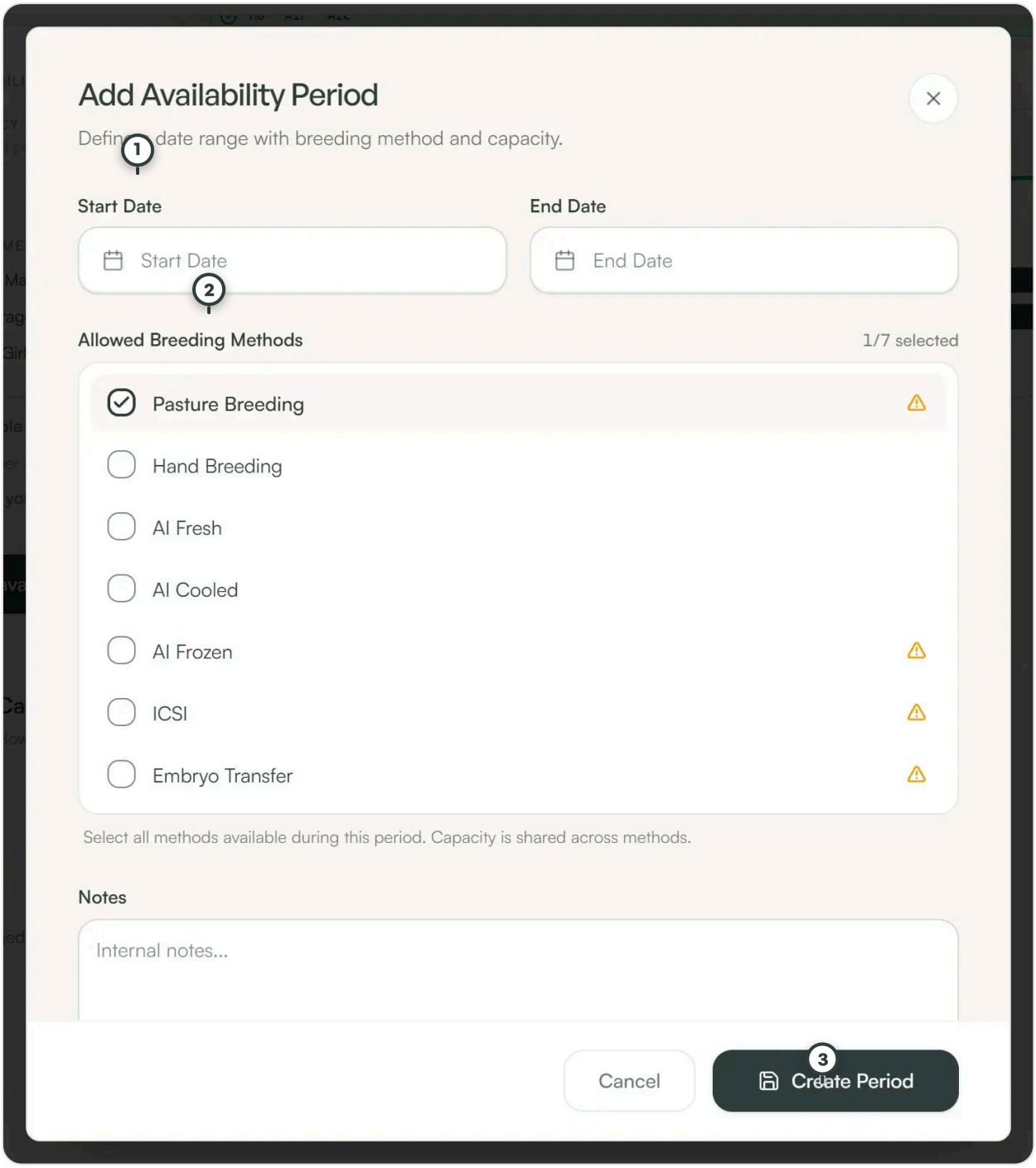
By default, the season covers the whole year. Click **Edit** in the “Season dates” card to narrow it down (from 8 February to 16 July at the Haras des Ormes stud farm); the duration is calculated automatically.



The season dates, in edit mode.

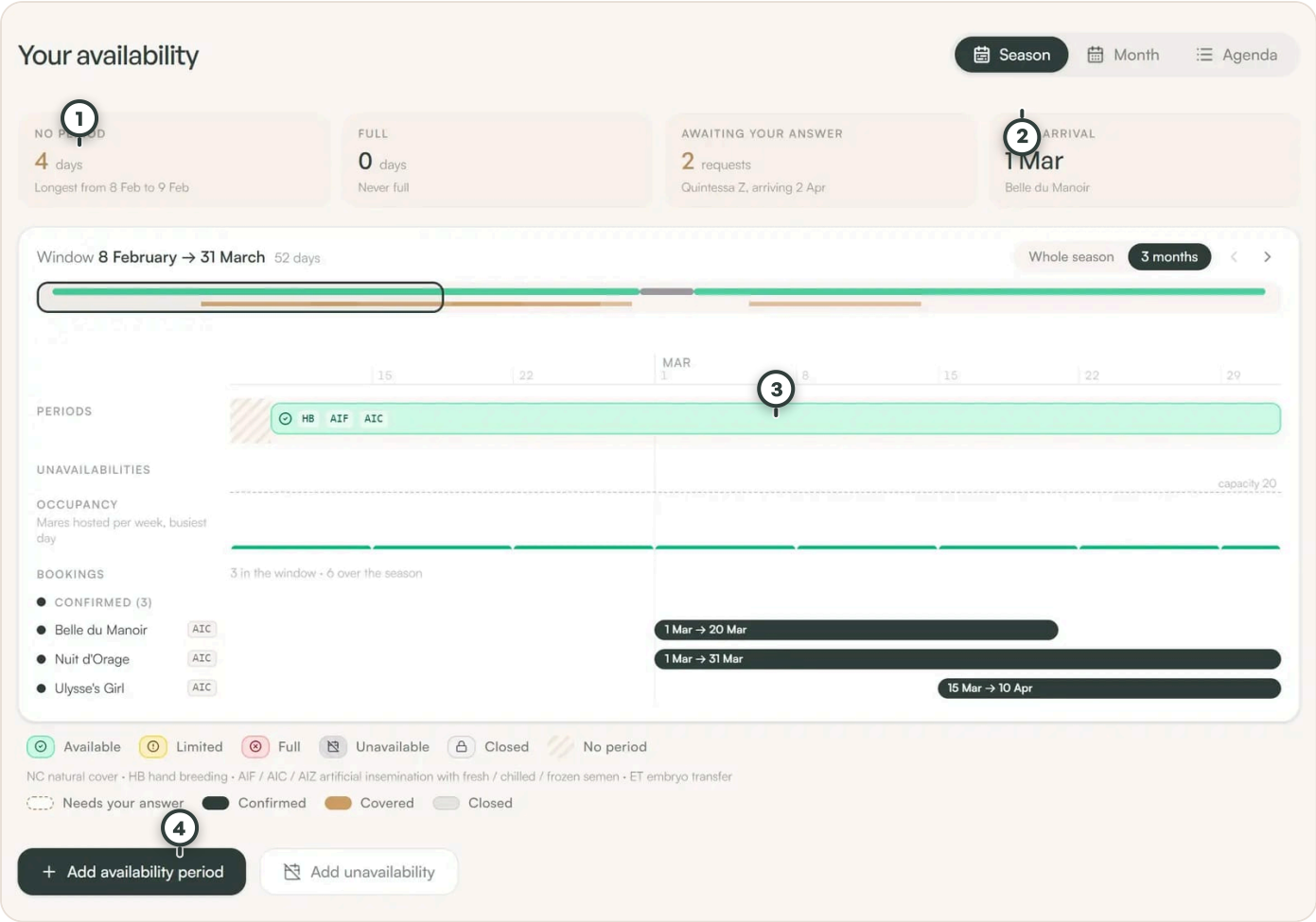
Availability periods

1. Click **Add availability period**, or select days directly on the timeline.
2. Enter the start and end dates, then tick the **breeding methods allowed** during this period. An icon flags a method that does not have a price yet.
3. Add an internal note if needed, then click **Create Period**.
4. To block days (a show, rest, travel), use **Add unavailability**: it hides the days concerned, even in the middle of an open period.



The “Add Availability Period” window.

1. Start and end dates
2. Breeding methods allowed
3. Create Period



The availability timeline: open periods, requests and bookings, with counters at the top.

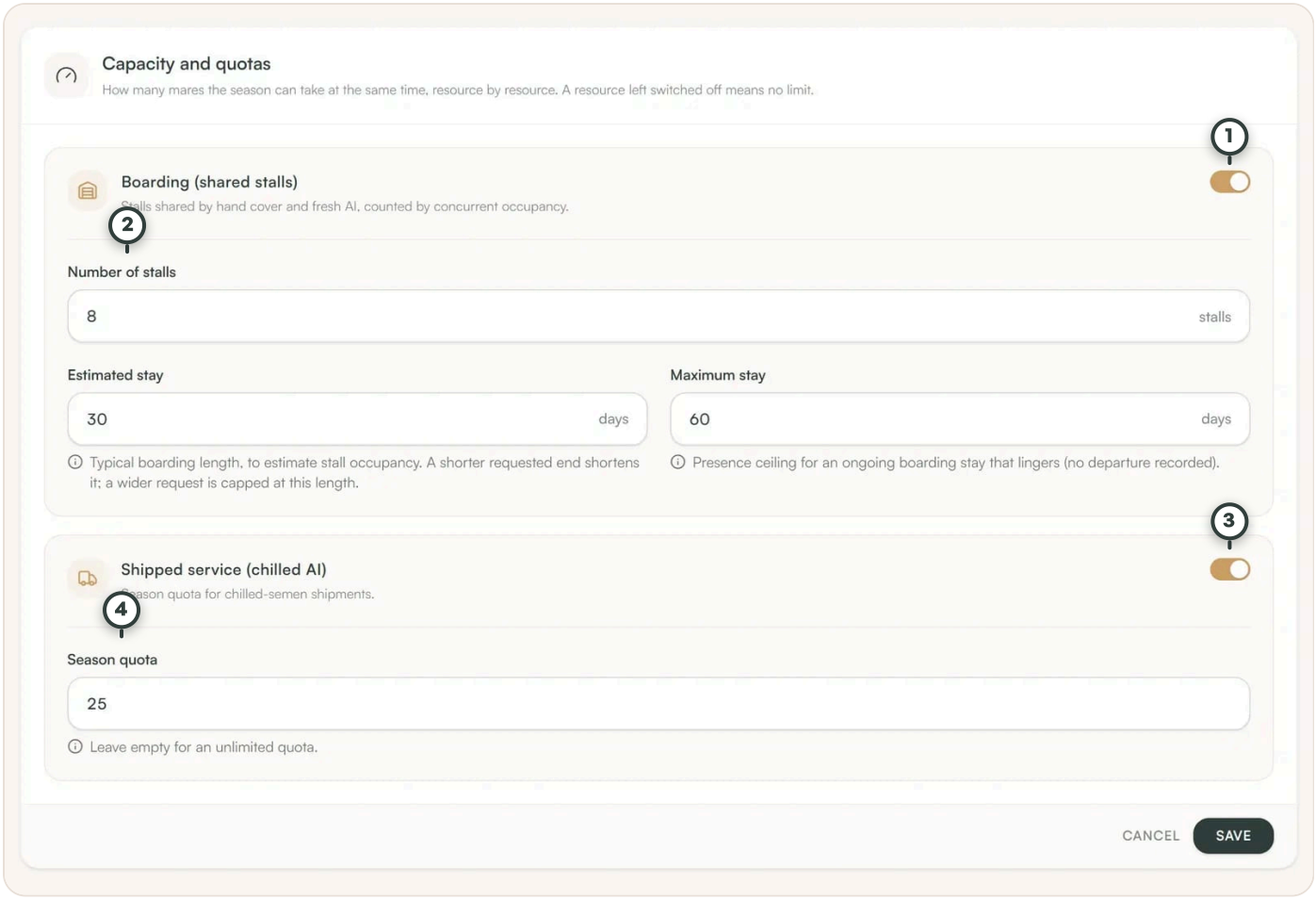
1. The counters: days without a period, full days, pending requests, next arrival
2. Season, month or agenda view
3. Periods and bookings on the timeline
4. Add a period or an unavailability

> **Overlaps**
>
> Two availability periods that overlap ask you for a confirmation. An unavailability placed over an open period is accepted without confirmation: it works like a mask.

Capacity and quotas

The **Capacity and quotas** card limits the number of mares per resource. For each resource, the **Limit this resource** switch turns the limit on; without a limit, the resource is unlimited.

- **Boarding**: number of stalls, estimated and maximum length of stay. Equ'un calculates the occupancy day by day.
- **Shipped service** (chilled semen sent to the mare's veterinarian): one quota for the whole season.
- **Herd**: number of mares covered on site.



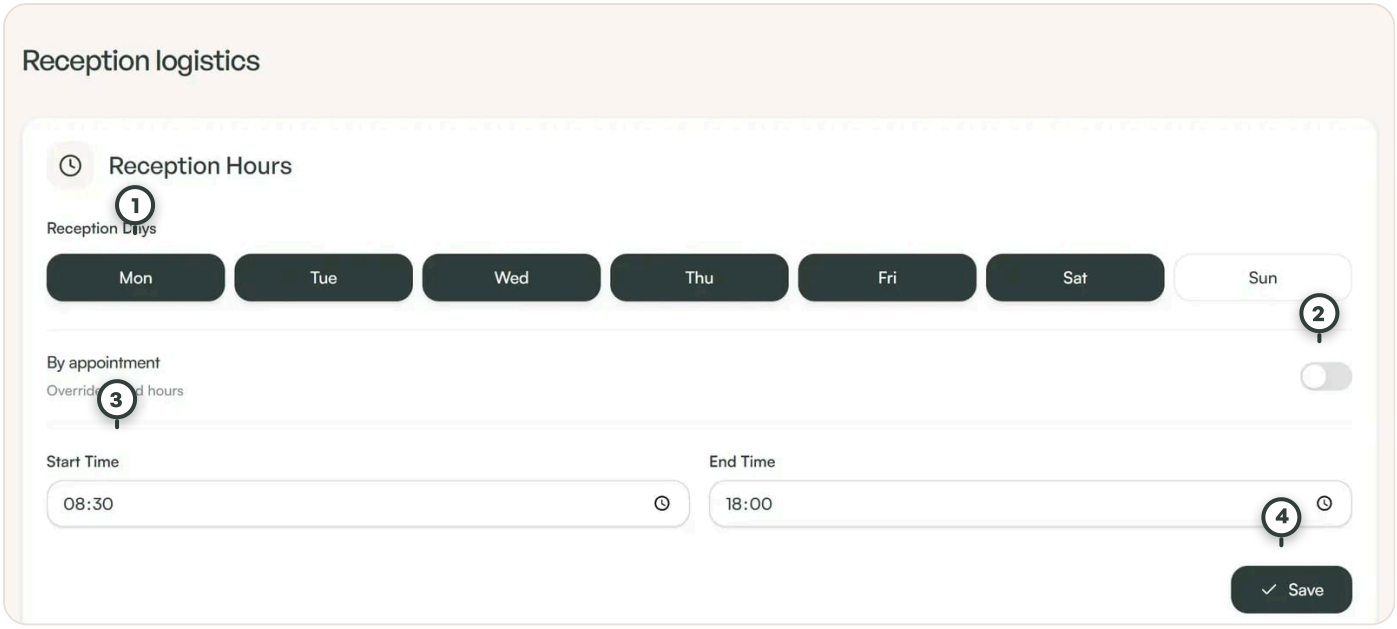
Capacity in edit mode: boarding stalls and the quota of shipped semen.

1. Limit boarding
2. Number of stalls and lengths of stay
3. Limit the shipped service
4. Season quota

When a resource is full, the corresponding period is no longer offered to clients. You can still enter a request yourself: Equ'un warns you, but does not block you.

Reception hours

In “Reception logistics”, choose the days on which you receive mares and the start and end times, or tick **By appointment**. These hours are shown to the client while booking, for example “Monday to Saturday, 8:30 am to 6 pm”.



The hours for receiving mares.

1. Reception days
2. By appointment
3. Start and end times
4. Save

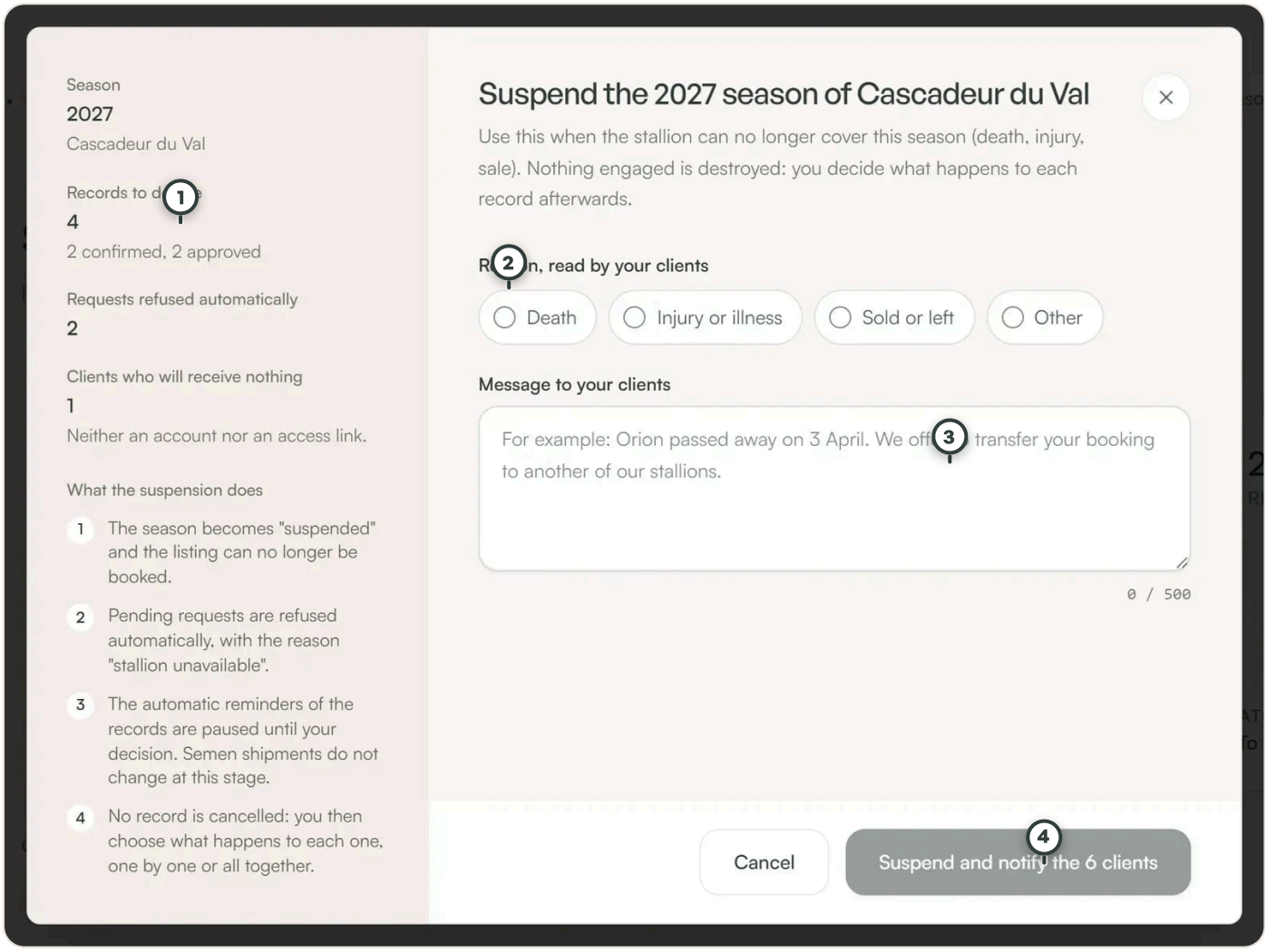
B9 Running the season: closing, suspending, archiving

The buttons at the top of the season page change according to its status. They let you stop bookings, deal with an unexpected event, then put the season away.

Status	What it means	Buttons offered
Draft	Being prepared, invisible to clients.	Publish (as soon as nothing is missing)
Open	Bookable on the public listing.	Suspend the season, Close, Archive
Full	All the places are taken.	Suspend the season, Close, Archive
Closed	No more new requests; the records in progress carry on.	Reopen, Archive
Suspended	The stallion can no longer cover; the committed records are waiting for a decision.	Decide on the records, Reopen the season, Close, Archive
Archived	Read-only, removed from the active views.	Unarchive

Suspending the season after an unexpected event

1. Click **Suspend the season**. The window first summarises the effect: the number of records awaiting a decision, the requests that will be refused automatically, and the clients who cannot be reached.
2. Choose the **reason your clients will read**: death, injury or illness, sold or left, other.
3. Write a message to your clients (for example to offer a transfer to another stallion), then confirm with **Suspend and notify the clients**.
4. Then deal with each committed record using **Decide on the records**: cancellation, or transfer to another stallion or another season.



The suspension window: the summary on the left, the reason and the message on the right.

1. What the suspension will affect
2. Reason, read by your clients
3. Message to your clients
4. Suspend and notify the clients

A suspension notifies your clients

It automatically refuses pending requests, pauses reminders and takes the stallion out of bookings. It can be reversed with **Reopen the season**, but your clients will already have been notified.

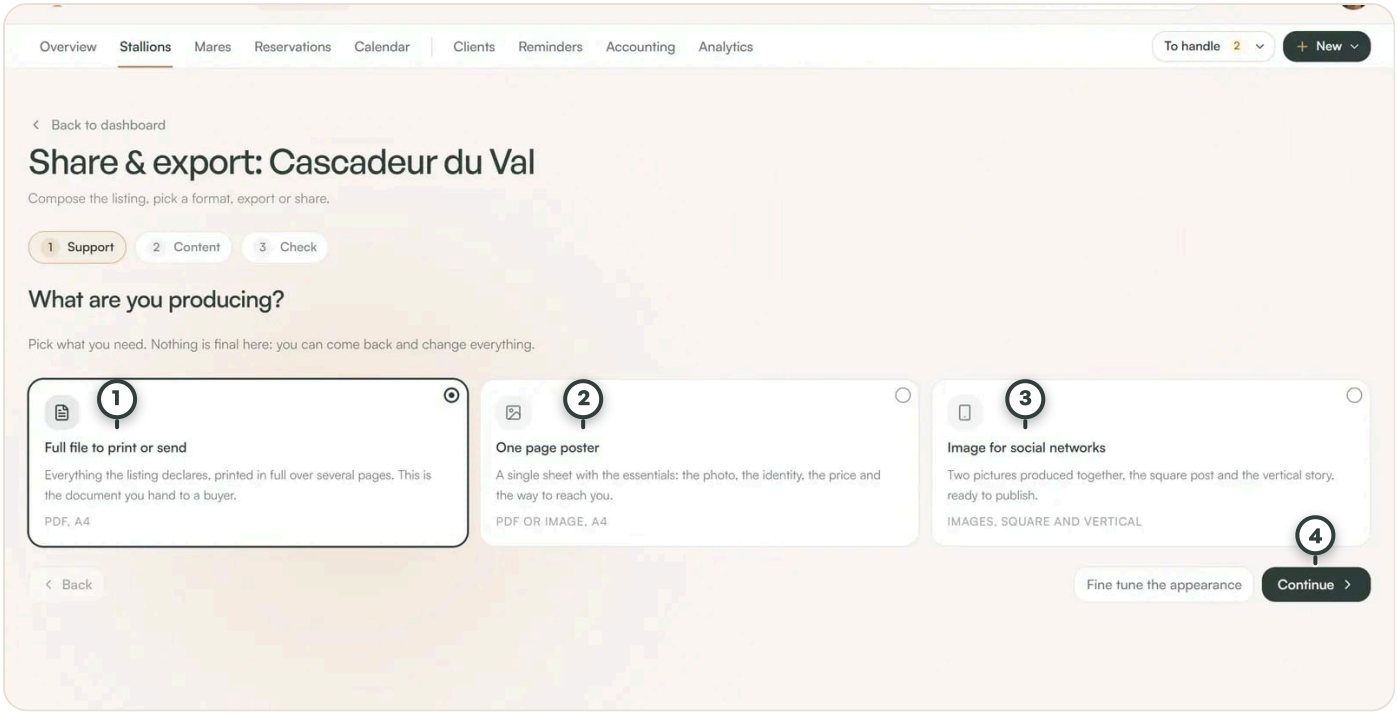
Preparing the next season

At the end of the season, click **Close** to stop receiving requests, then create the next season, ticking **Reuse the settings of the … season** (see B5). Once all the records are closed, **Archive** puts the season away as read-only. A draft season can be deleted from the list of seasons.

B10 Promoting the stallion: booking link and posters

Each stallion has a short booking link, to paste into a message, on Instagram or on your website. “Share & export” produces posters and PDF files ready to print.

1. On the stallion's management page, in the **Booking link** card, choose where you are going to post it (Everywhere, Instagram, Facebook, My website, WhatsApp), then click **Copy**. The link looks like **equun.com/r/rk478tu**; a QR code is also available.
2. A client who follows this link lands directly on the booking form, with or without an Equ'un account. Without an account, the client confirms the request through a link received by e-mail.
3. For a poster or a full file, open **Share & export** from the stallion's page, choose the format, then customise the content and the layout.



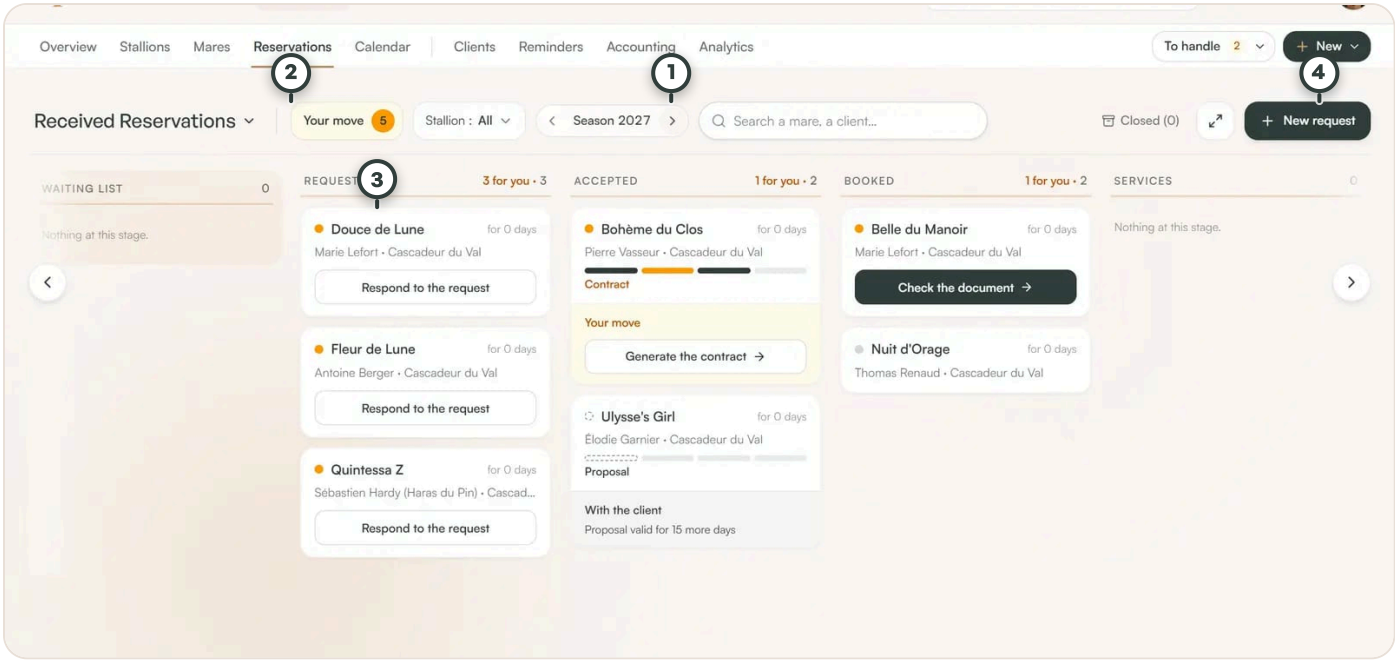
“Share & export”: a choice of three formats.

1. Full file to print or send
2. One-page poster
3. Image for social networks
4. Continue to customisation

> **Difference between plans**
> On the Free plan, the PDF sheets carry the Equ'un mention. On Pro and Elite, they are “in your colours”: a custom theme, with no Equ'un branding.

B11 Receiving requests: the sales follow-up

The **Reservations** tab shows all your breeding records in columns, from the request to the birth. Each card shows the next action to take.



The sales follow-up for the 2027 season: the request for Douce de Lune has just arrived.

1. Change season
2. “Your move”: only the records waiting for your action
3. The record card and its action button
4. New request (manual entry)

Column	What it contains
Waiting list	Clients who signed up while a period was full.
Requests	Requests received, waiting for your answer.
Accepted	Approved requests: proposal sent, contract to sign, deposit to request.
Booked	Covering date confirmed.
Services	Covering done, waiting for the pregnancy diagnosis.
Pregnancies	Pregnant mares (in foal), until foaling.
Births	Foals born, then declared (visible for 30 days).

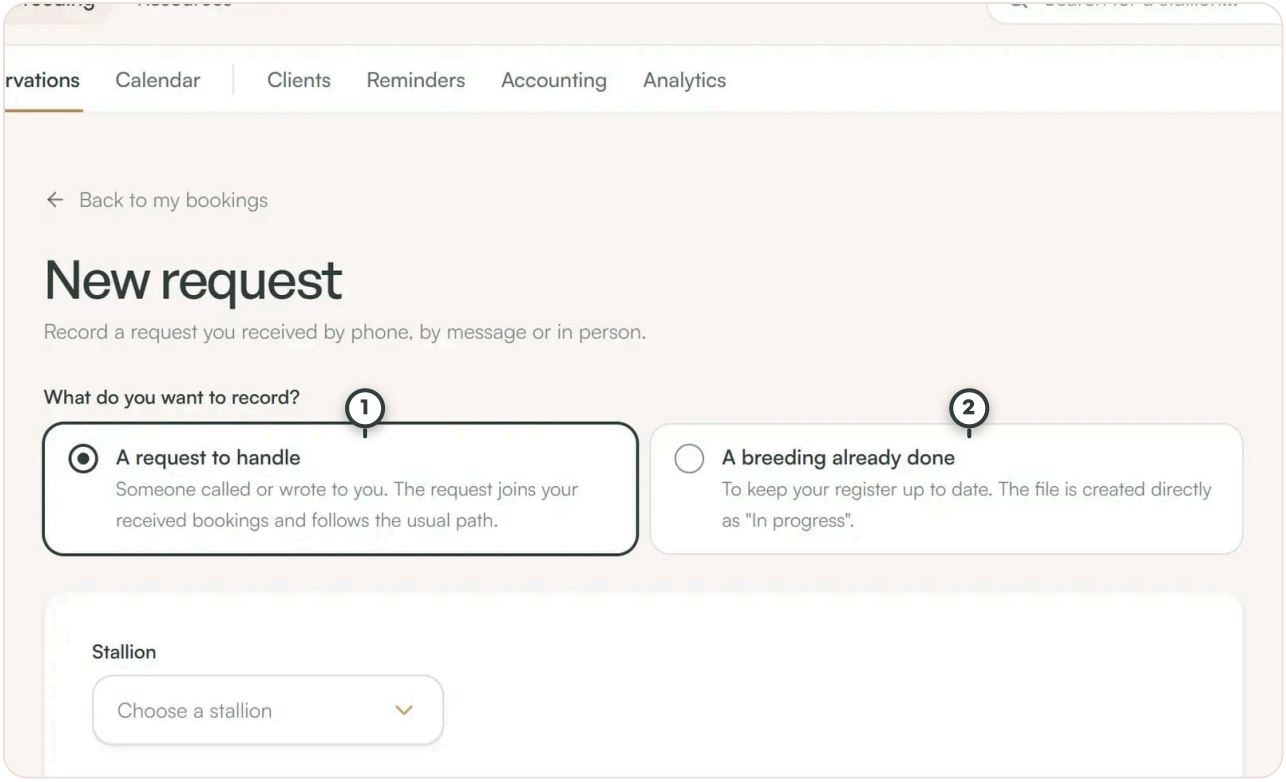
The `Received Reservations` title is a menu: it switches between the **sales follow-up** in columns, the filterable **list** (handy for finding a mare or a client) and the **sent reservations**, if you also have your own mares covered by other stallions. Records that were refused, cancelled or closed with an empty mare are filed under `Closed`.

Recording a request received by phone

1. Click `New request` (or `New`, then `Reservation`).

2. Choose **A request to handle** for a client who is booking, or **A breeding already done** to enter a past covering in your register.

3. Choose the stallion, the period and the method, then fill in the mare and the client's contact details. If the client's email address matches an Equ'un account, the client will find the breeding record in their own space.

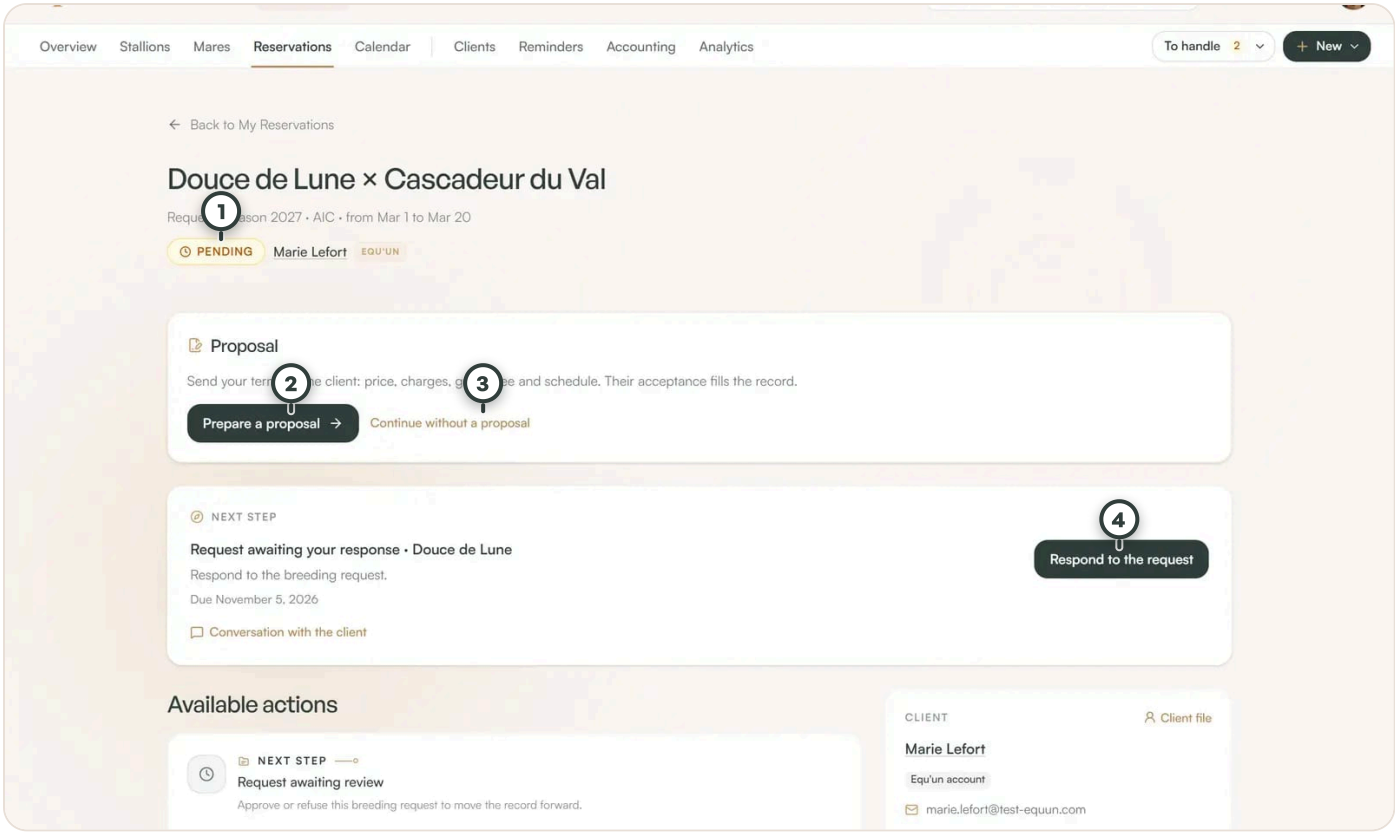


A new request entered by the stud farm.

1. A request to handle
2. A breeding already done

B12 Responding and sending a commercial proposal

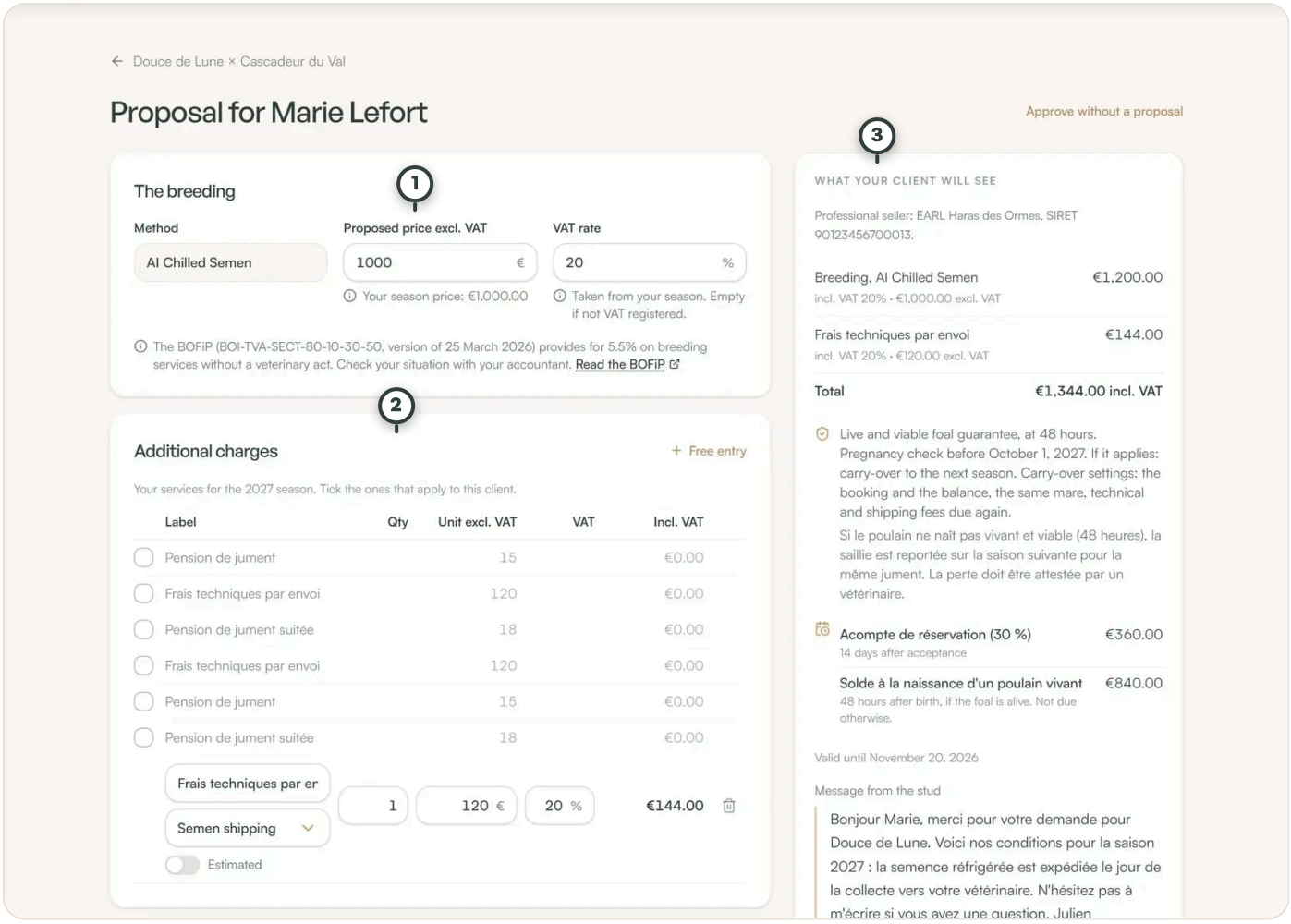
The proposal sets the terms of the sale: price, charges, guarantee and payment schedule. Once the client accepts it, the agreement is concluded.



Douce de Lune's breeding record as it arrives, on the stud farm's side.

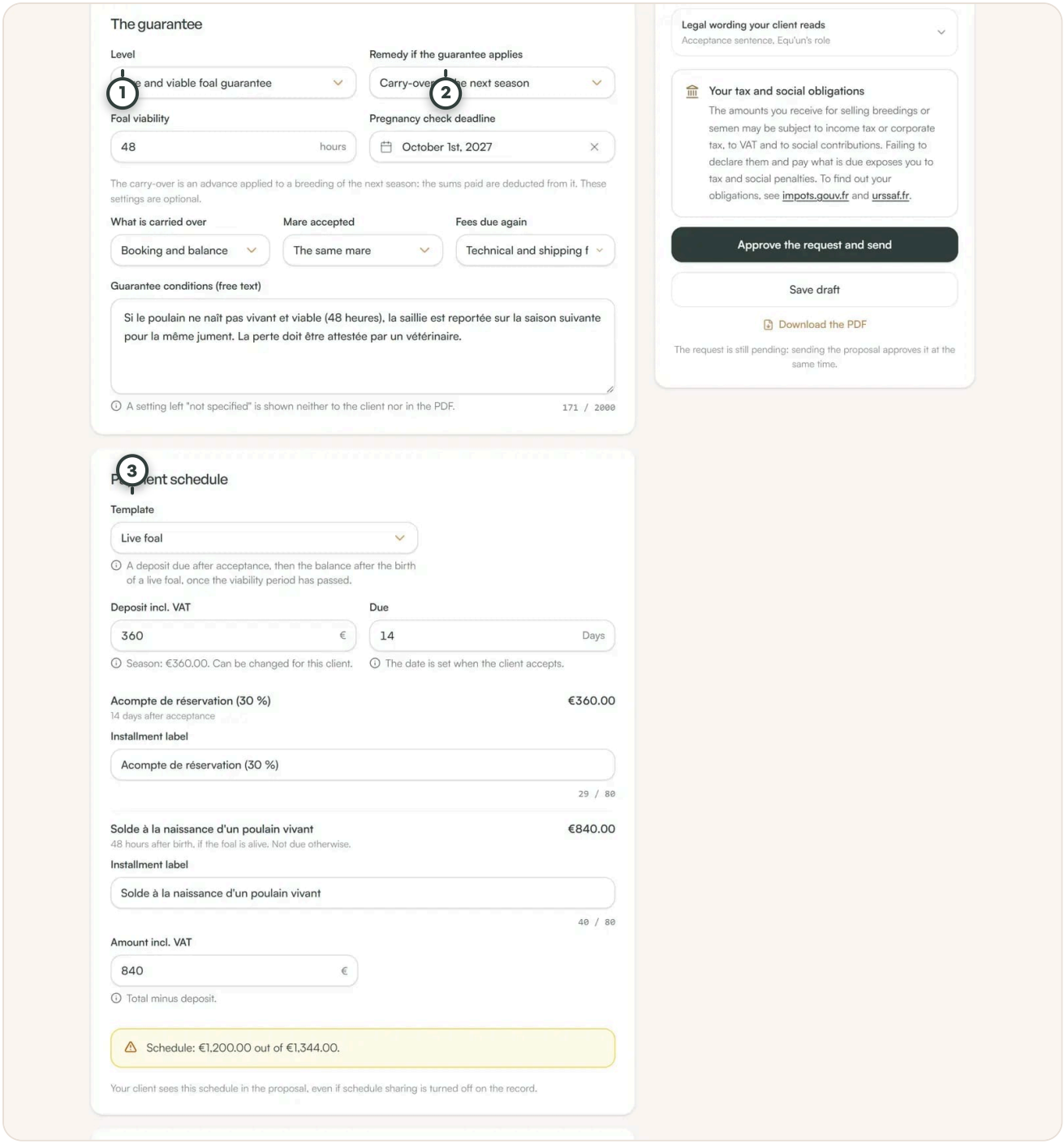
1. Status: Pending
2. Prepare a proposal (recommended)
3. Or approve without a proposal
4. Respond to the request: approve or refuse

1. Open the request and click **Prepare a proposal**. The form is already filled in with the season's terms.
2. **The breeding**: check the proposed price excluding VAT and the VAT rate.
3. **Additional charges**: tick the season's services that apply (technical fees for shipping the semen, boarding) or add a line with **Free entry**.
4. **The guarantee**: its level, the remedy if it applies (carry-over, refund), the period within which the foal must prove viable, and the deadline for confirming the pregnancy.
5. **Payment schedule**: choose a template (for example “Live foal”: a deposit after acceptance, then the balance at the birth) and adjust the amounts.
6. **Message** and validity date: 15 days by default, 60 days at most.
7. Check the **What your client will see** column, then click **Approve the request and send**.



Composing the proposal: the breeding, the additional charges and, on the right, the preview of what the client will see.

1. Proposed price excl. VAT and VAT rate
2. The season's additional charges, to tick
3. What your client will see



The guarantee and the payment schedule. A warning appears if the schedule does not cover the total (here, the technical fees will be paid separately).

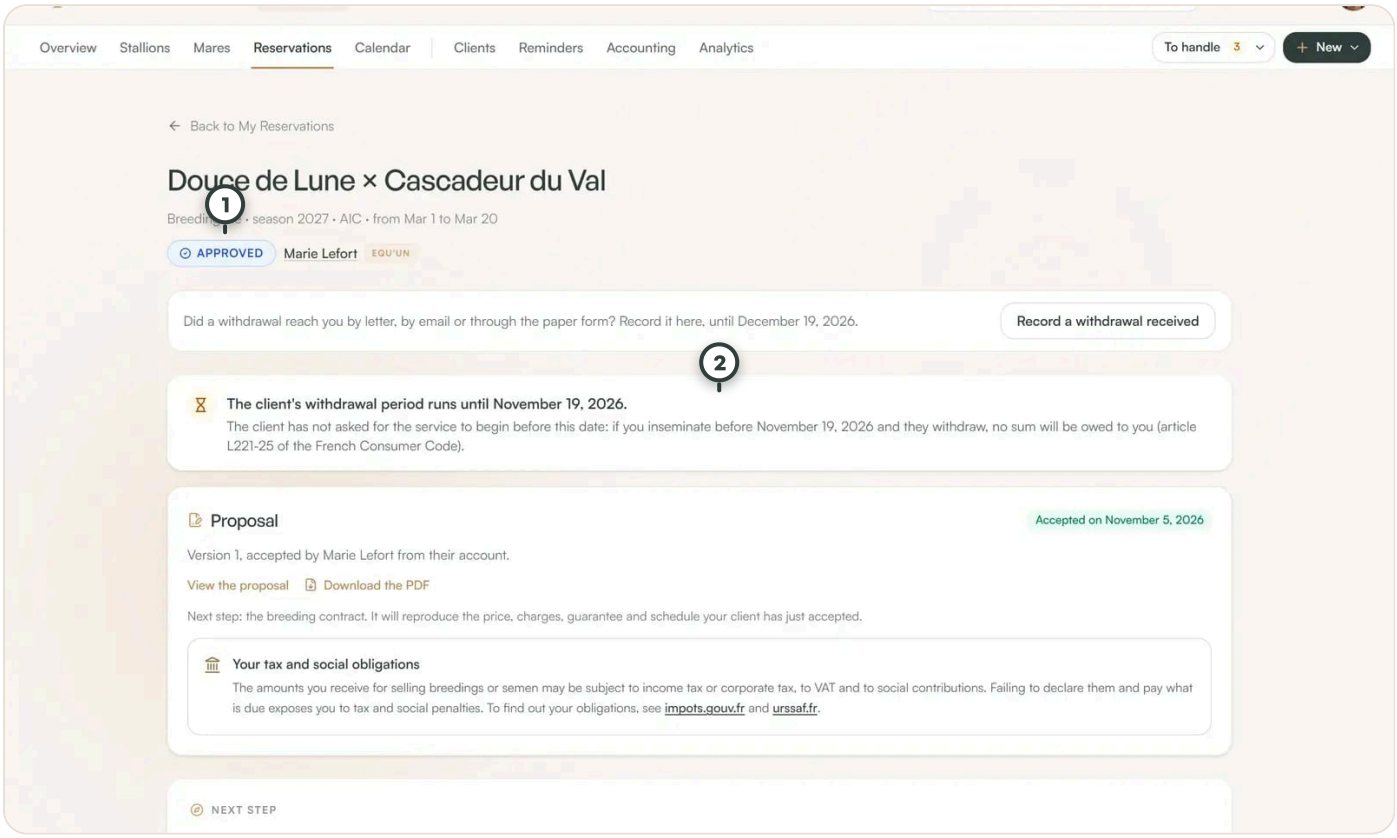
1. Guarantee level
2. Remedy if the guarantee applies
3. Schedule template

What happens next?

The client can accept, ask for a change (you then send a new version) or refuse. If there is no answer, a reminder can go out automatically (see B18). An expired proposal can be sent again, or the breeding record can be closed “for lack of answer”. To refuse a request, you must give a reason: the client reads it.

B13 After acceptance: the breeding record and the mare documents

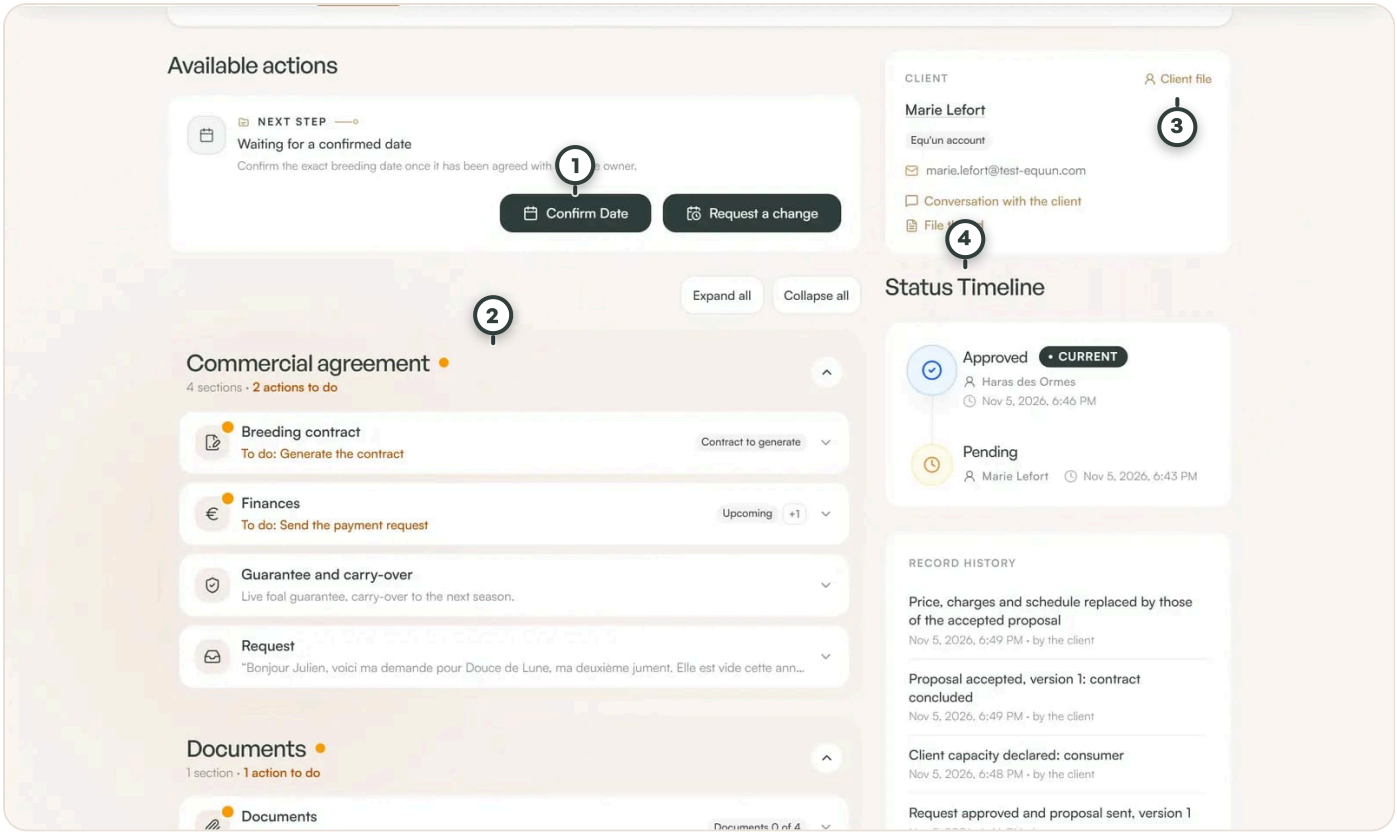
When the client accepts, the agreement is concluded. The breeding record then shows the next step and every available action, grouped into categories that you can fold and unfold.



Douce de Lune's breeding record just after acceptance.

1. Status: Approved
2. Withdrawal period of a private client

> **The withdrawal period**
>
> A **private** client (someone who has their mare covered for personal reasons, not for a business) has **14 days**, counted from the day after acceptance, to withdraw without giving a reason, directly from their own space. The banner shows the deadline. If the client asks for the service to start before this period ends, the covering can take place earlier. A professional client does not have this right. A withdrawal received by post is recorded with **Record a withdrawal received**.

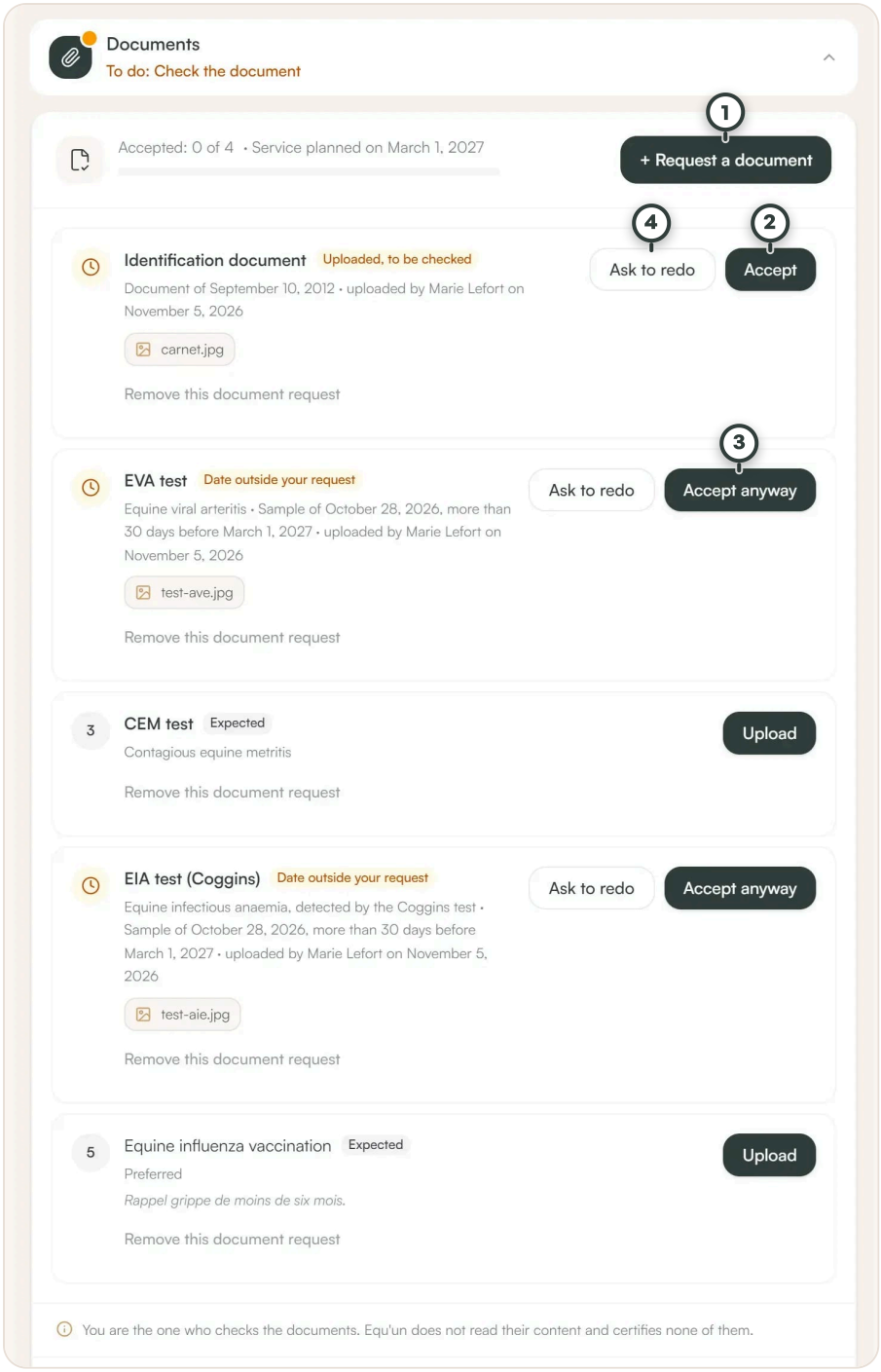


Further down the breeding record: the available actions, the client card and the timeline.

1. Confirm Date (the covering date)
2. Categories: commercial agreement, documents, mare and follow-up, exchanges
3. Client card
4. Status timeline

Checking the mare documents

The client uploads the documents the season requires. For each one, you choose **Accept** or **Ask to redo**. If a document does not meet the date condition (for example a test more than 30 days old on the covering date), Equ'un points it out and offers **Accept anyway**. Equ'un does not check what the documents contain: you are the one who checks them.



Douce de Lune's documents, uploaded by Marie Lefort.

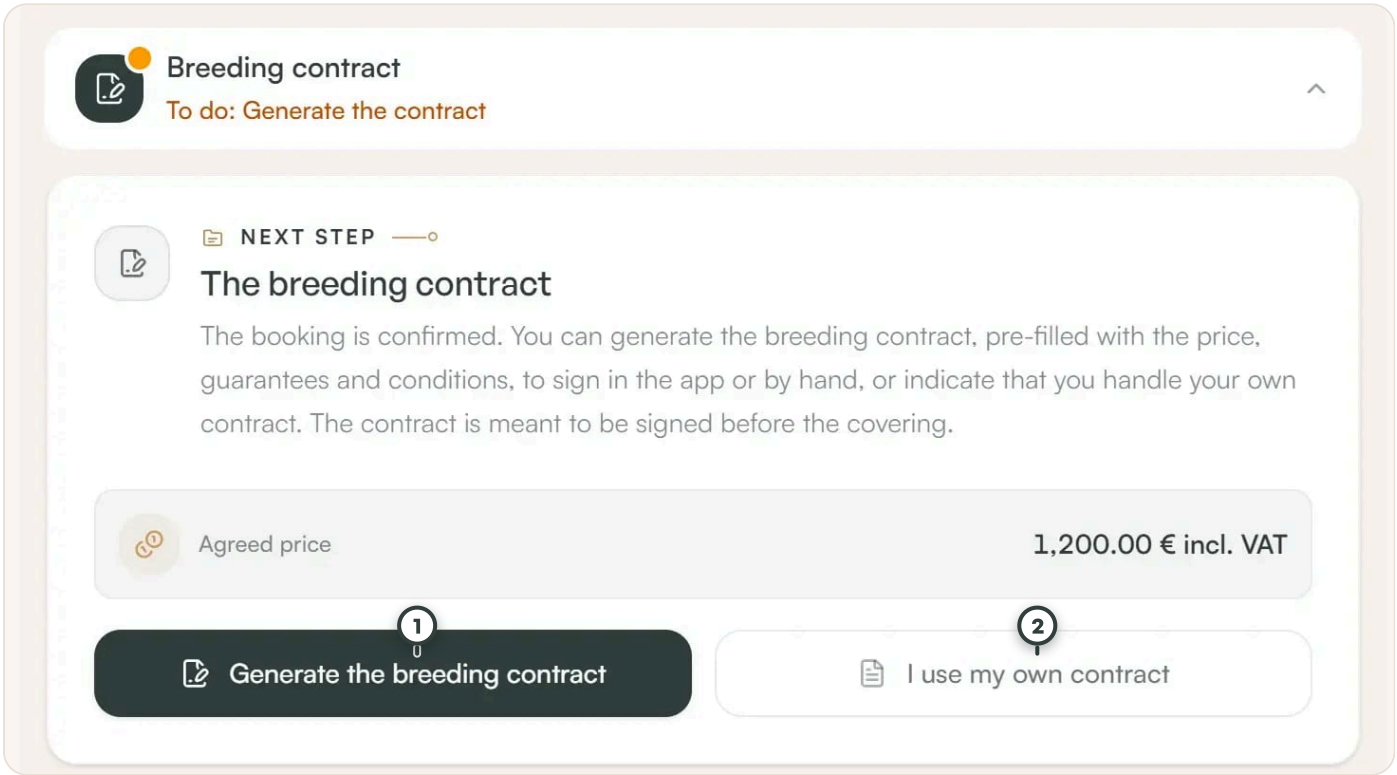
1. Request an additional document
2. Accept
3. Accept anyway (date outside the condition)
4. Ask to redo

Once the covering date is agreed with the client, click **Confirm Date**: the date must fall within the range the client asked for. The breeding record moves to **Confirmed** and joins the “Booked” column. Either party can then ask to change the date (at most two accepted changes per record).

B14 The breeding contract

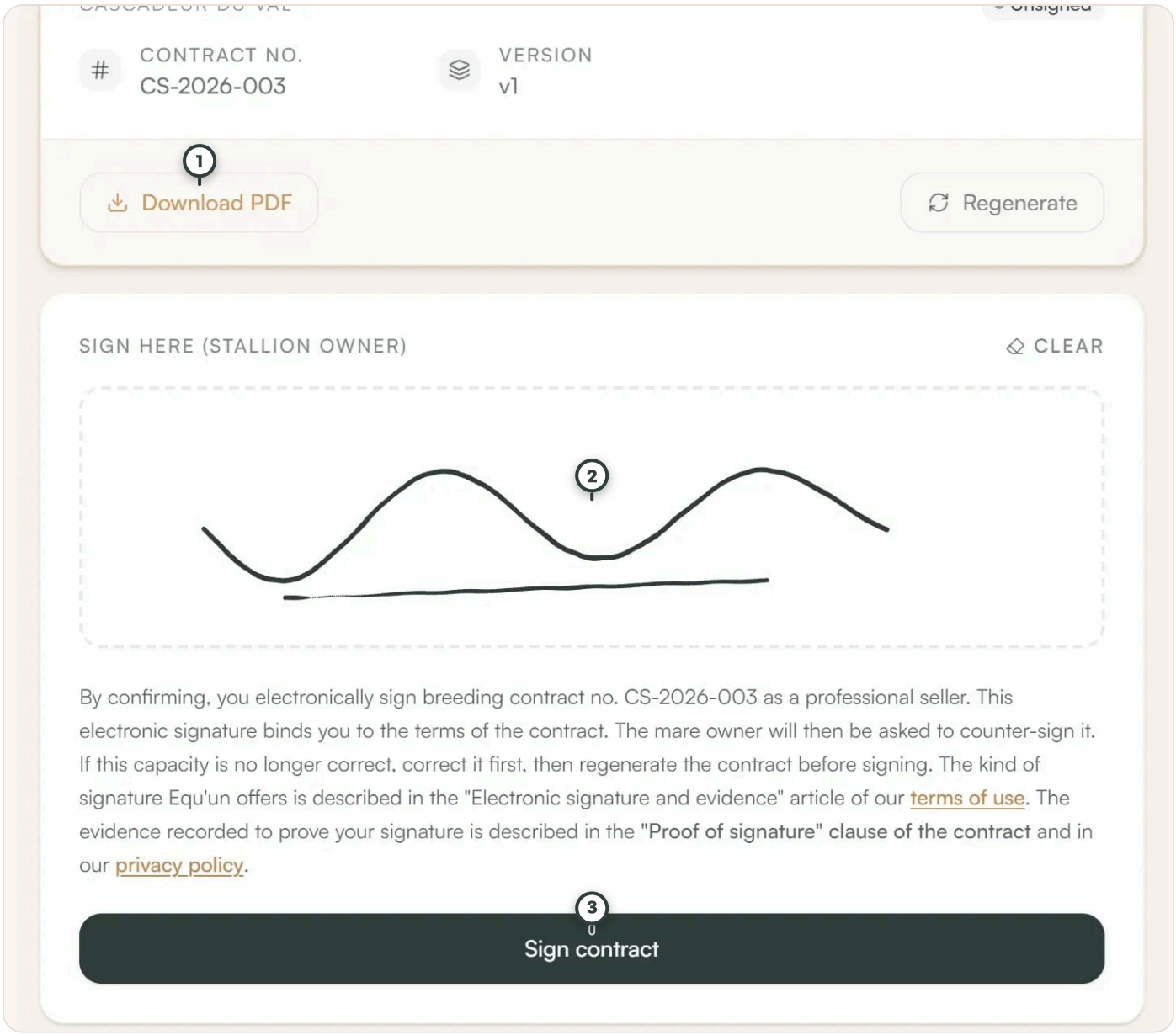
Equ'un prepares the contract from the accepted proposal. You sign it online, then the client countersigns it.

1. In the breeding record, under the “Commercial agreement” category, open **Breeding contract** and click **Generate the breeding contract**. Do you handle your contract yourself? Choose **I use my own contract**.
2. If needed, complete the mare's identity: her SIRE number (SIRE is the French national equine database) or her UELN (Universal Equine Life Number, the European horse identification number), her date of birth and her microchip number. Then click **Save & generate**.
3. Read the PDF through with **Download PDF**, sign in the box provided, then click **Sign contract**.
4. The client is invited to read it and countersign it. The status moves from **Unsigned** to **Awaiting counter-signature**, then to **Fully signed**.



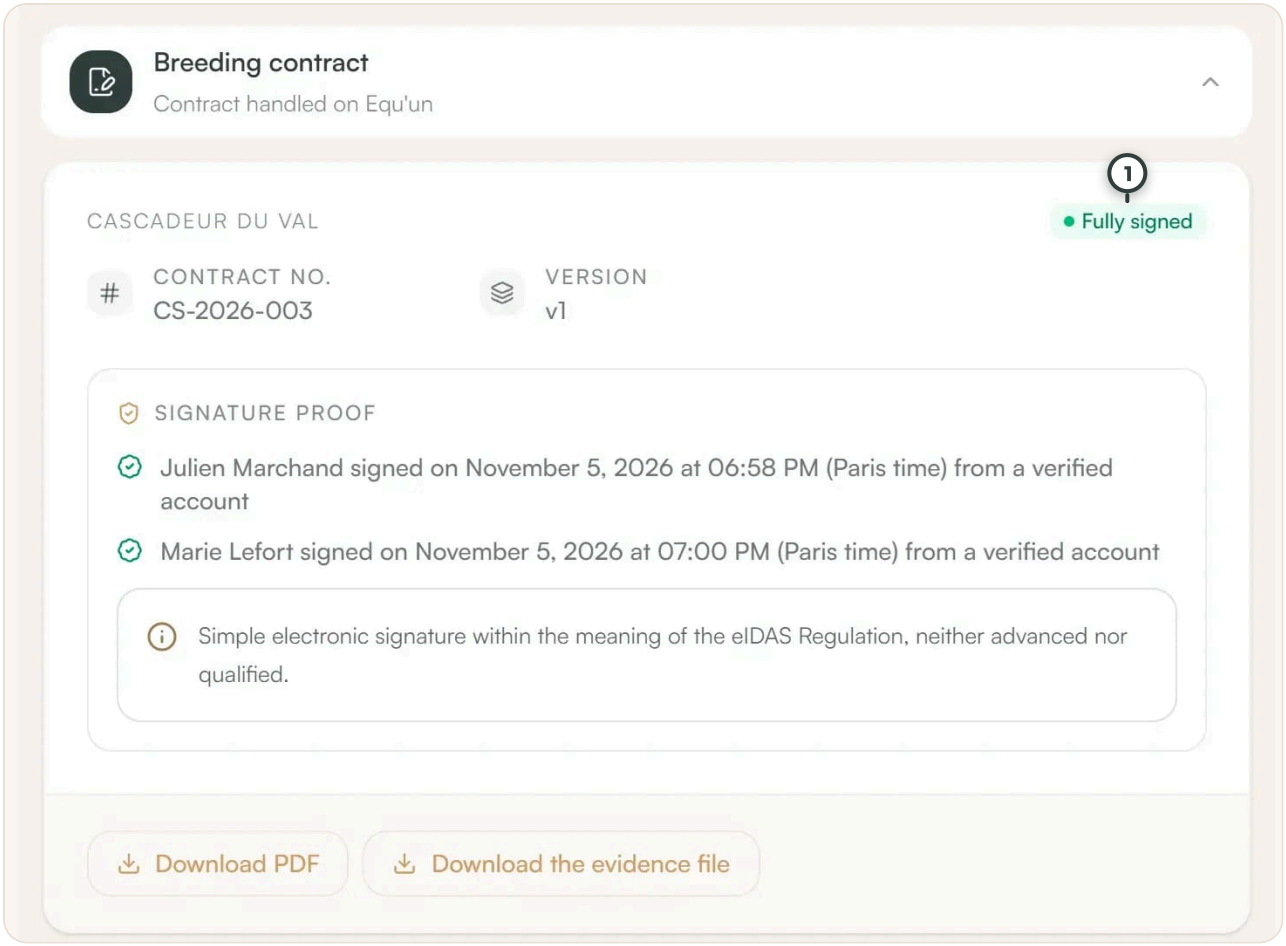
Before the contract is generated.

1. Generate the breeding contract
2. I use my own contract



The stud farm's signature, drawn with the mouse or a finger.

1. Download PDF, to read it through
2. Signature box
3. Sign contract



The contract signed by both parties.

1 Fully signed

A drawn, time-stamped signature

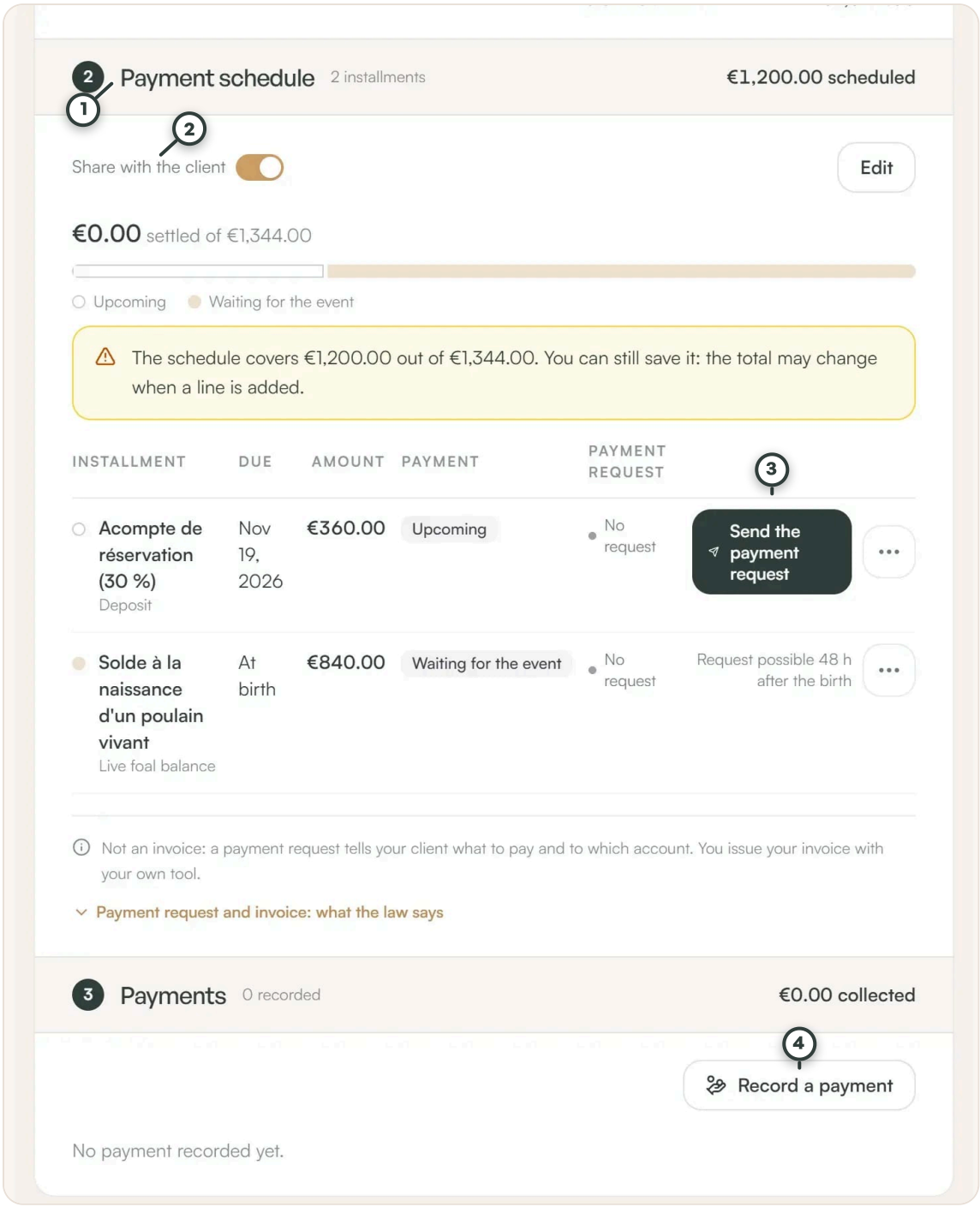
Each signature is recorded with its author, its date and the version of the contract. If the price or the terms change, the contract is generated again (10 versions at most) and must be signed again.

B15 Requesting the deposit and recording payments

A payment request tells the client how much to pay, by what date and into which account. The client pays outside Equ'un, and you then record what you have received.

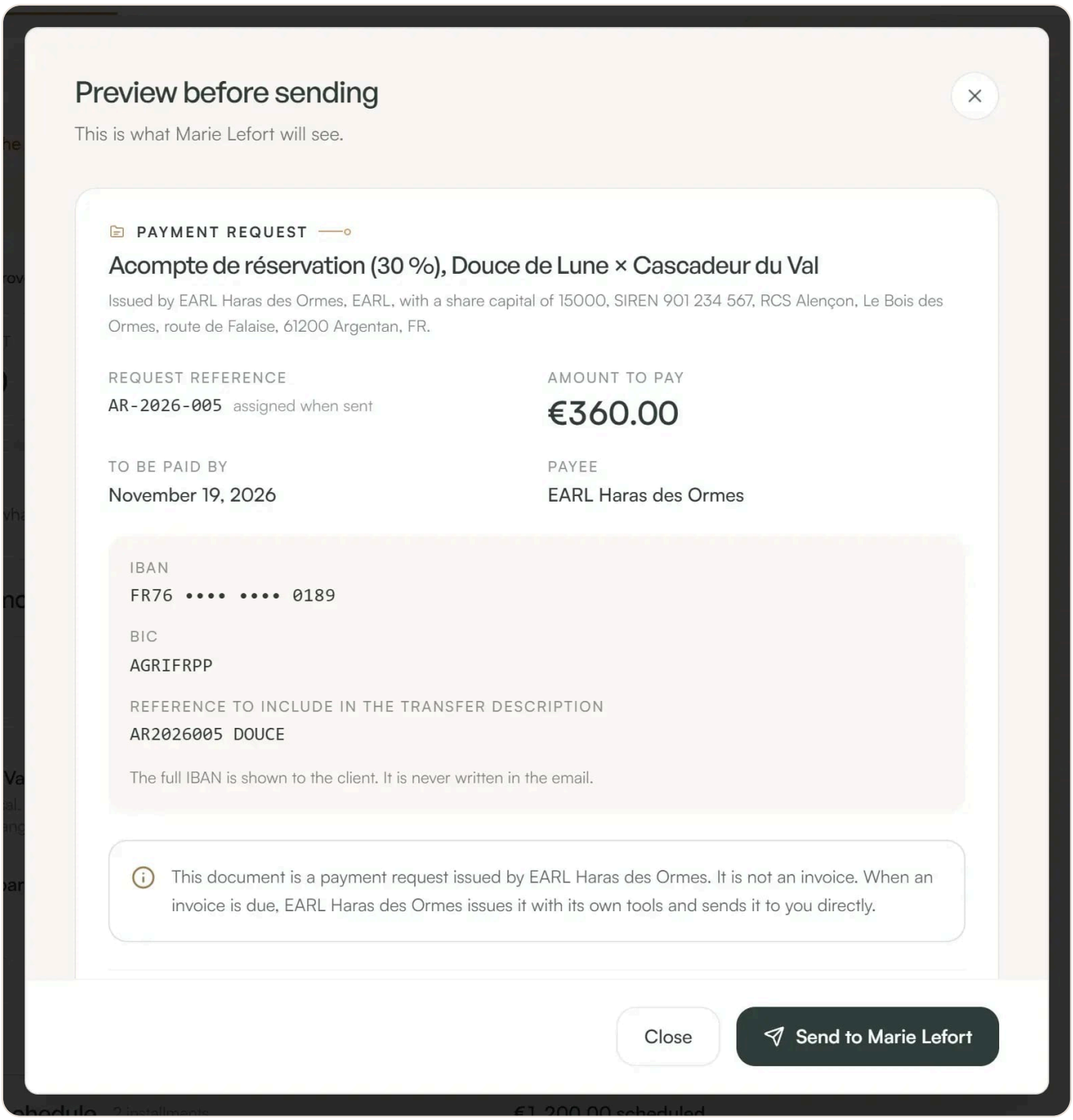
1. Check that your IBAN is saved (Accounting > Settings, see A7).
2. In the breeding record, open **Finances**. The payment schedule shows each instalment, its amount and its state (upcoming, waiting for the event, paid...).
3. On the deposit, click **Send the payment request**. A preview shows exactly what the client will see: reference, amount, due date, IBAN and the wording to put on the bank transfer.

4. Confirm with **Send to** followed by the client's name.
5. When the client declares their bank transfer, check your bank account, then click **Record the payment**, or **Not received**. A payment received another way (cheque, cash) is entered with **Record a payment**.

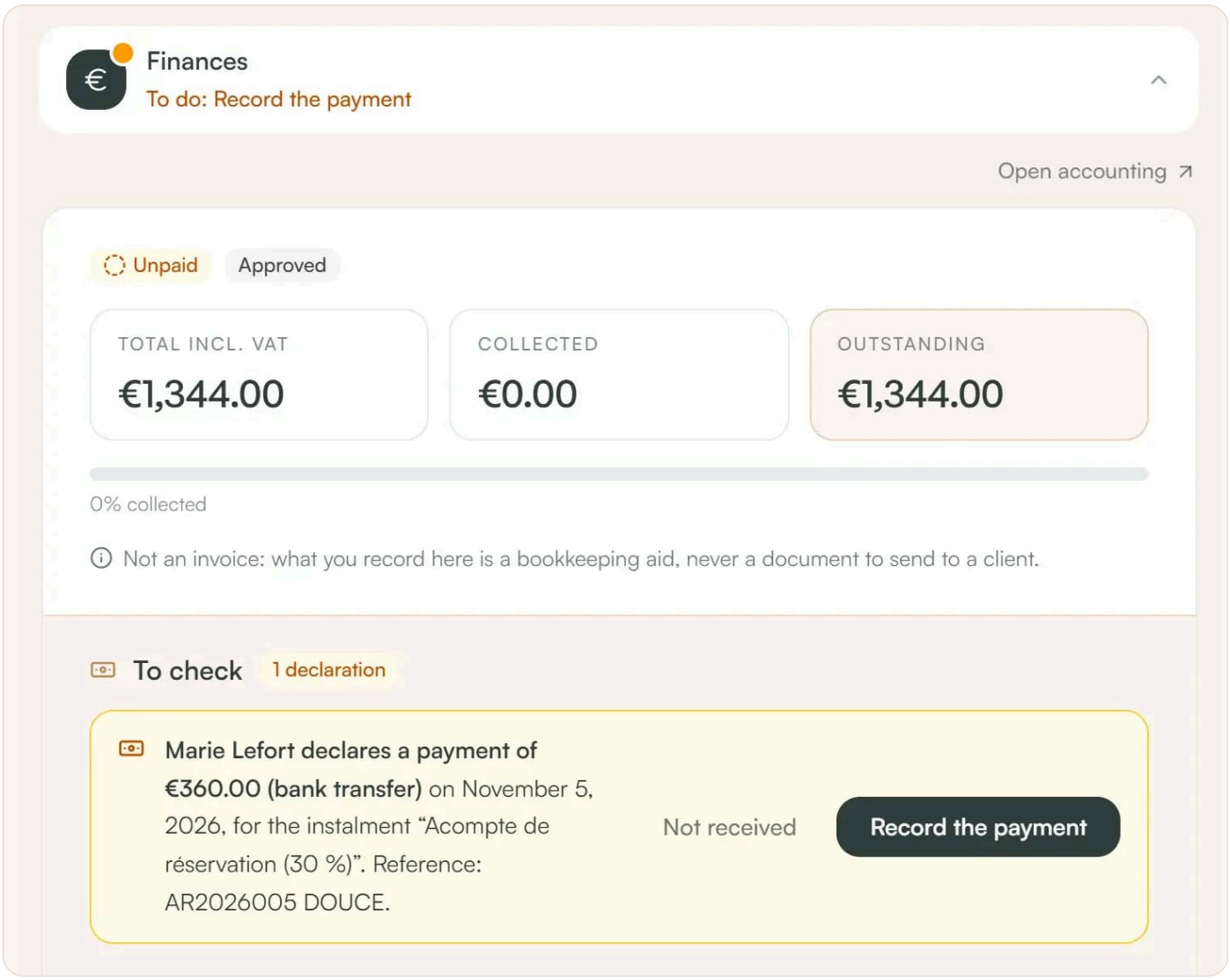


The payment schedule and the payments of Douce de Lune's breeding record.

1. Payment schedule
2. Share the payment schedule with the client
3. Send the payment request
4. Record a payment



The preview before sending: the full IBAN is only shown on the client's side.



The client has declared their bank transfer: it is up to you to record it.

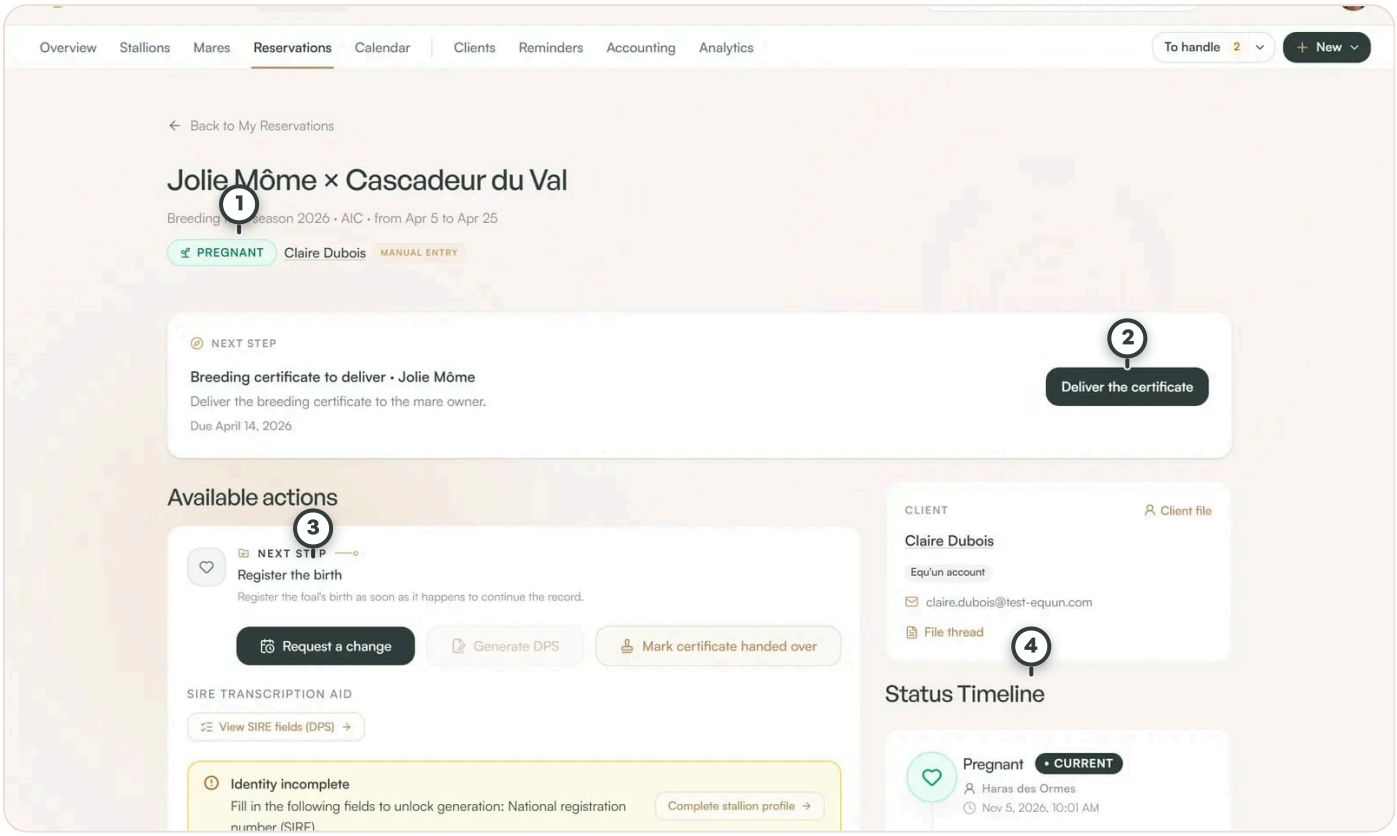
Not an invoice

A payment request is not an invoice: you invoice with your own tool. The **Record amount** section is an accounting aid, and conditional balances ("live foal", "if pregnancy is confirmed") can only be requested once the event has happened: for example 48 hours after a birth declared live.

B16 Following the mare: covering, pregnancy, birth

After the covering, the breeding record follows the mare: pregnancy checks, any new attempts, then the birth of the foal.

1. On the day of the covering or the insemination, click **Mark as Performed** and enter the date (never in the future). The breeding record moves to **Covered**.
2. Record each ultrasound scan with **Add a check**: date, result (pregnant, empty or inconclusive), vet, note. A positive check moves the breeding record to **Pregnant**. The client can also record their own diagnoses.
3. Is the mare empty (not in foal)? Record a new attempt at the next cycle, or click **Close as empty**: the guarantee may then provide for a carry-over (see B17).
4. When the foal is born, it is the client who attests the birth from their own space (**Attest the birth**), then declares the foal to SIRE. If the client does not have an Equ'un account, you declare the birth yourself.

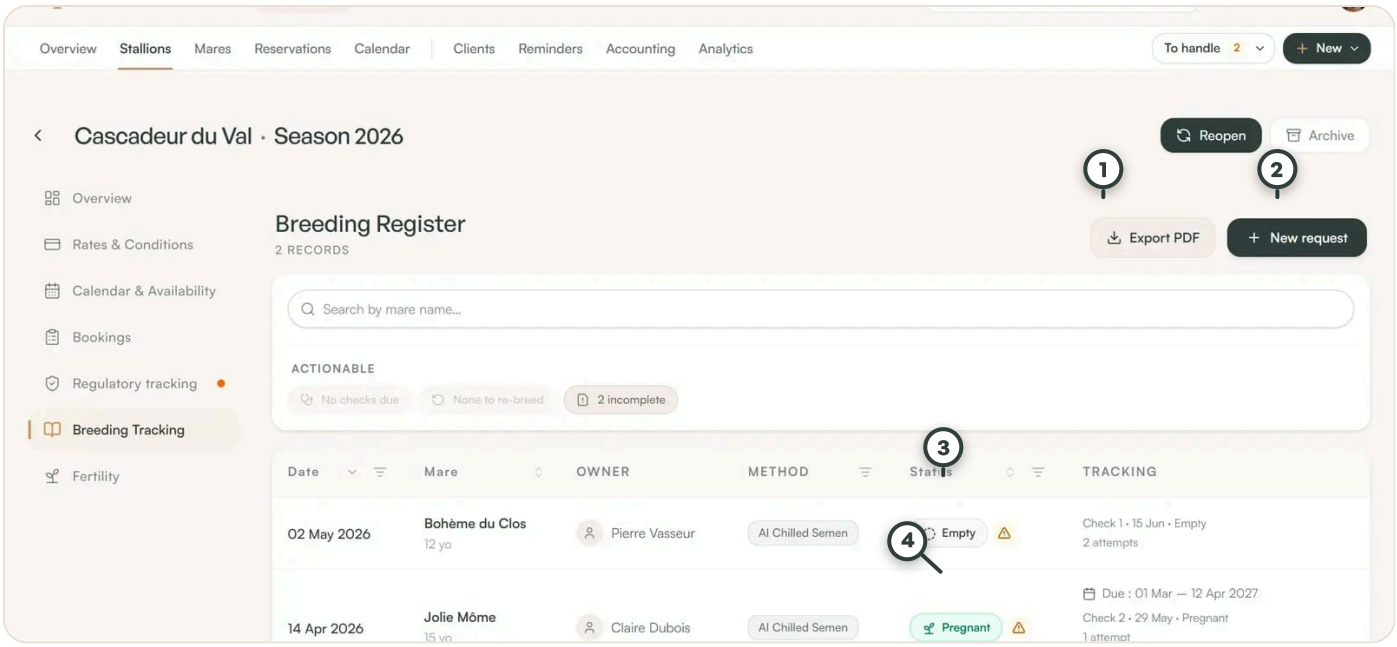


The breeding record of Jolie Môme, a pregnant mare from the 2026 season.

1. Status: Pregnant
2. Next step: breeding certificate to hand over
3. Register the birth when it happens
4. Status timeline

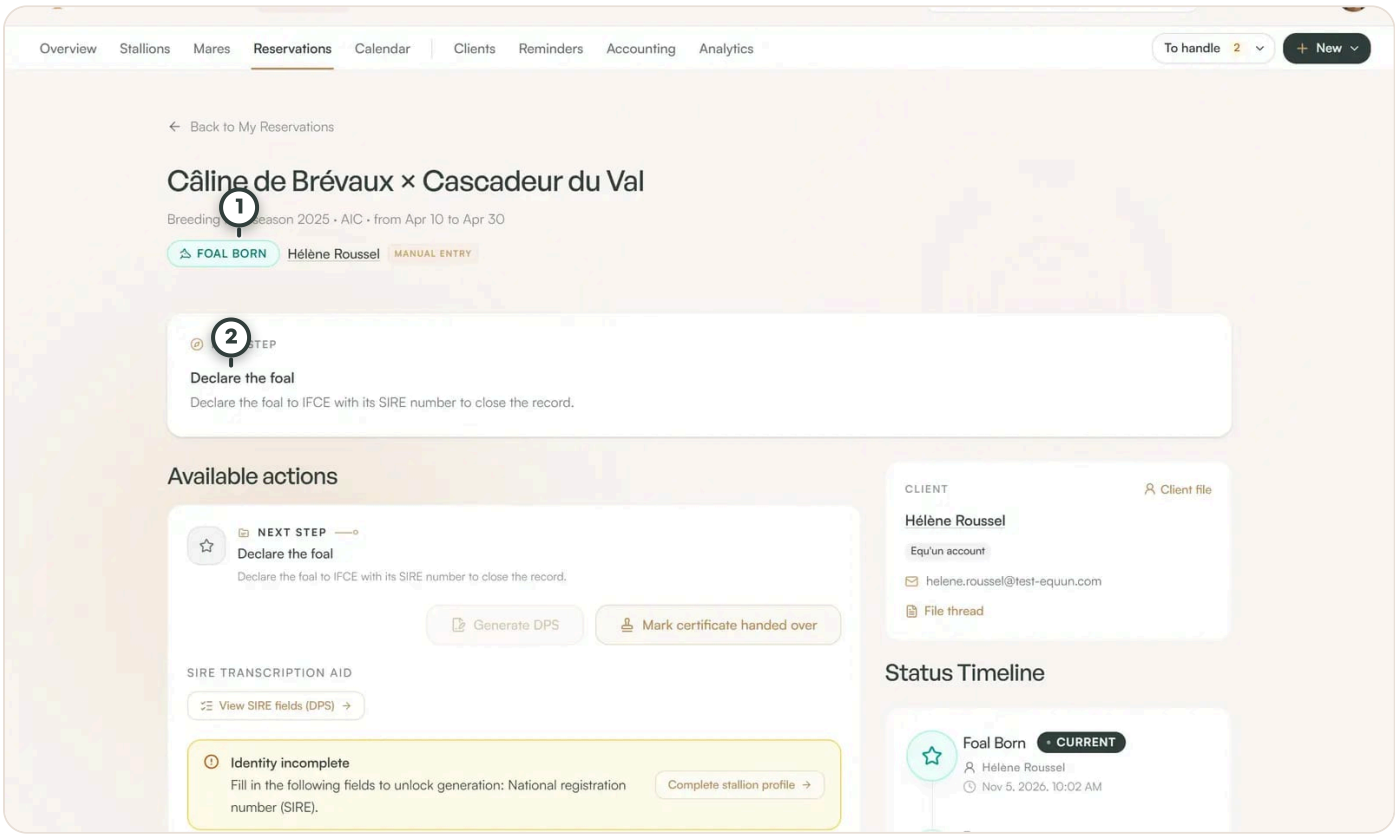
The season's breeding register

The season's **Breeding Tracking** tab keeps the register of every covering: date, mare, owner, method, status and follow-up of the checks. It can be exported as a PDF.



The 2026 breeding register of Cascadeur du Val.

1. Export the register as a PDF
2. Add a covering
3. Bohème du Clos: negative pregnancy check
4. Jolie Môme: pregnant mare



Câline de Brévaux has foaled: the foal still has to be declared.

1. Status: Foal Born
2. Next step

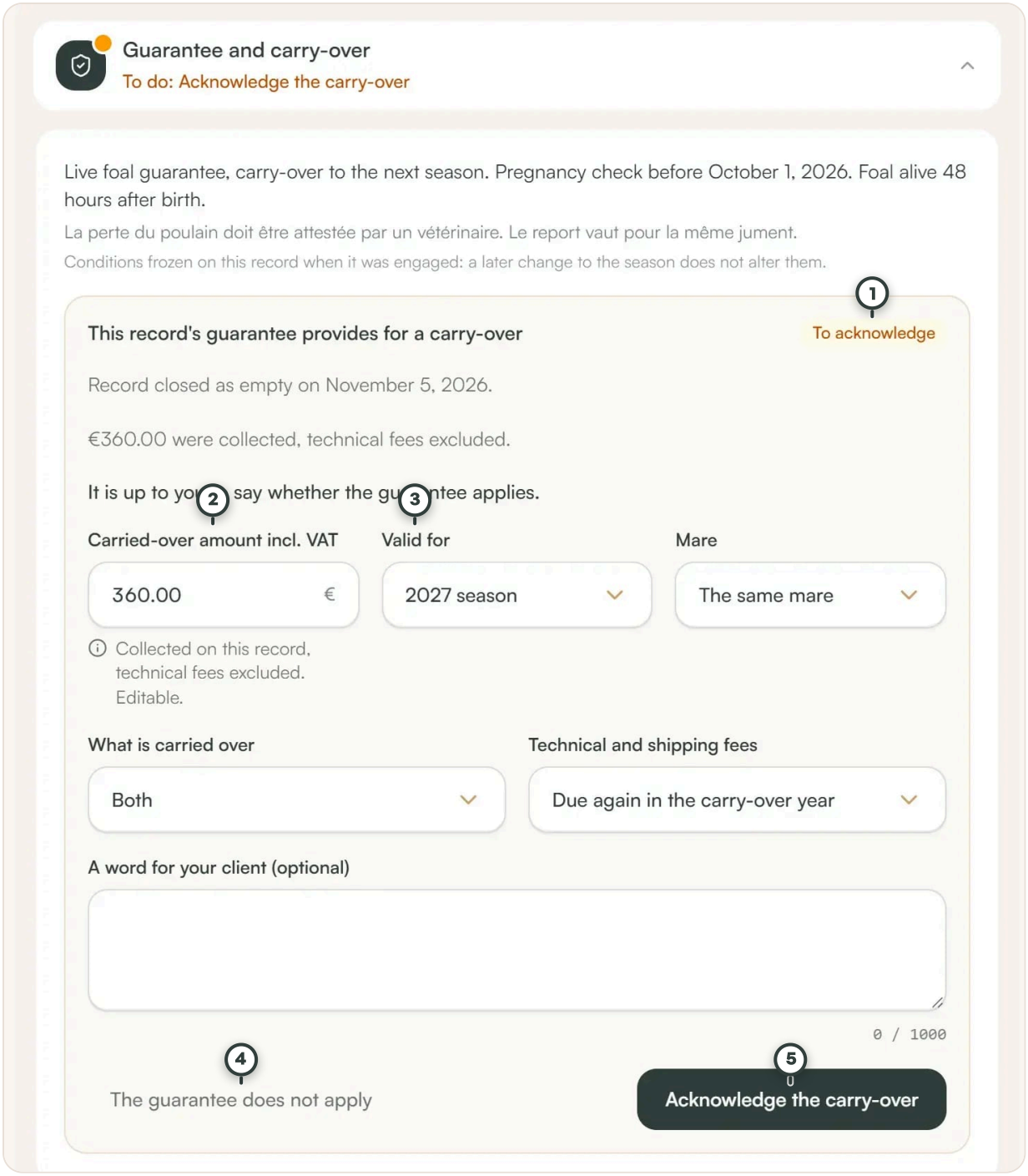
Breeding certificate and declarations

The breeding record prepares the **breeding certificate** (the covering certificate) to hand to the client, and helps you fill in the **DPS** (déclaration de premier saut, the covering declaration) and the **DN** (déclaration de naissance, the birth declaration) that SIRE expects. SIRE is the French national equine database, run by the IFCE (the French horse and riding institute). Equ'un prepares the fields, but the declaration itself is made on the IFCE portal.

B17 Guarantee and carry-over

When the mare stays empty or the foal is not born viable, the guarantee may provide for a carry-over: the sums already paid count towards a covering in the following season. Equ'un points it out, but you make the decision.

1. After a closure as “empty” or a declared loss, the breeding record shows **Acknowledge the carry-over** in its next step.
2. Check the carried-over amount (filled in with what has been collected, excluding technical fees), the season it is valid for, the mare it applies to and what is carried over. If needed, add a note for your client.
3. Click **Acknowledge the carry-over**, or **The guarantee does not apply**, explaining why.
4. When the client books for the following season, apply the carry-over to their new breeding record: the amount is deducted from what they owe.



Bohème du Clos stayed empty in 2026: the €360 carry-over is waiting to be acknowledged.

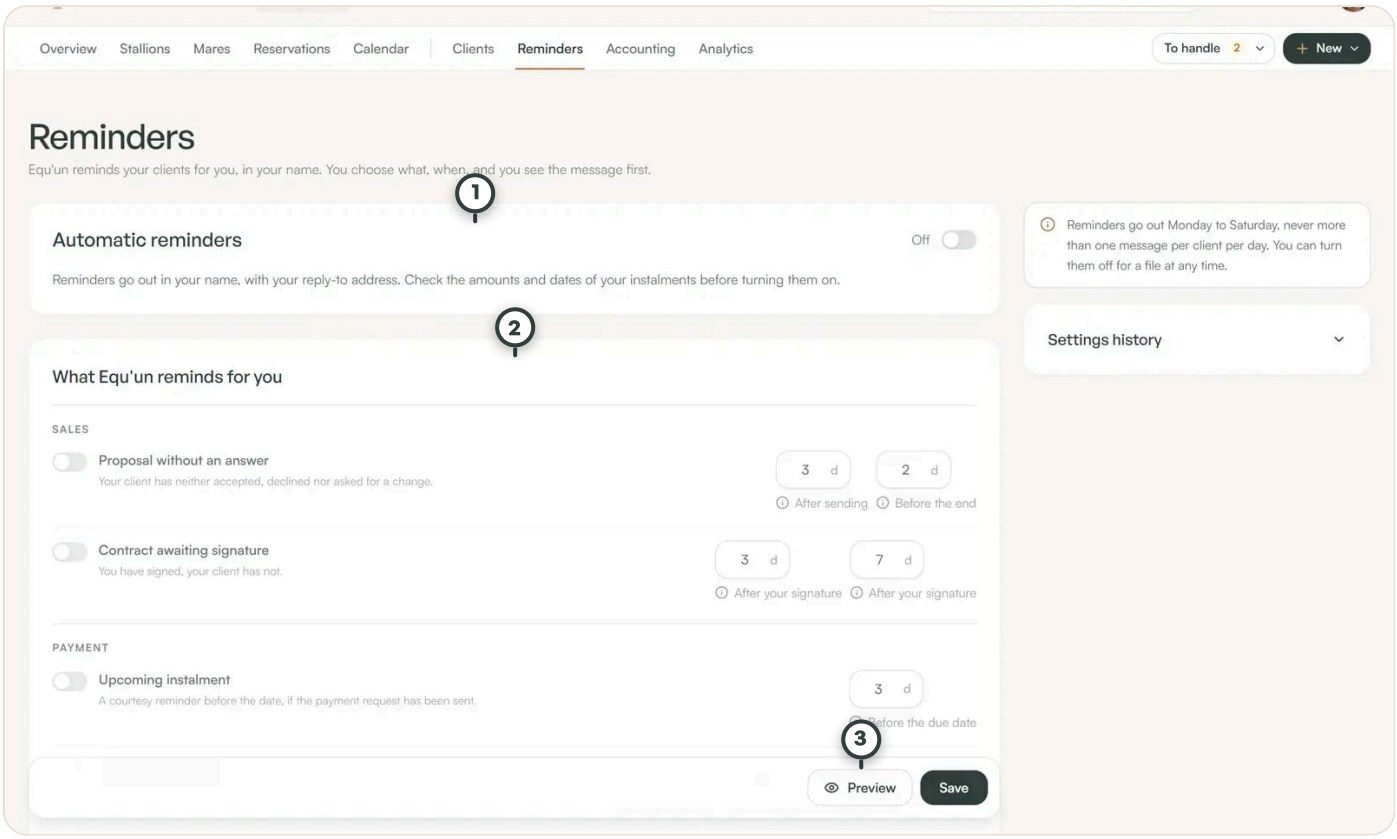
1. To acknowledge
2. Carried-over amount incl. VAT
3. Season it is valid for
4. The guarantee does not apply
5. Acknowledge the carry-over

B18 Automatic reminders

Equ'un can remind your clients for you, in your name: an unanswered proposal, a contract to sign, an instalment coming up or overdue, missing documents, a carry-

over about to expire.

1. Open **Reminders** and turn on **Automatic reminders**. Everything is off by default.
2. Under “What Equ'un reminds for you”, turn on each type you want and adjust the delays in days.
3. If you wish, add a personal note, a sender name and a reply-to address.
4. Click **Preview** to read the exact email, then **Save**.



The Reminders screen.

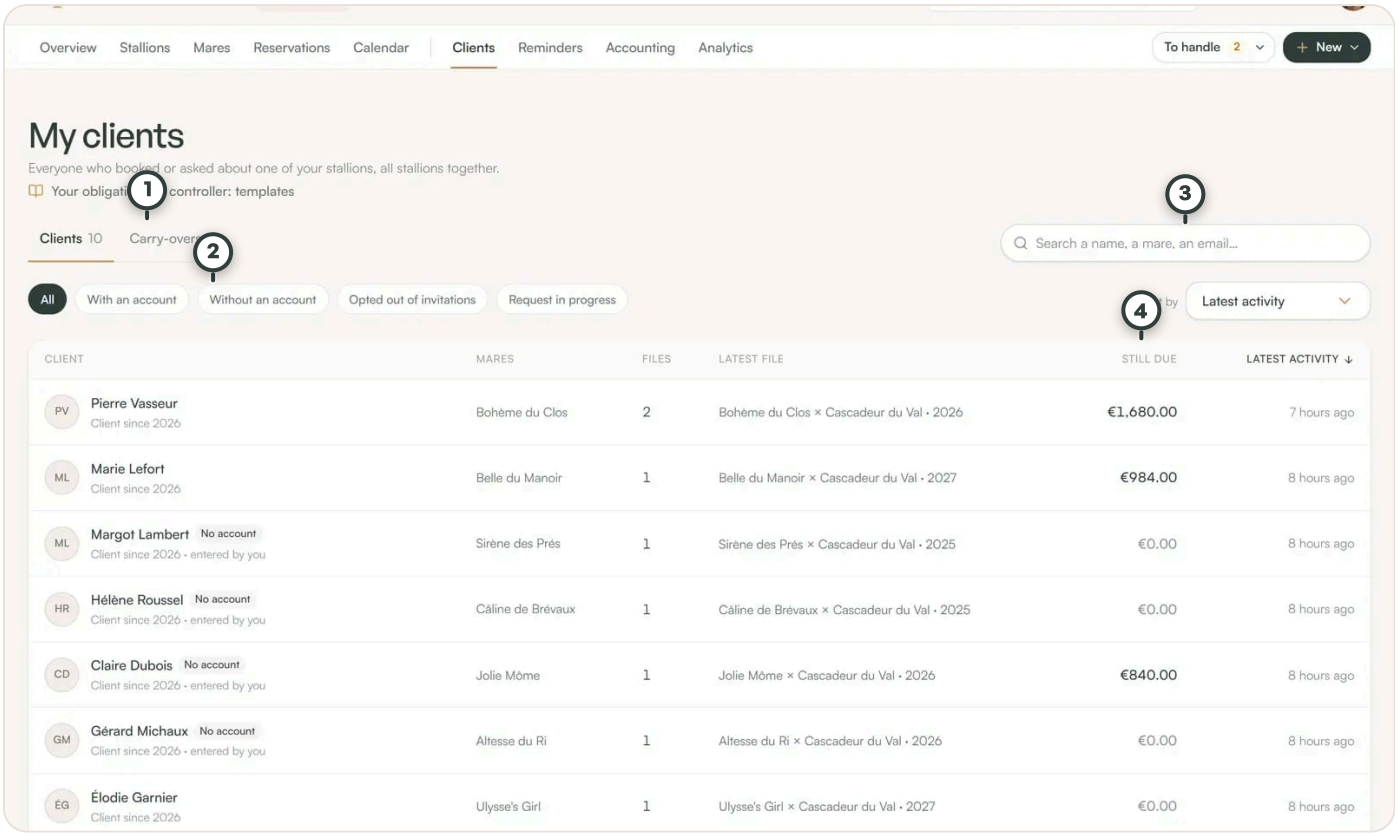
1. Main switch
2. The reminder types and their delays
3. Email preview

Safeguards

Reminders go out from Monday to Saturday, never on a Sunday, and at most one per client per day. Each subject has a cap (for example 2 reminders for an unanswered proposal). An instalment reminder only goes out if the payment request has already been sent. You can switch off the reminders of a breeding record at any time, and the client can report that they have already paid.

B19 My clients

The **Clients** tab brings together everyone who has booked or requested one of your stallions, with their breeding records and what they still have to pay.



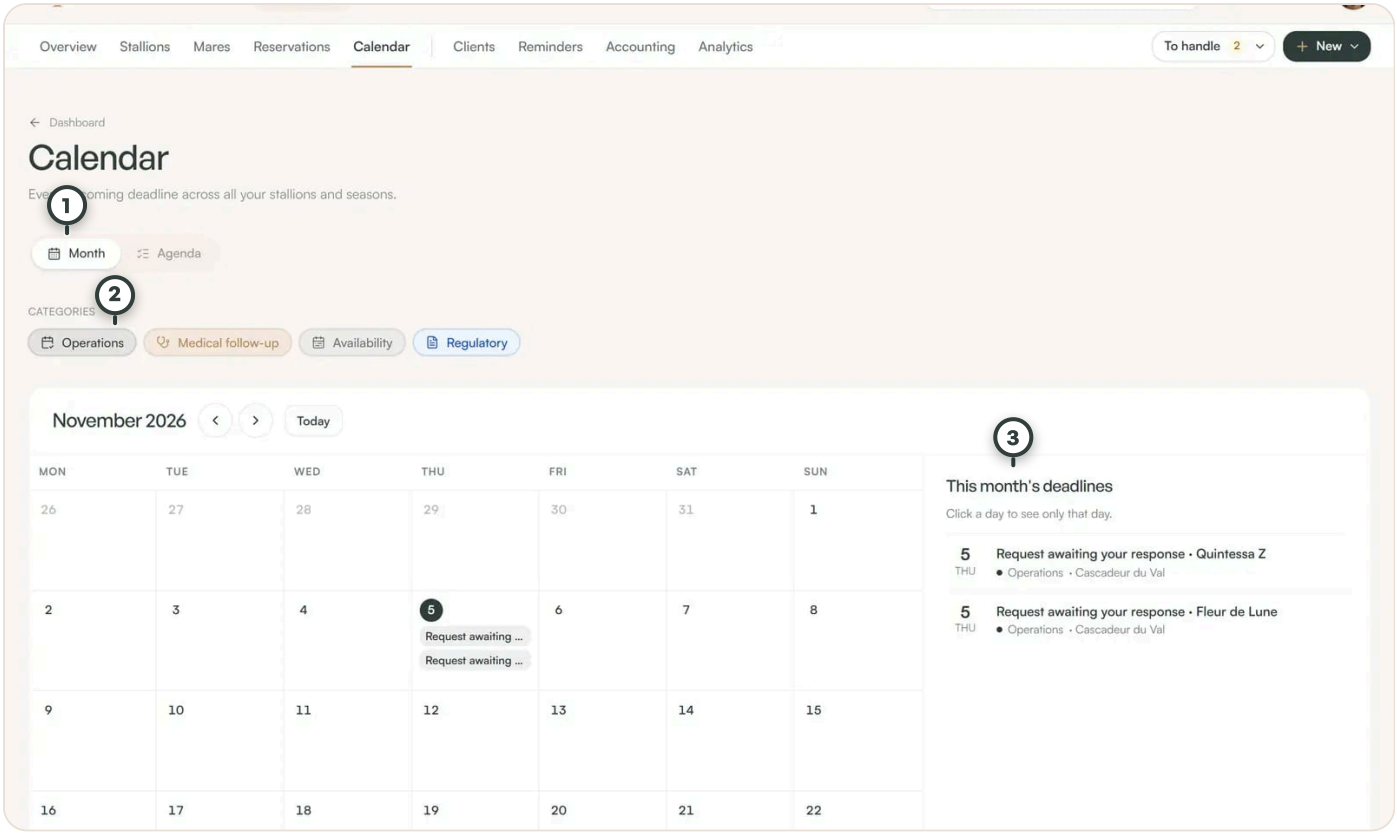
The client list of the Haras des Ormes stud farm.

1. Clients and ongoing carry-overs
2. Filters: with or without an account, request in progress…
3. Search by name, mare or email
4. Amount still due per client

The client card brings together the client's mares, breeding records and private notes, and the history of your exchanges. The **Your obligations as controller: templates** link reminds you of your duties towards your clients' personal data, which you are responsible for. The card and the notes are deleted three years after the last breeding record is closed.

B20 The calendar

The calendar gathers every deadline for your stallions: requests to handle, planned coverings, medical follow-ups, regulatory deadlines.



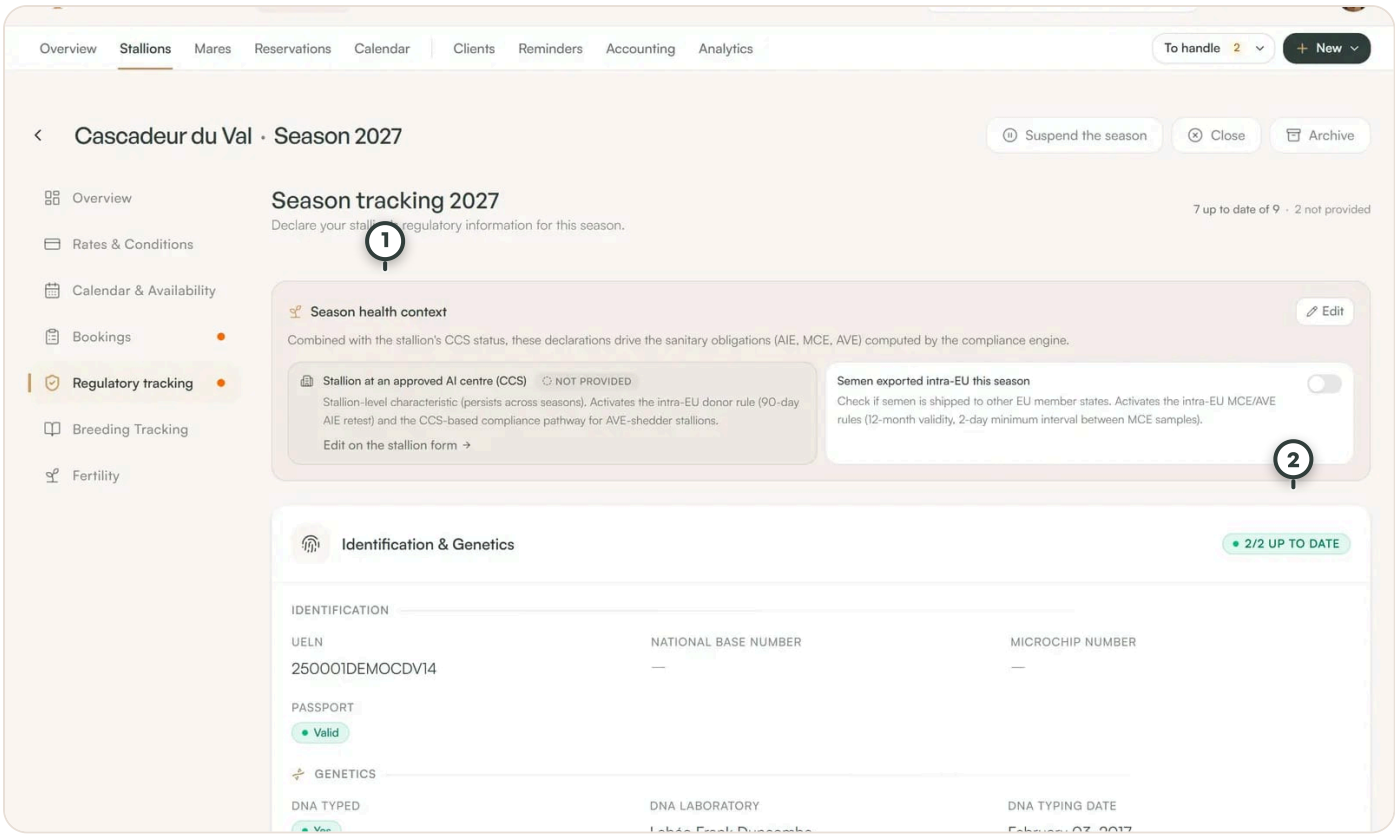
The calendar for November 2026.

1. Month or agenda view
2. Categories to show
3. The month's deadlines

B21 Regulatory tracking and SIRE exports

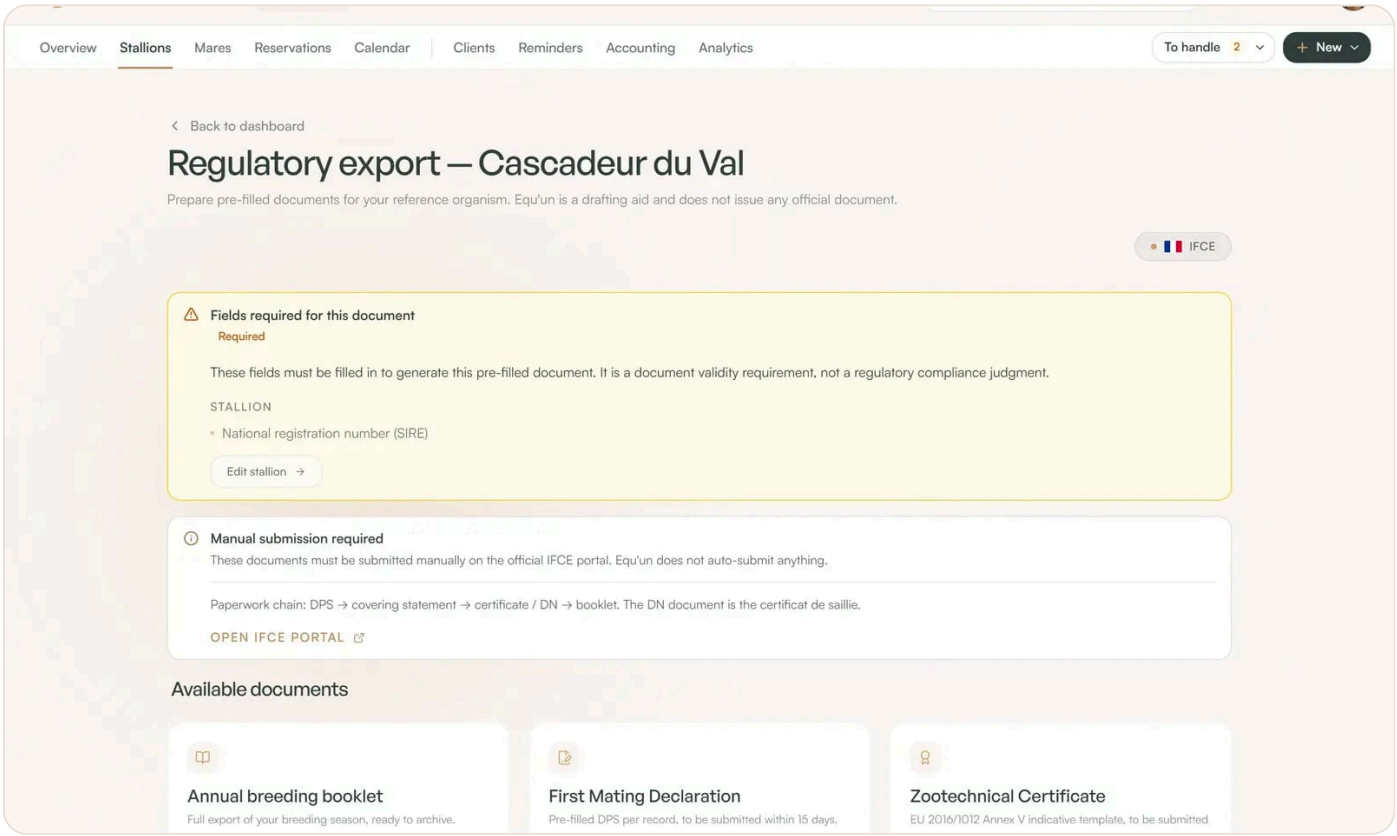
For each season, Equ'un keeps track of the stallion's health tests and papers, and prepares the documents the IFCE expects.

- **Regulatory tracking** (a tab of the season): the health context, the stallion's tests (EIA for equine infectious anaemia, EVA for equine viral arteritis, CEM for contagious equine metritis, vaccinations) with their date and validity, identification and genetics. Part of it is shown to the public on the stallion listing, which reassures clients.
- **Regulatory export** (from the stallion's management page): the annual breeding booklet, the covering declaration (DPS), the zootechnical certificate. Equ'un shows the missing fields and the IFCE portal where you file the documents.



The Regulatory tracking tab of the 2027 season.

1. Health context of the season
2. Identification and genetics, up to date



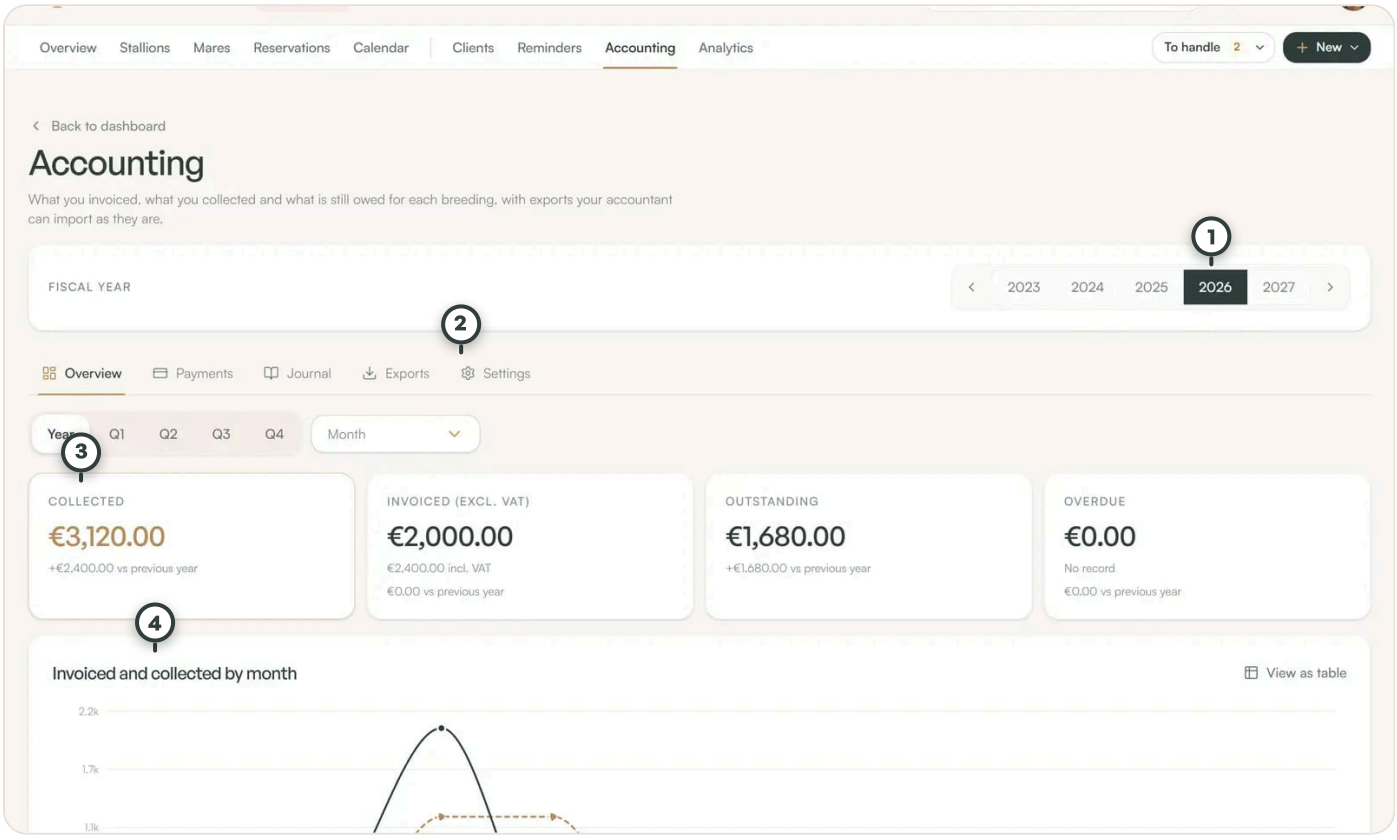
The regulatory export of Cascadeur du Val.

An observation, not a verdict

Regulatory tracking flags what is missing or about to expire, but it never blocks a sale and does not replace the vet's opinion.

B22 Accounting, analytics and fertility

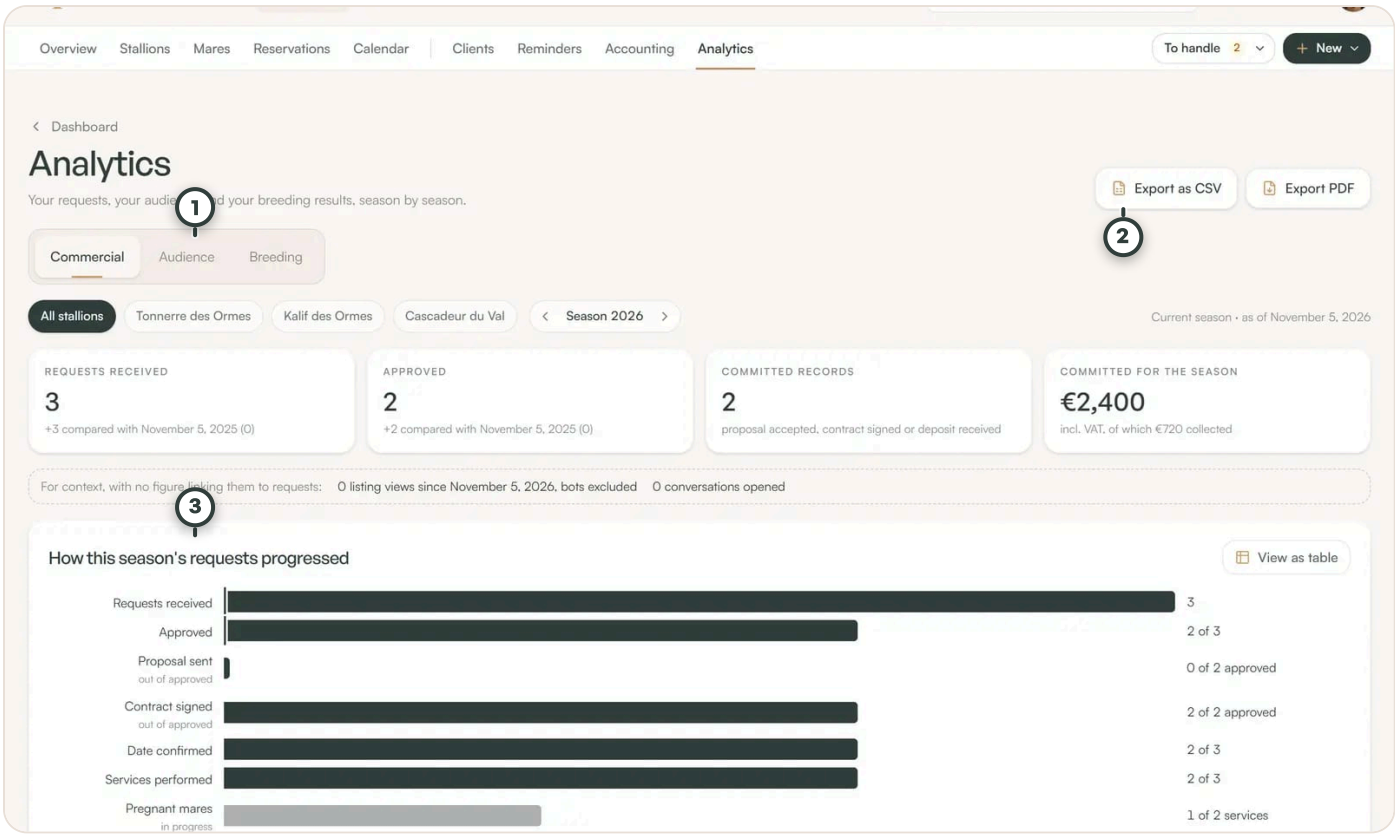
Three dashboards to steer your business: what has been invoiced and collected, the sales journey and the audience, and the stallion's fertility.



Accounting: collected, invoiced, outstanding and overdue amounts for the financial year.

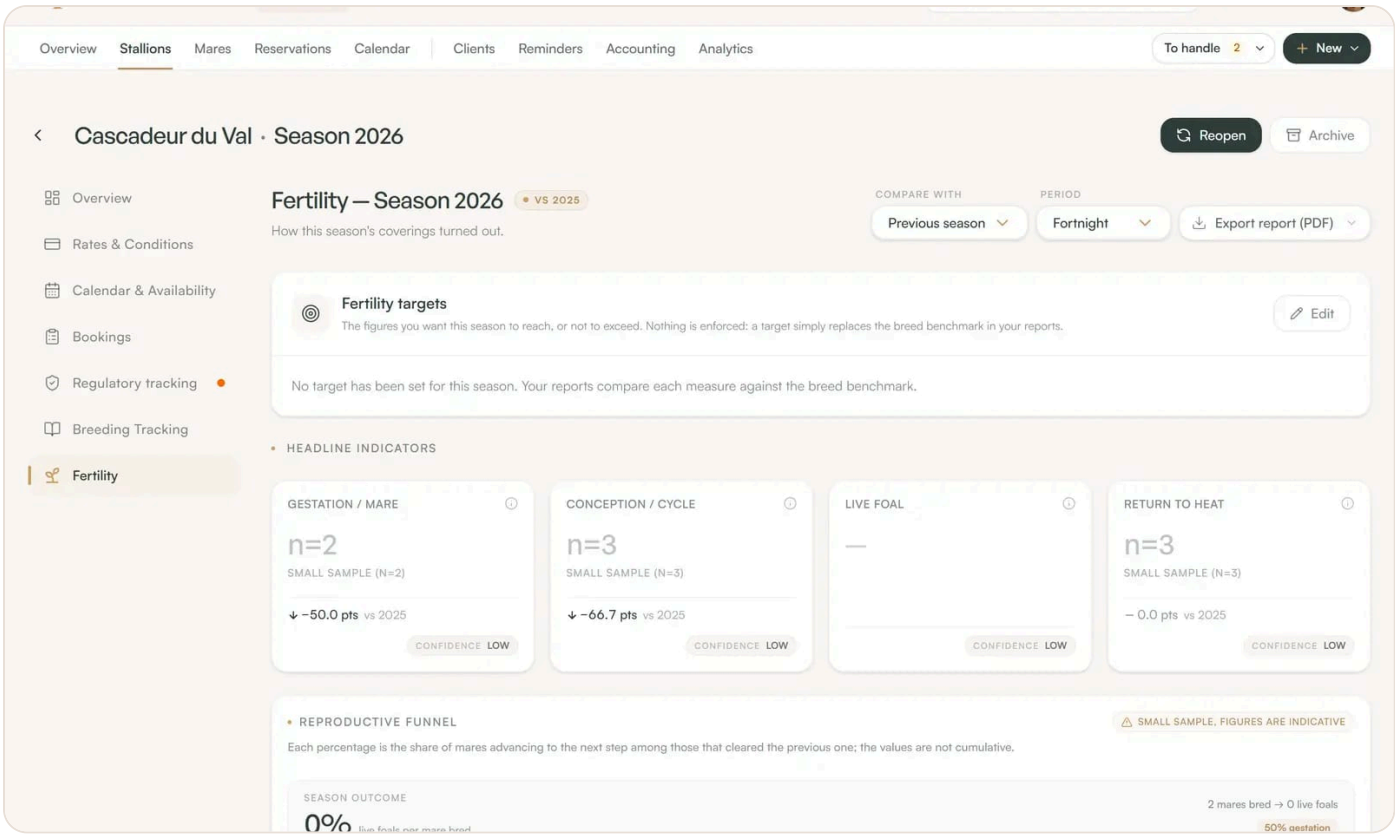
1. Choice of financial year
2. Overview, Payments, Journal, Exports, Settings
3. The financial year's indicators
4. Invoiced and collected per month

The **Exports** tab produces files that your accountant can import without reworking them. **Settings** holds your bank details.



Analytics: the journey of the season's requests.

1. Commercial, Audience, Breeding
2. Export as CSV or PDF
3. The journey of requests



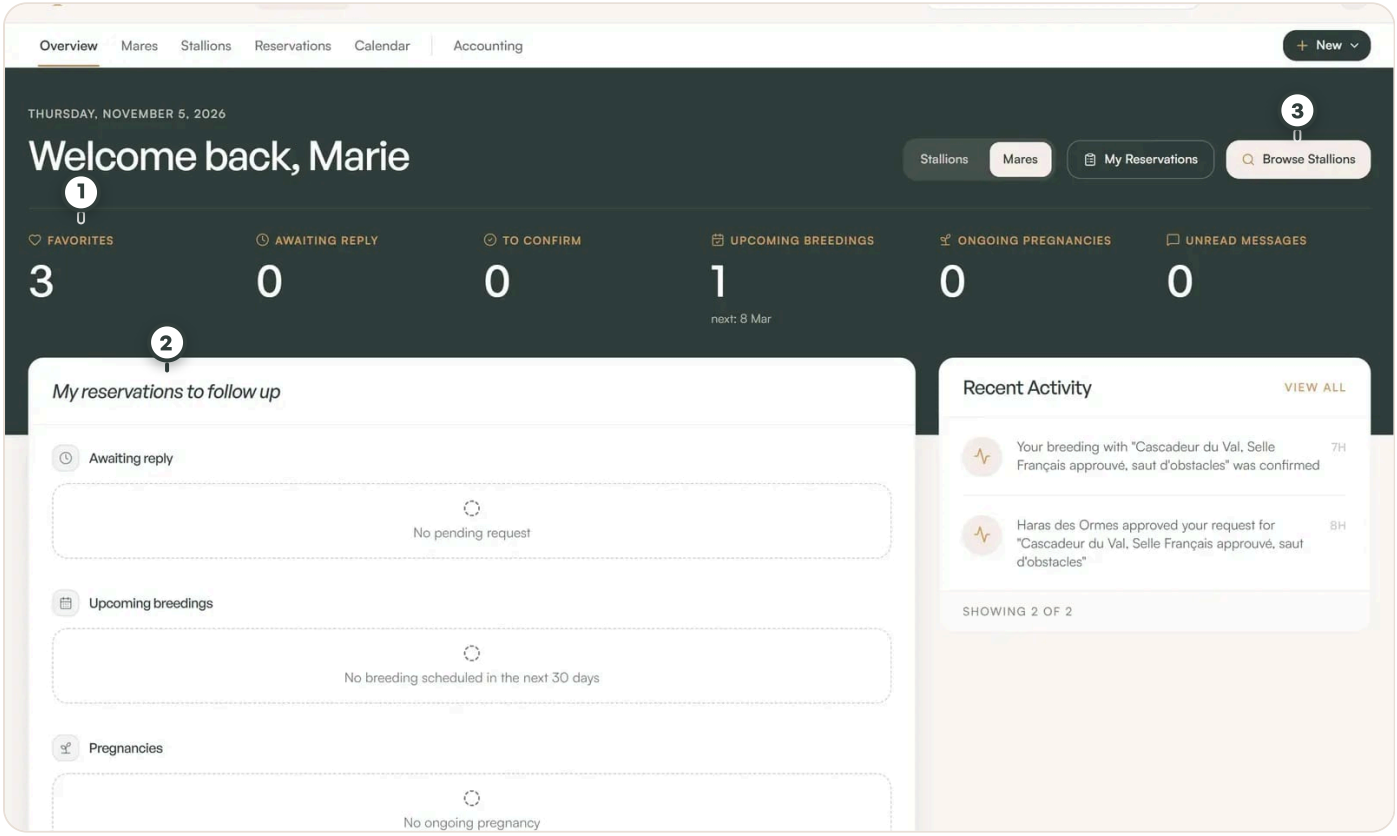
Fertility for the 2026 season: pregnancy rate, conception per cycle and live foals, compared with your targets.

C I am looking for a stud service

Finding the stallion, booking, accepting the proposal, signing, paying and following your mare until the foal is born. Everything is free for the mare owner.

C1 Your dashboard

The **Overview** shows your favourites, your reservations in progress and what is waiting for you: a reply from the stud farm, an upcoming covering, a pregnancy.



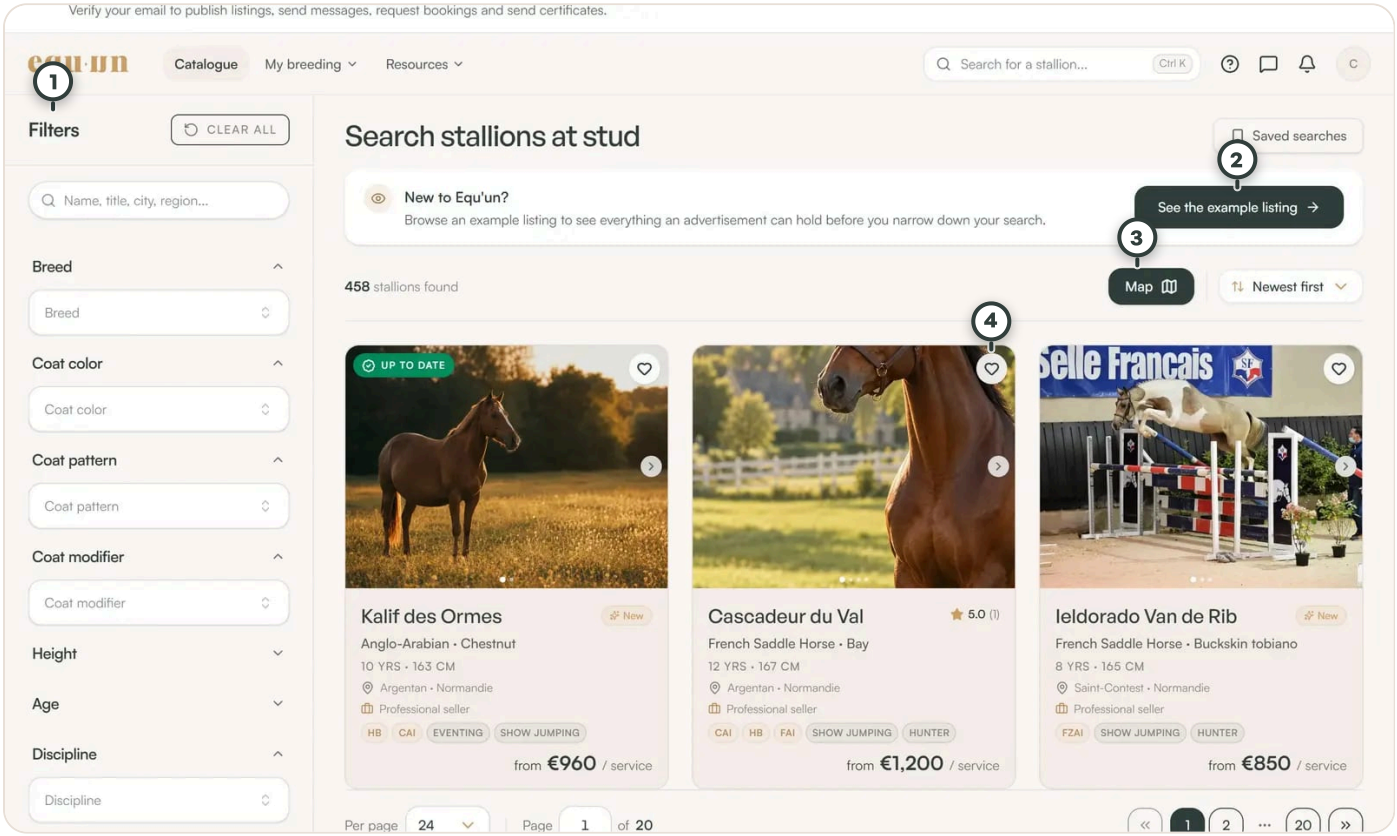
Marie Lefort's dashboard.

1. The counters: favourites, replies awaited, upcoming coverings, pregnancies, messages
2. My reservations to follow up
3. Browse Stallions

C2 Finding a stallion

The **Catalogue** presents every stallion that is online. The filters narrow the list down, and each stallion's listing tells you everything about its pedigree, its prices and its availability.

1. Click **Catalogue**, or type a name in the search bar.
2. Refine the list with the filters on the left: breed, coat colour, height, age, discipline, what the stallion passes on, region, breeding method, price. The **Map** button shows the stallions on a map.
3. Click the heart on a card to keep the stallion in your favourites, then open its listing.

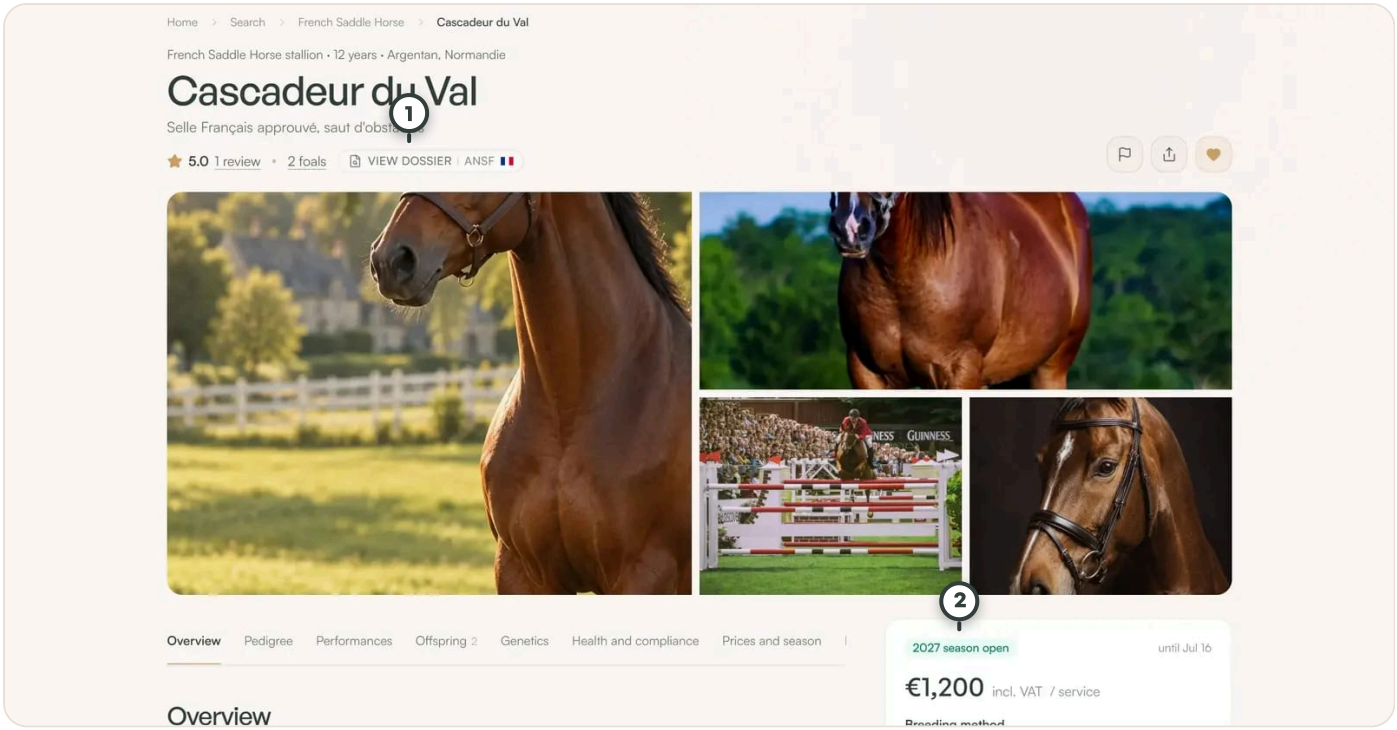


The stallion catalogue.

1. The filters
2. See a complete example listing
3. Show the map
4. Add to favourites

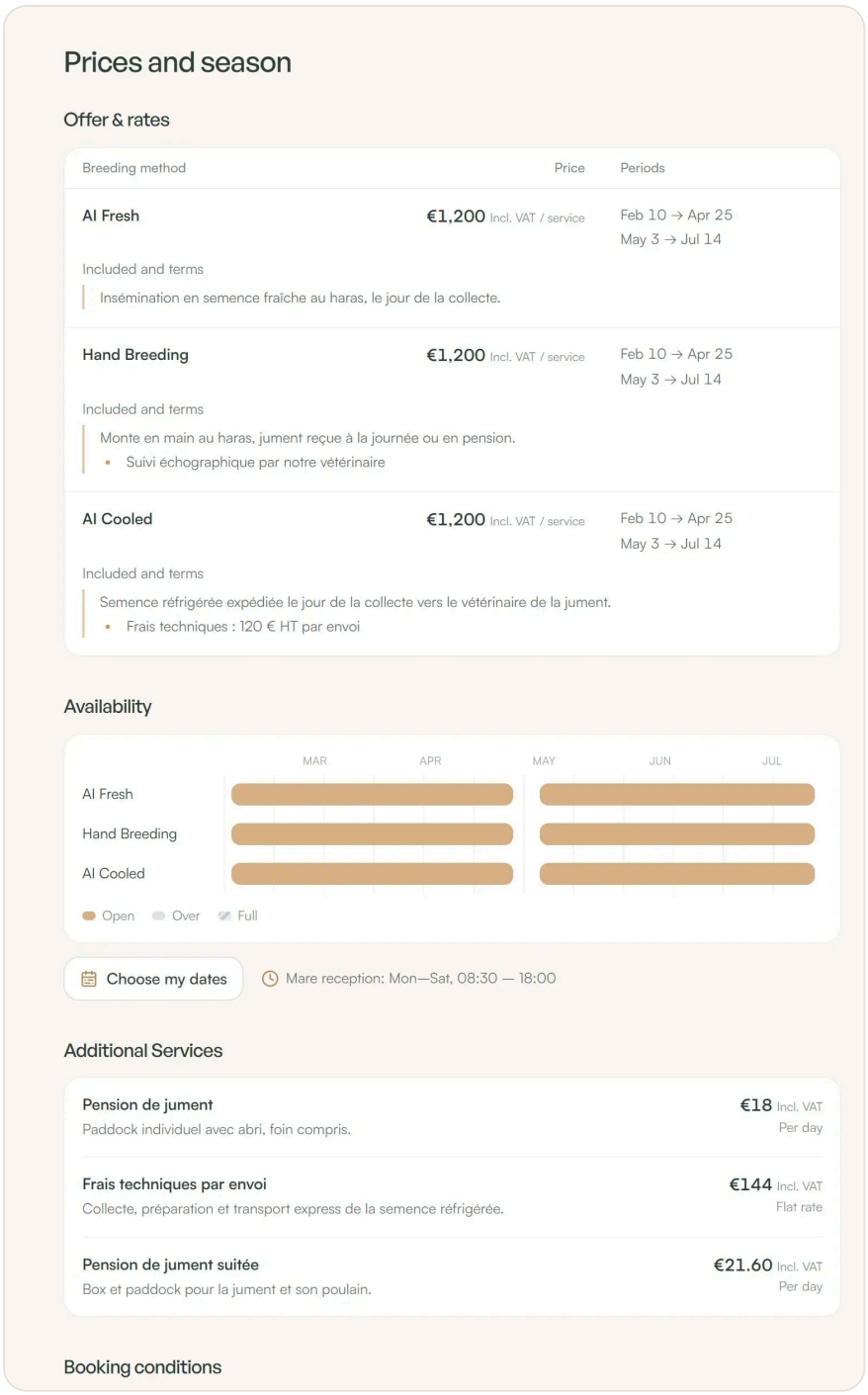
Reading a stallion listing

The listing reads from top to bottom: photos, overview, pedigree, performances, offspring (its foals), genetics, health and compliance, prices and season, reviews, and finally the breeder. On the right, the season card gives the price, the method and the booking button.

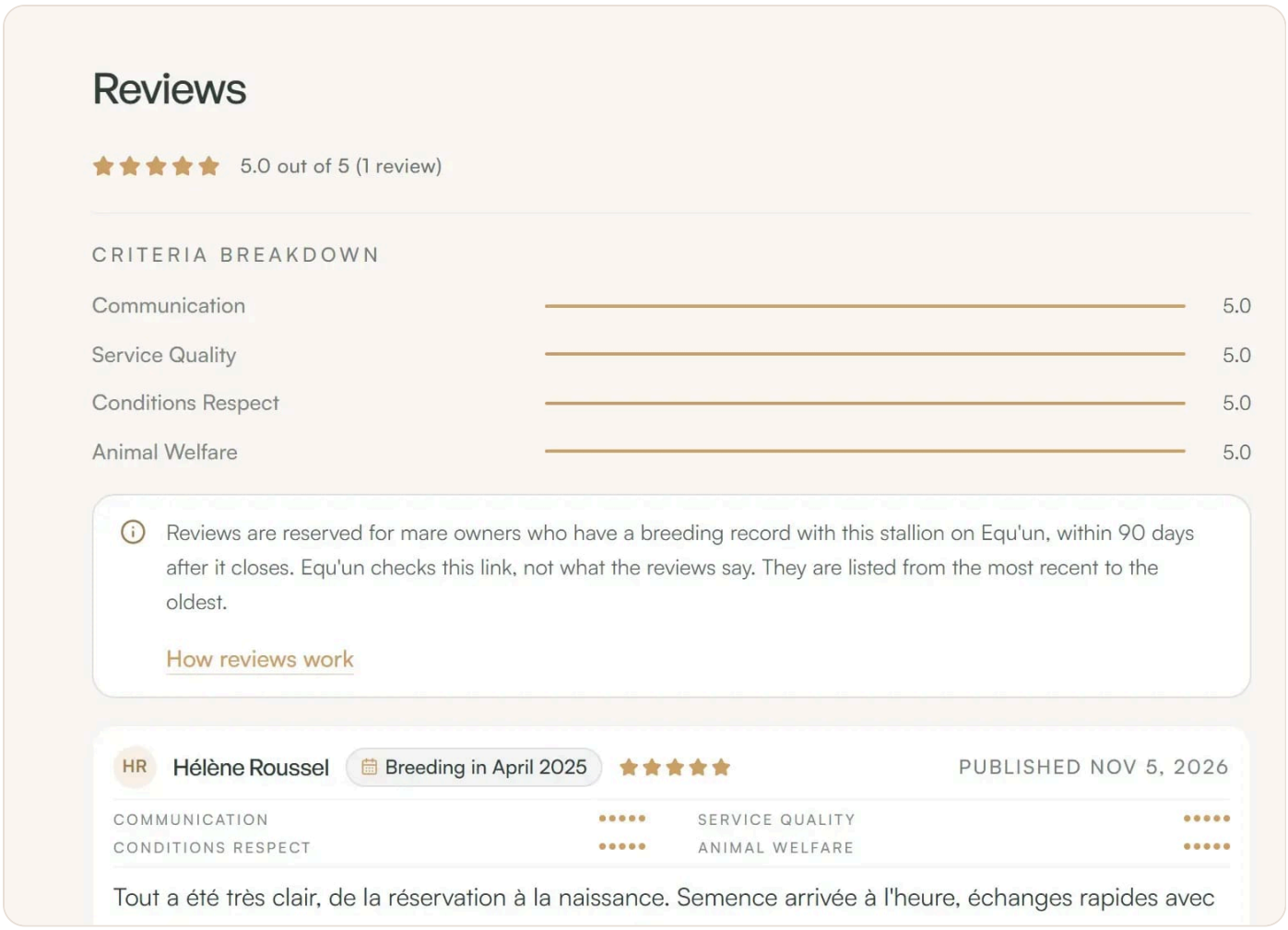


The top of Cascadeur du Val's listing.

1. The regulatory file, which anyone can consult
2. The open season, the price and the booking button



“Prices and season”: offers and prices incl. VAT, availability, services, booking conditions and the documents requested for the mare.



Client reviews, rated on four criteria, and the stud farm's reply.

A question before booking?

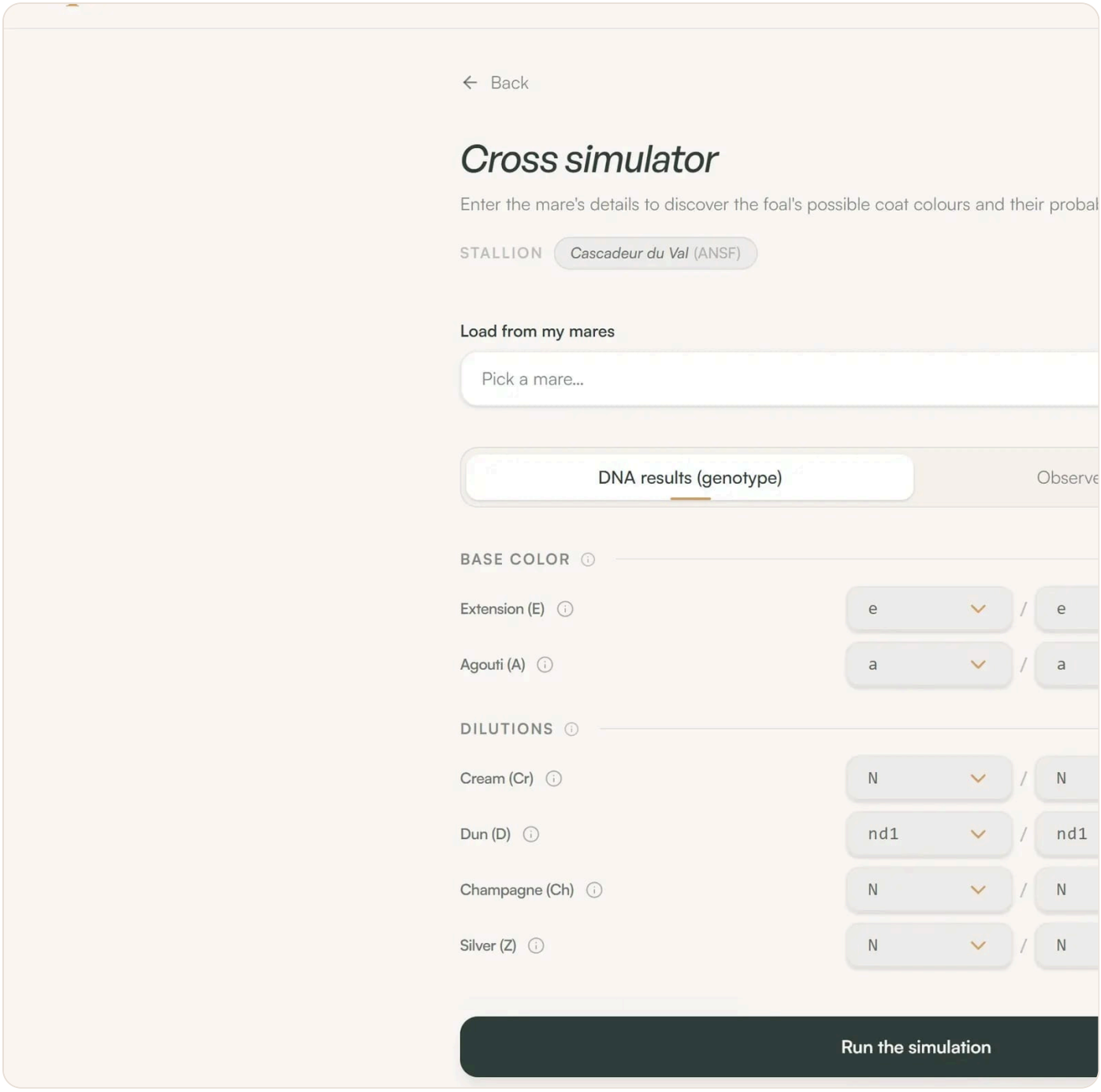
The **Contact** button on the listing opens a conversation with the stud farm. It will stay attached to your future breeding record.

C3 Tools to help you choose

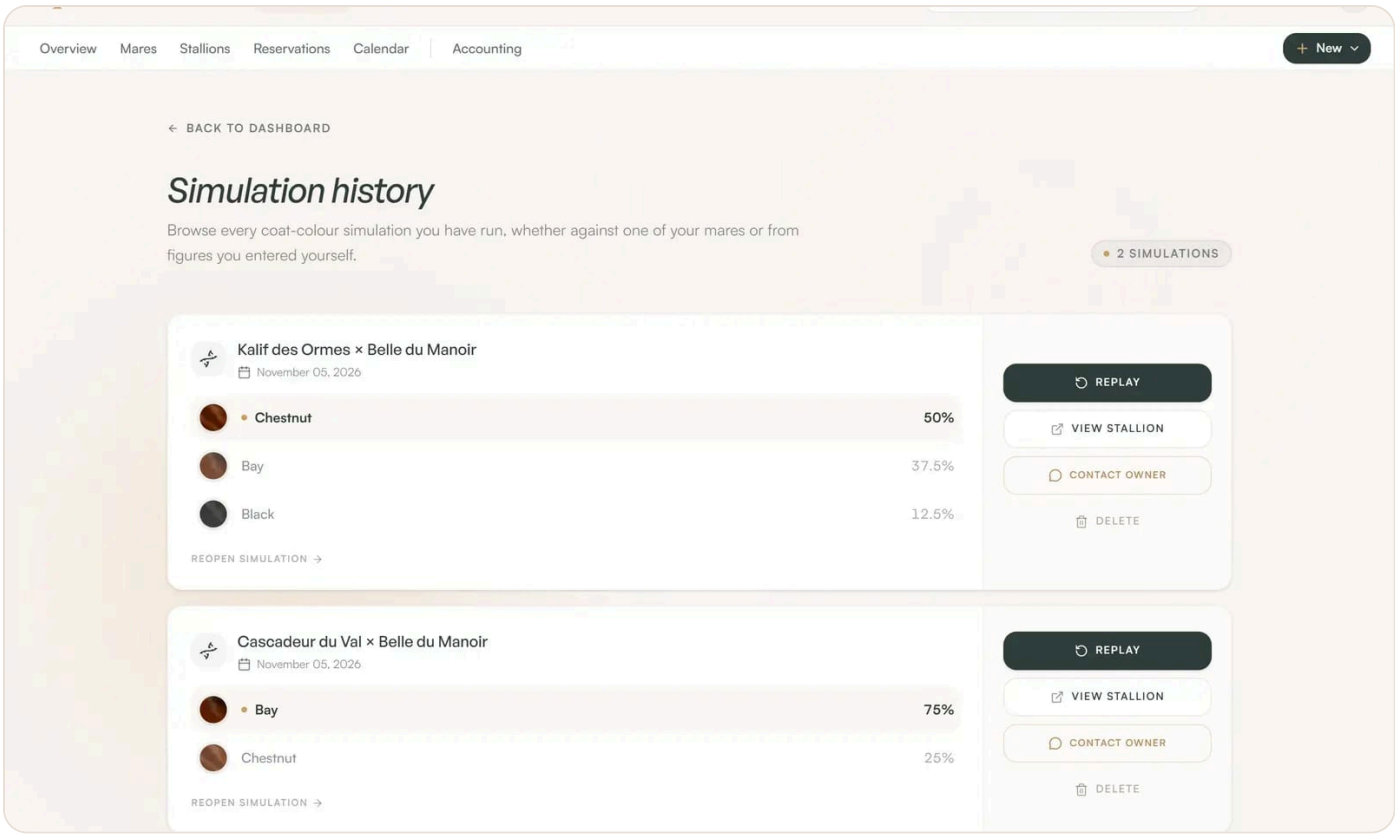
Three free tools help you choose the stallion and prepare the season: the cross simulator, the foal coat colour calculator and the foaling date calculator (foaling is the birth of the foal).

- **Cross simulator**: choose a stallion and your mare (her DNA results, or her observed coat colour), then click **Run the simulation**. You get the foal's possible coat colours with their probability, and any genetic alerts. Your simulations are kept in the history.

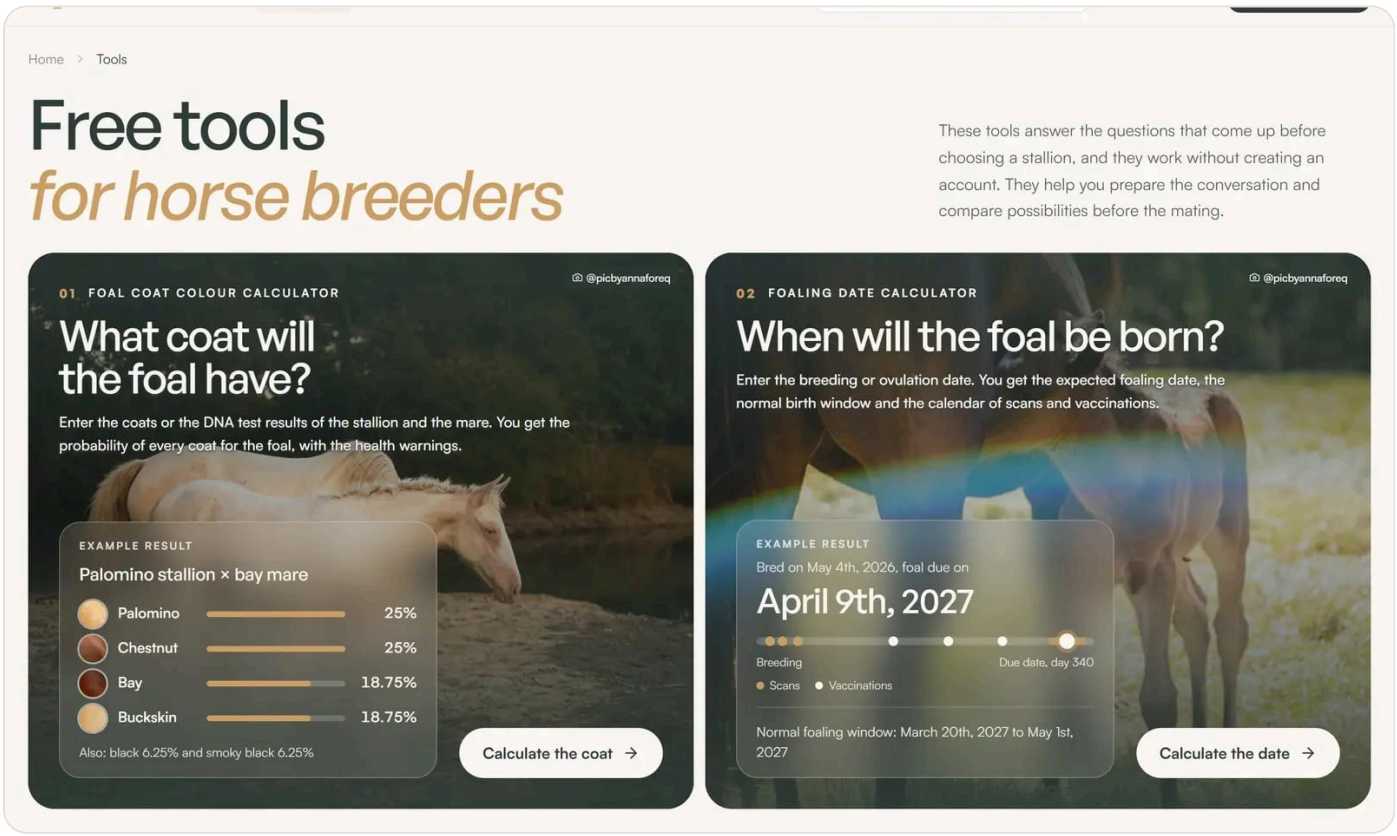
- **Foaling date calculator**: from the covering or ovulation date, it estimates the birth (about 340 days later) and the normal window around it.
- **Coat colour calculator**: the same logic as the simulator, with no account needed, based on the coat colours or the tests of both parents.



The cross simulator, opened from Cascadeur du Val's listing.



The simulation history: each result can be run again or compared.

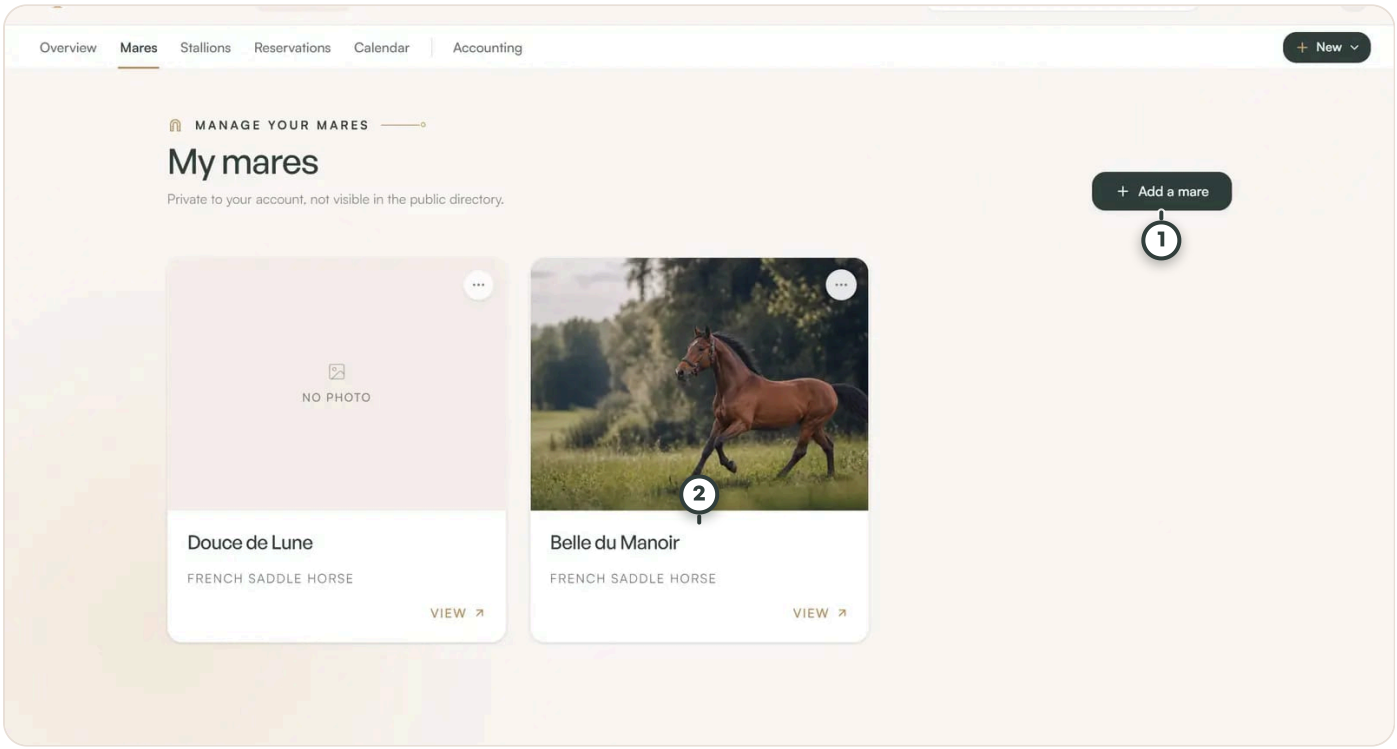


The “Free tools” page, available without an account from the Resources menu.

C4 My mares

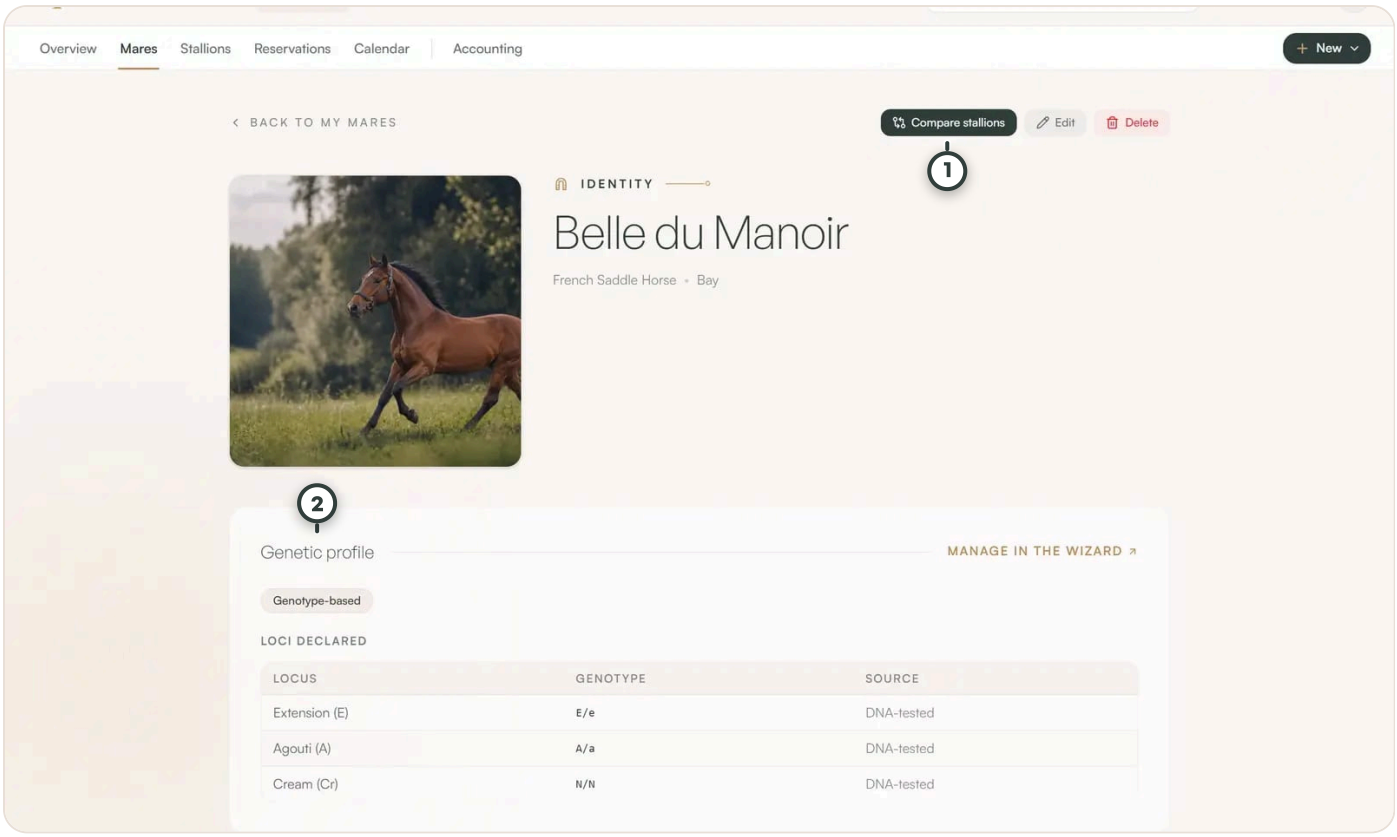
Registering your mares saves you from typing everything again for each request, and lets you attach their documents in one click.

1. Open the **Mares** tab, then click **Add a mare**: name (the only required field), breed, coat colour, date of birth, photo.
2. On the mare's page, complete her genetic profile (DNA results or observed coat colour) for the simulations.
3. Upload her documents: identification, EVA (equine viral arteritis), CEM (contagious equine metritis) and EIA (equine infectious anaemia) tests, vaccinations, certificates (PDF, JPG or PNG, 30 documents at most). They stay private: the stud farm only sees the ones you attach to a breeding record.



The list of your mares.

1. Add a mare
2. Belle du Manoir's page



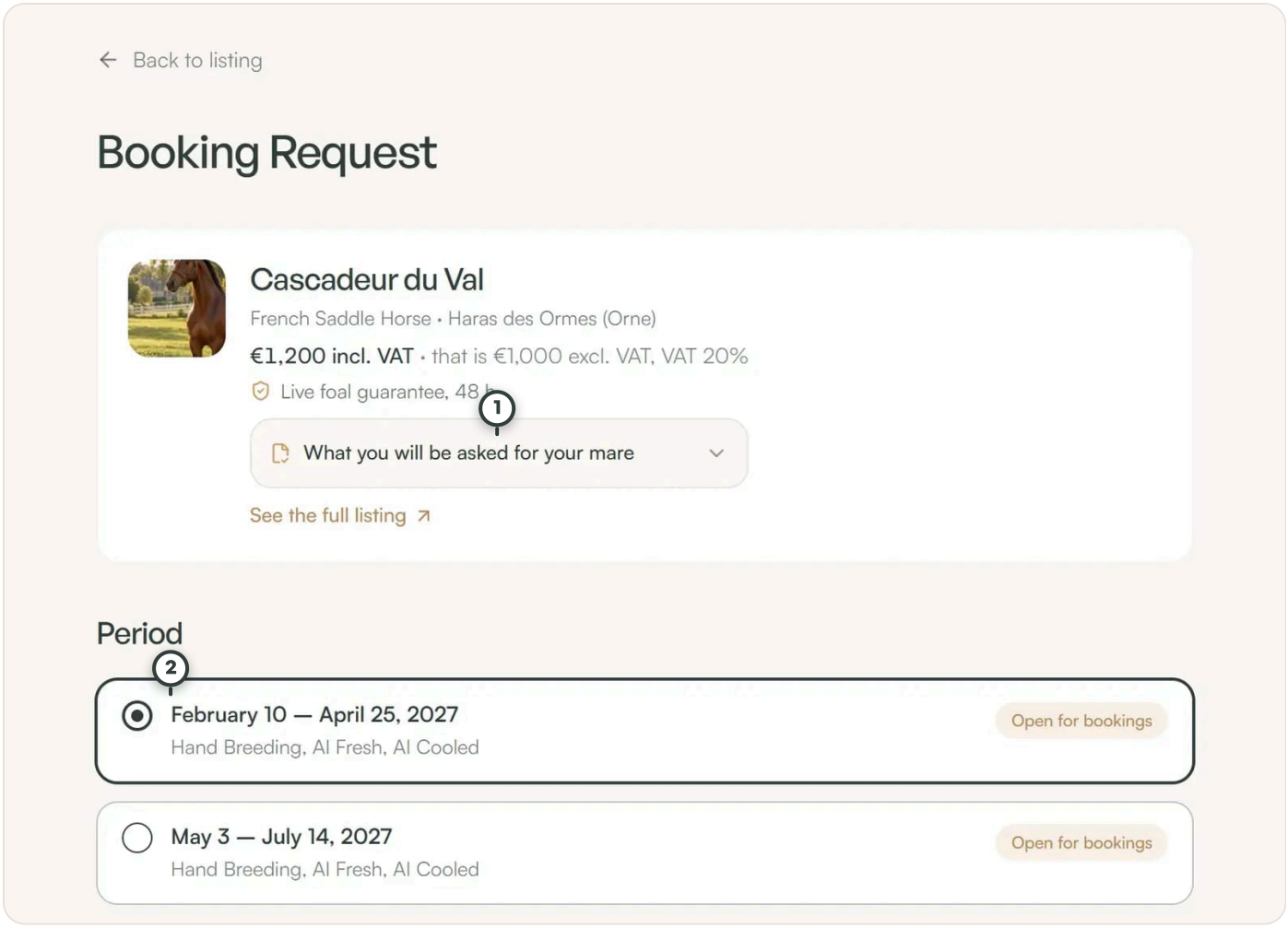
Belle du Manoir's page.

1. Compare stallions for this mare
2. Genetic profile

C5 Requesting a stud service

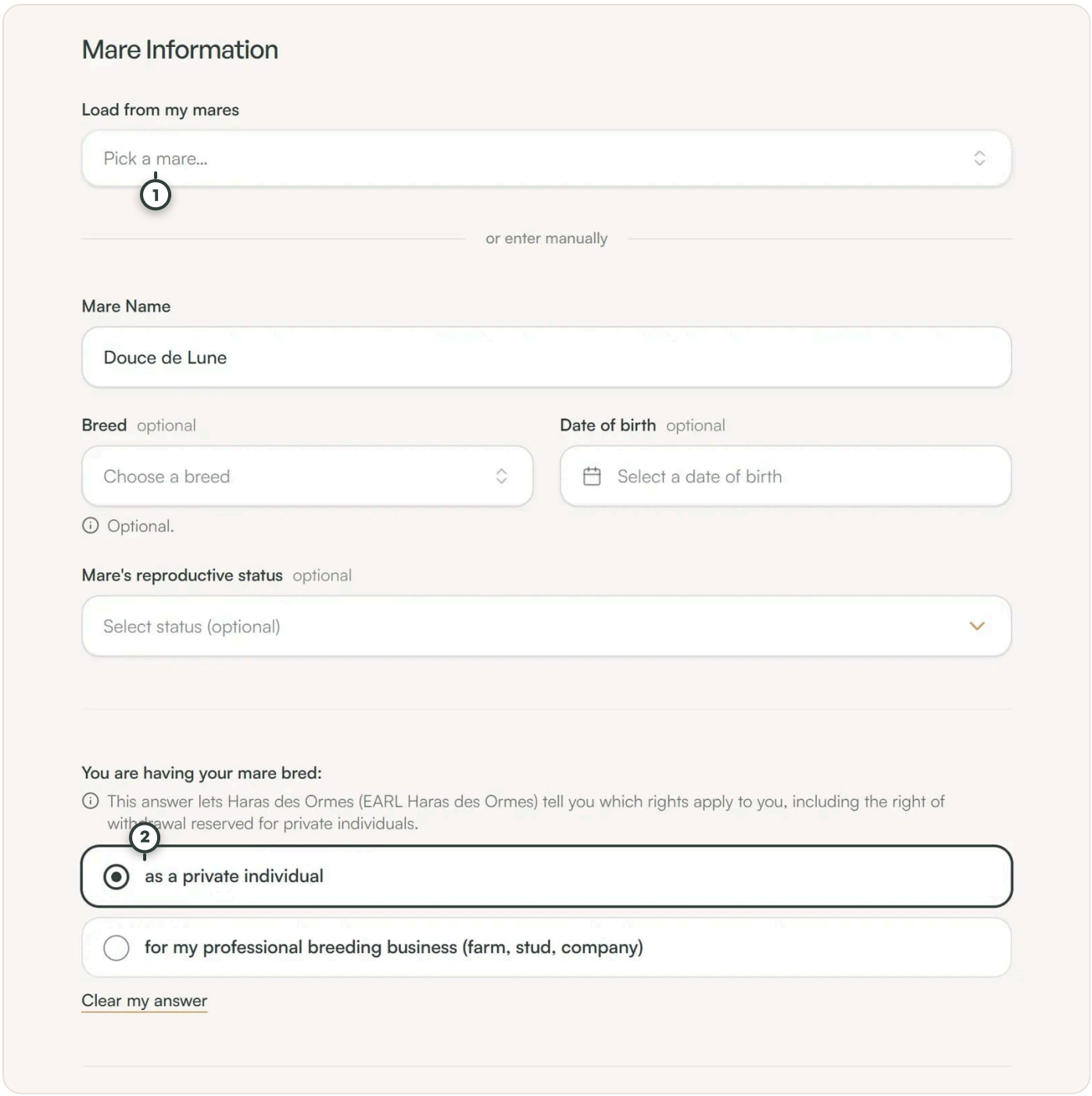
The booking request sets out the period, the mare, the method and the dates you would like. It goes to the stud farm, which replies with a proposal.

1. On the stallion's listing, click the booking button (or follow the booking link sent to you by the stud farm).
2. Choose the **period** among those open for bookings.
3. Load a mare with **Load from my mares**, or type her name.
4. State whether you are having your mare covered **as a private individual** or **for your professional activity**: this answer determines your rights, including the right of withdrawal, which only private individuals have.
5. Choose the **method** and the **preferred dates**, tick the additional services you want and write a message if needed.
6. Click **Submit Request**. A message confirms that the request has been sent, and the breeding record appears in **Reservations**.



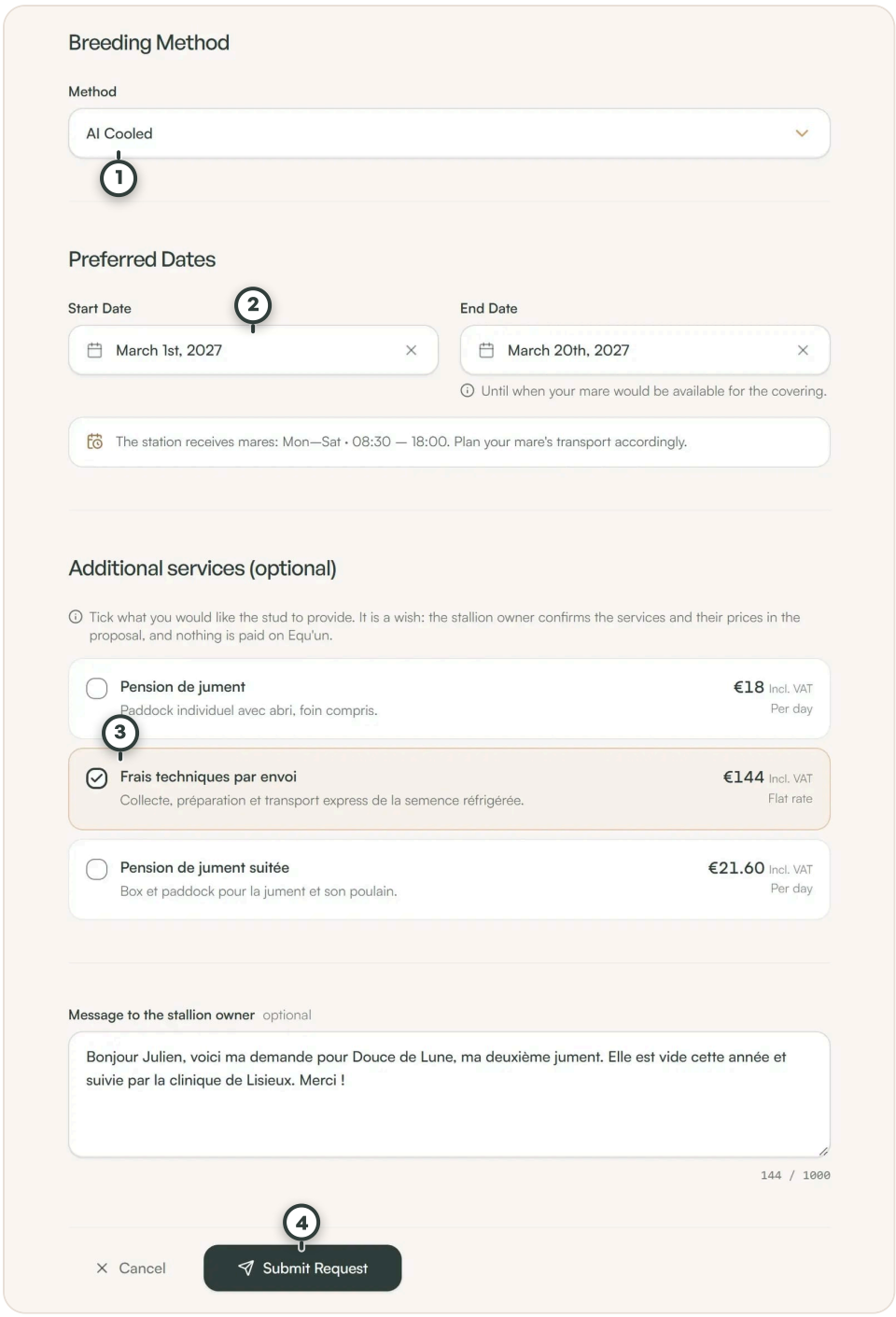
The top of the form: the stallion, its price and the open periods.

1. What you will be asked to provide for your mare
2. The chosen period



The mare, and the capacity in which you book the covering.

1. Load a saved mare
2. As a private individual or for your professional activity



Method, dates, services and message.

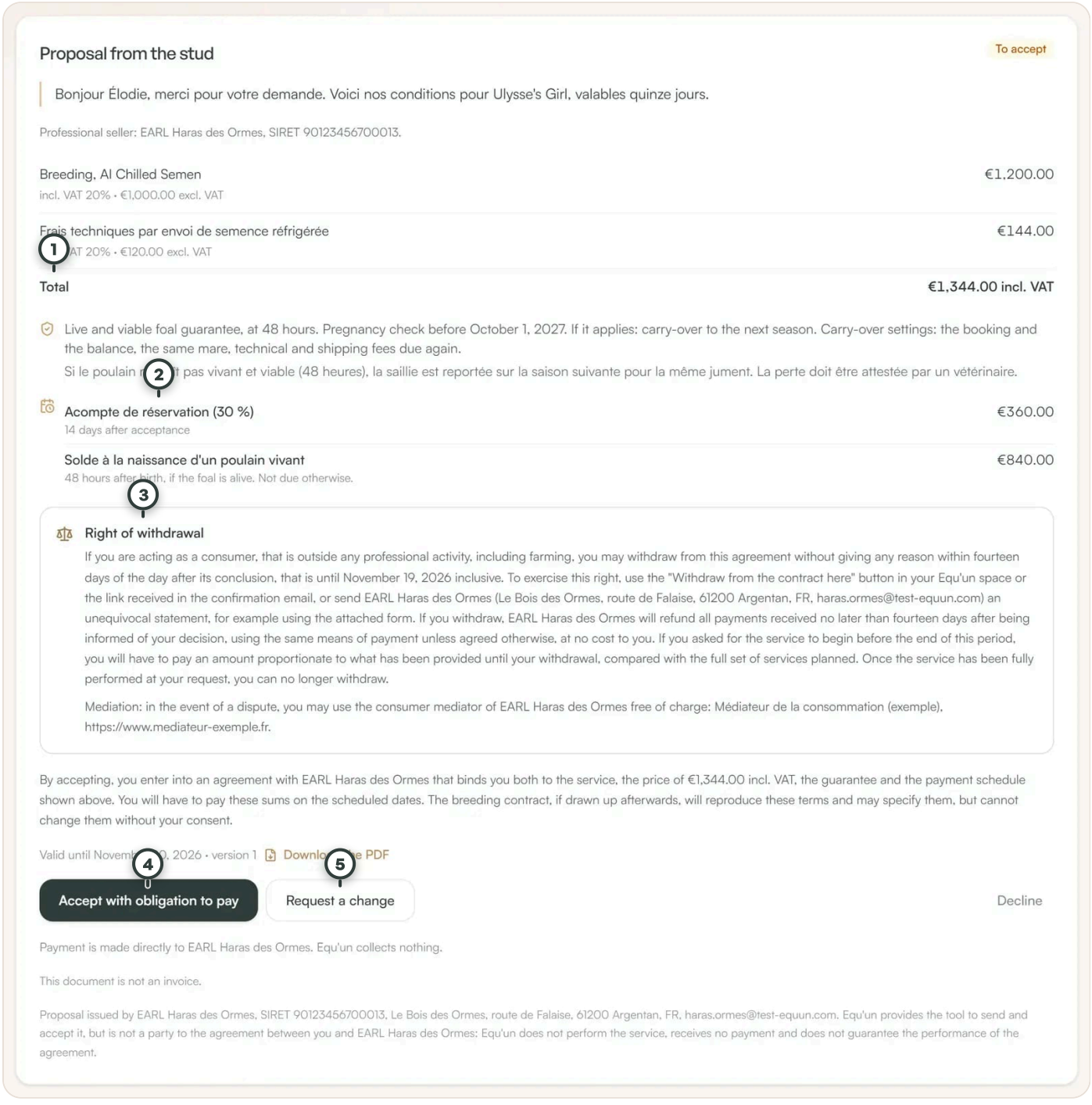
1. Breeding method
2. Preferred dates
3. Additional services
4. Submit Request

Nothing is paid at this stage

The request does not commit you to anything. The commitment only begins when you accept the stud farm's proposal. The services you tick are only a wish: the stud farm confirms the services and their prices in its proposal.

C6 Receiving and accepting the proposal

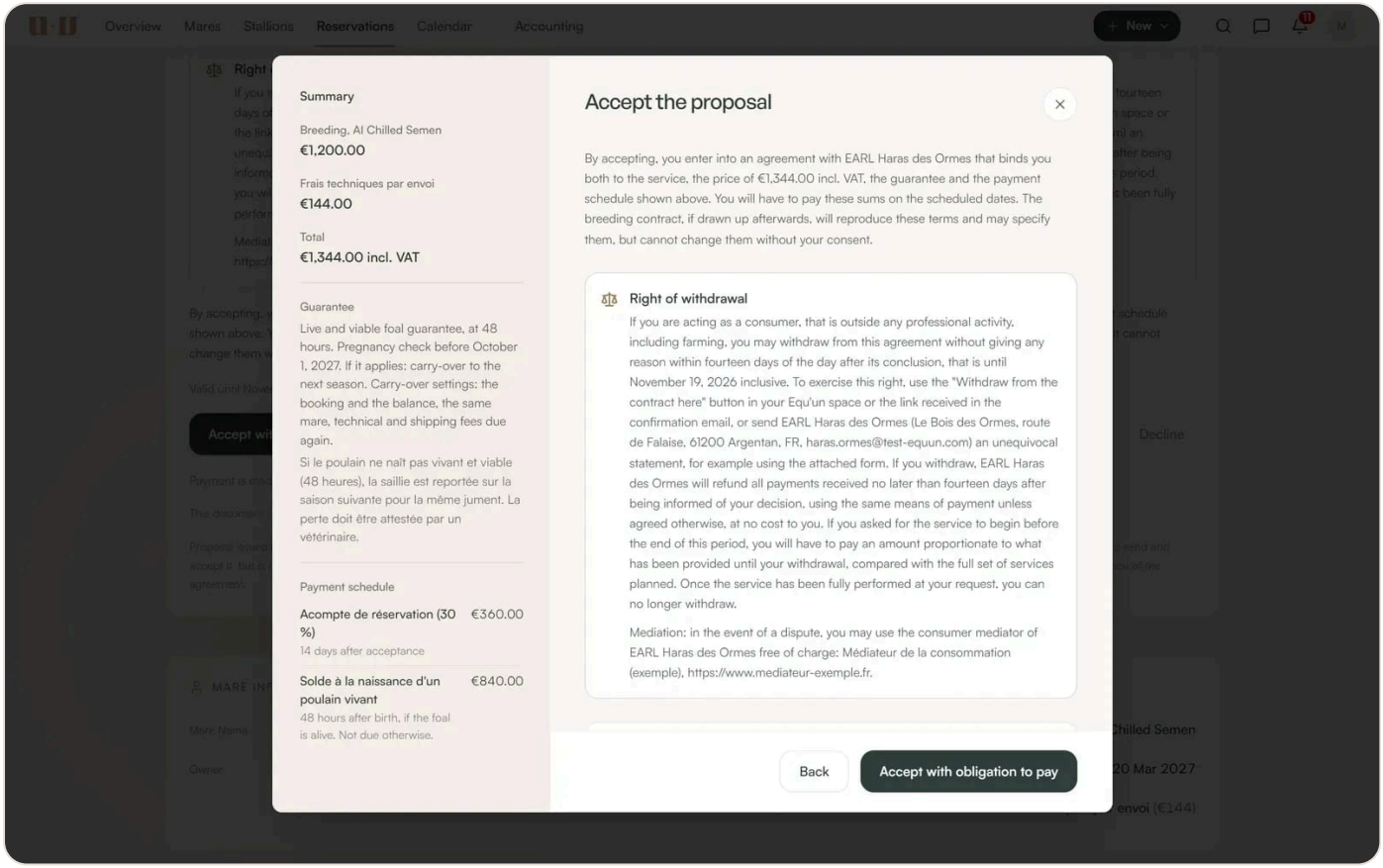
The stud farm replies with a commercial proposal: price, fees, guarantee and payment schedule. You accept it, ask for a change or decline it, directly in the breeding record.



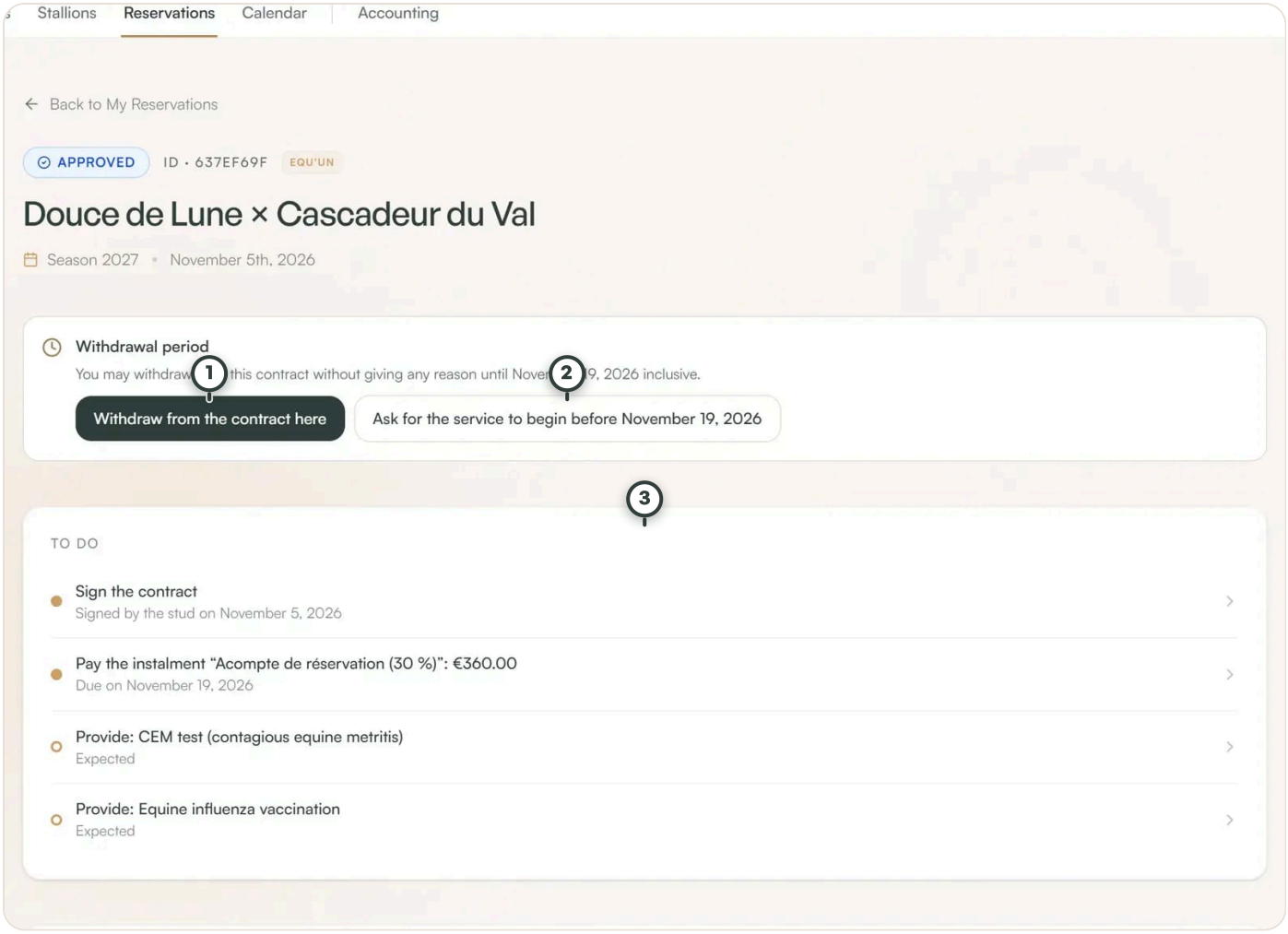
The stud farm's proposal, as the client sees it (here Élodie Garnier for Ulysse's Girl).

1. The total to pay, all taxes included
2. The payment schedule: deposit, then balance at the birth
3. The right of withdrawal (private individuals)
4. Accept with obligation to pay
5. Request a change

1. Open the breeding record from **Reservations** or from the notification.
2. Read the proposal: each price line, the guarantee, the payment schedule and the validity date. The PDF can be downloaded.
3. Click **Accept with obligation to pay**. A window sums up the commitment and your rights. Confirm with the same button.



The confirmation window: the summary on the left, the commitment and the right of withdrawal on the right.



After acceptance, the breeding record shows the withdrawal period and the "To do" list.

1. Withdraw from the contract (right of withdrawal)
2. Ask for the service to begin before the end of the period
3. The list of what you still have to do

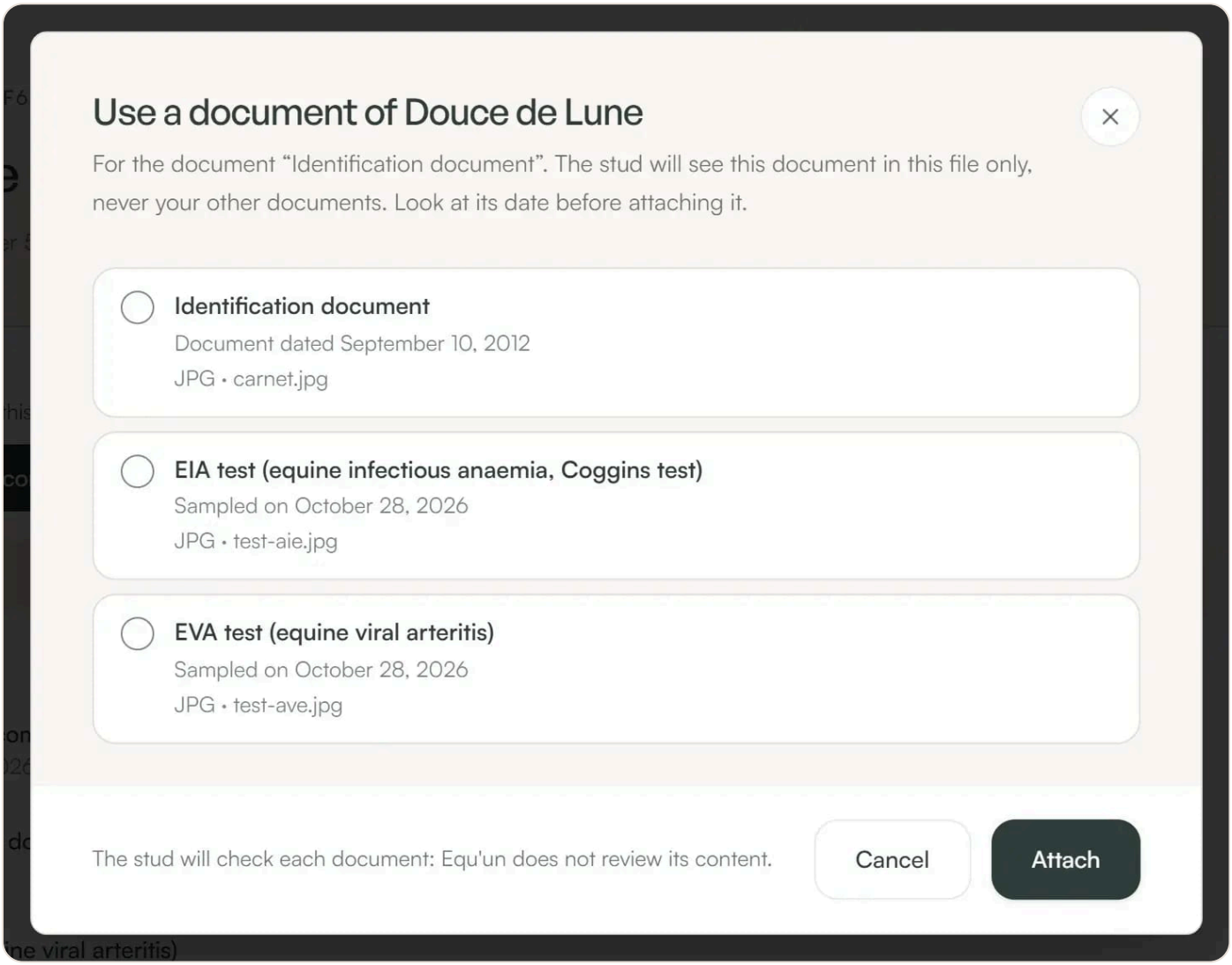
The right of withdrawal, in plain words

If you act as a private individual, you can withdraw from the agreement without giving any reason for **14 days**, counted from the day after acceptance, with the **Withdraw from the contract here** button. The stud farm then refunds what you have already paid. If the covering has to take place before the end of this period, ask for the service to begin early: if you then withdraw, you will only pay for what has already been provided.

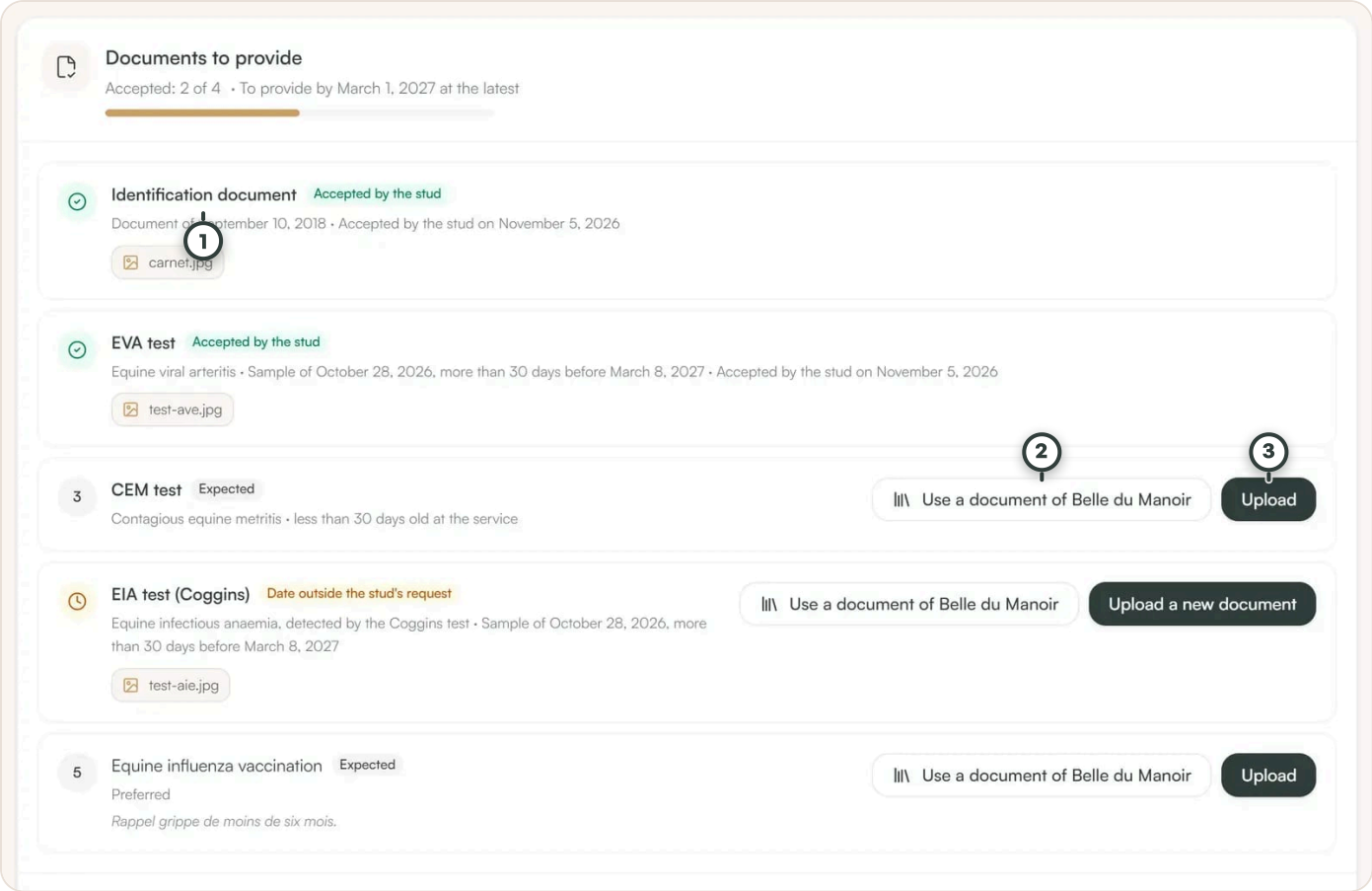
C7 Providing the mare documents

The stud farm asks for documents before the covering: identification, health tests, vaccinations. You upload them to the breeding record, and the stud farm checks them.

1. In the breeding record, in the **Documents to provide** section, click **Use a document of** followed by your mare's name to reuse a document you have already saved, or **Upload** to send a new file.
2. Choose the document, then click **Attach**. Check its date: many tests must have been done less than 30 days before the covering.
3. Follow the status of each document: expected, uploaded and to be checked, accepted by the stud farm, or to redo.



Reusing one of the mare's documents: the stud farm only sees the document you attach.



Two documents accepted, one test to redo, two documents expected.

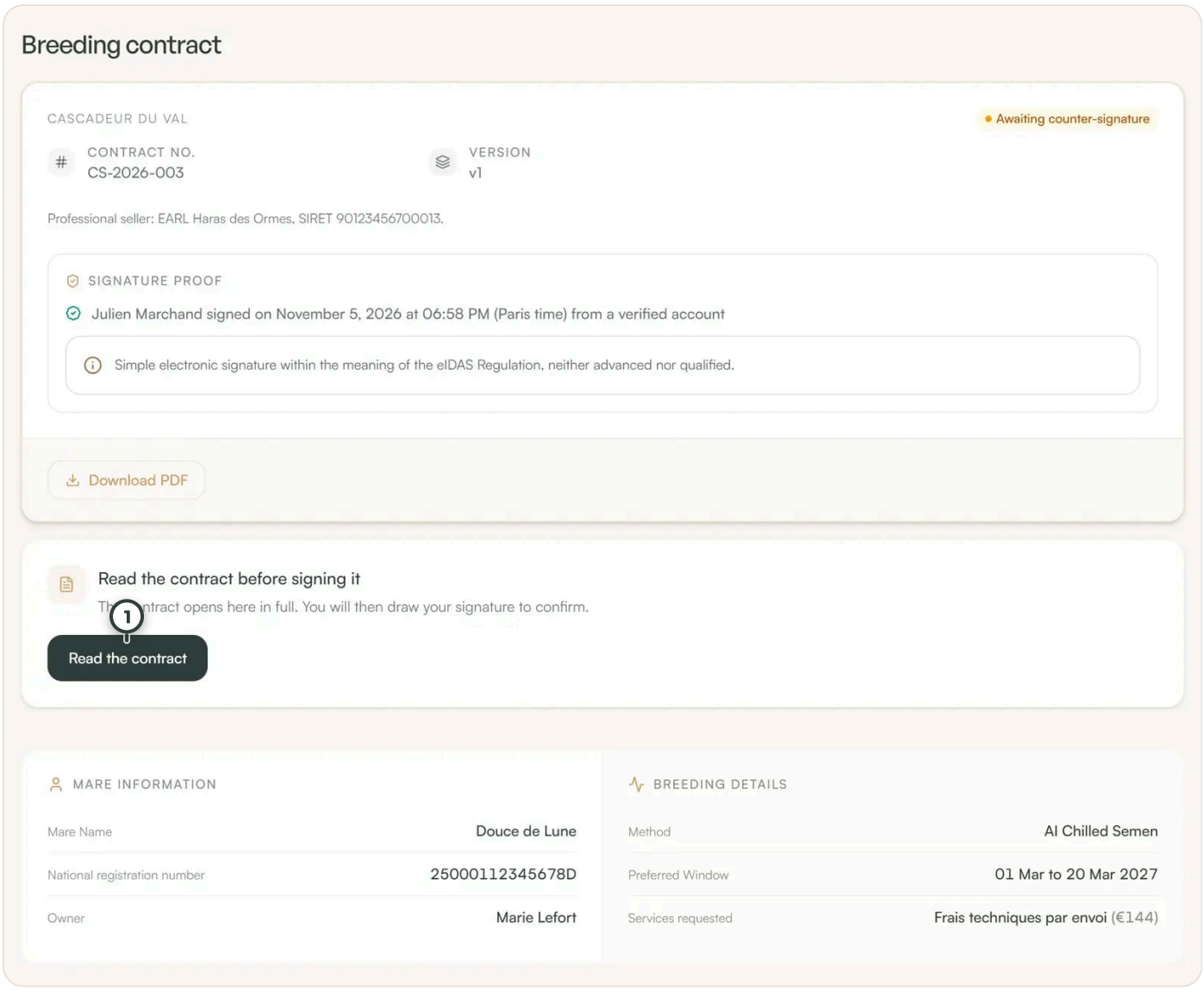
1. Document accepted by the stud farm
2. Reuse a saved document
3. Upload a new file

A breeding record holds 15 documents at most, of up to 10 MB each (PDF, JPG or PNG). You can keep uploading documents until the date is confirmed.

C8 Signing the breeding contract

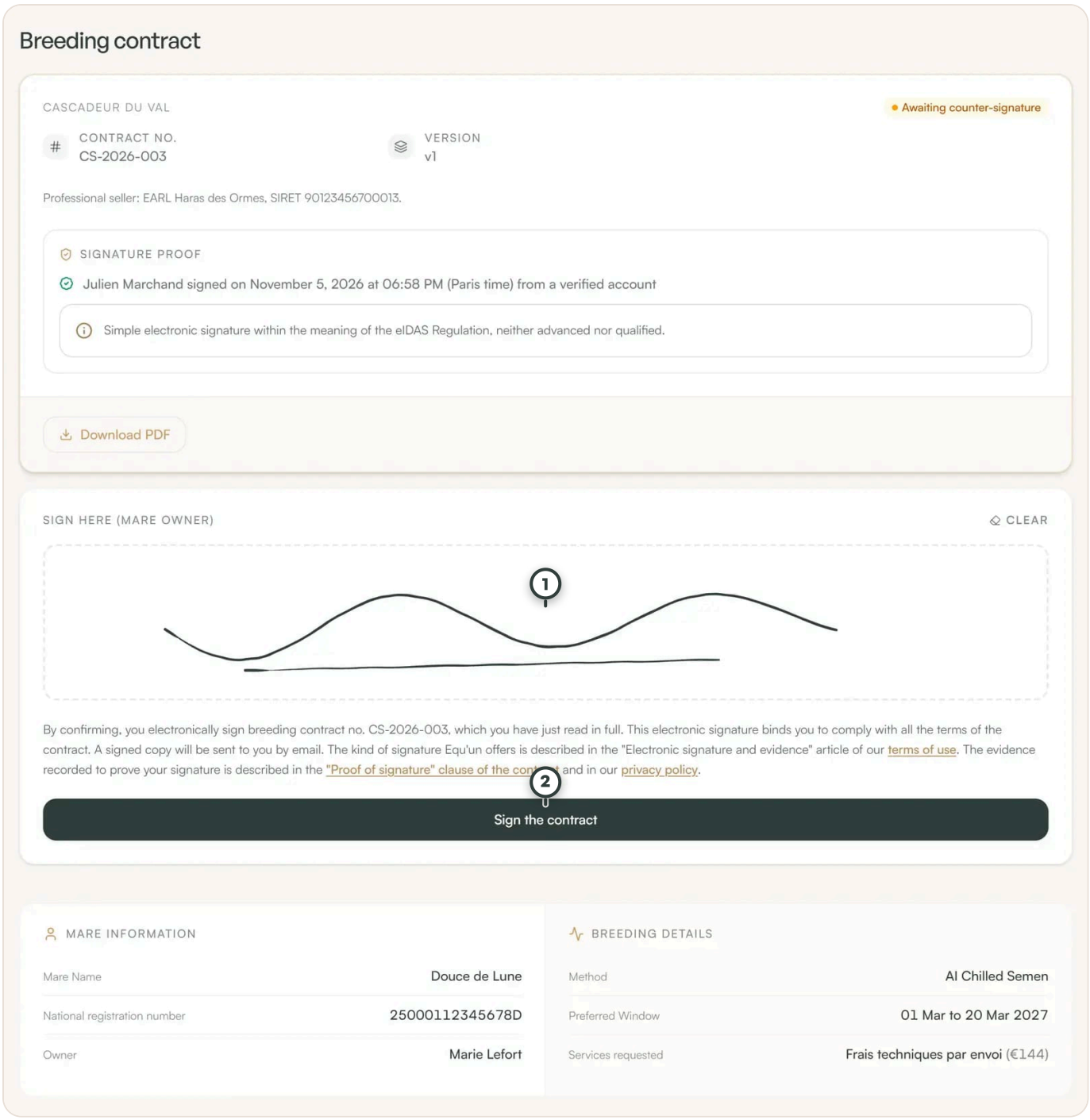
Once the stud farm has signed, the contract is waiting for you. You read it before signing, then sign in the box provided.

1. In the breeding record, in the **Breeding contract** section, click **Read the contract**. It is displayed page by page.
2. Click **Continue to the signature**.
3. Sign in the box (with the mouse or your finger), then click **Sign the contract**. The contract becomes “Fully signed” and remains available for download.



The contract signed by the stud farm, to read before signing.

1. Read the contract



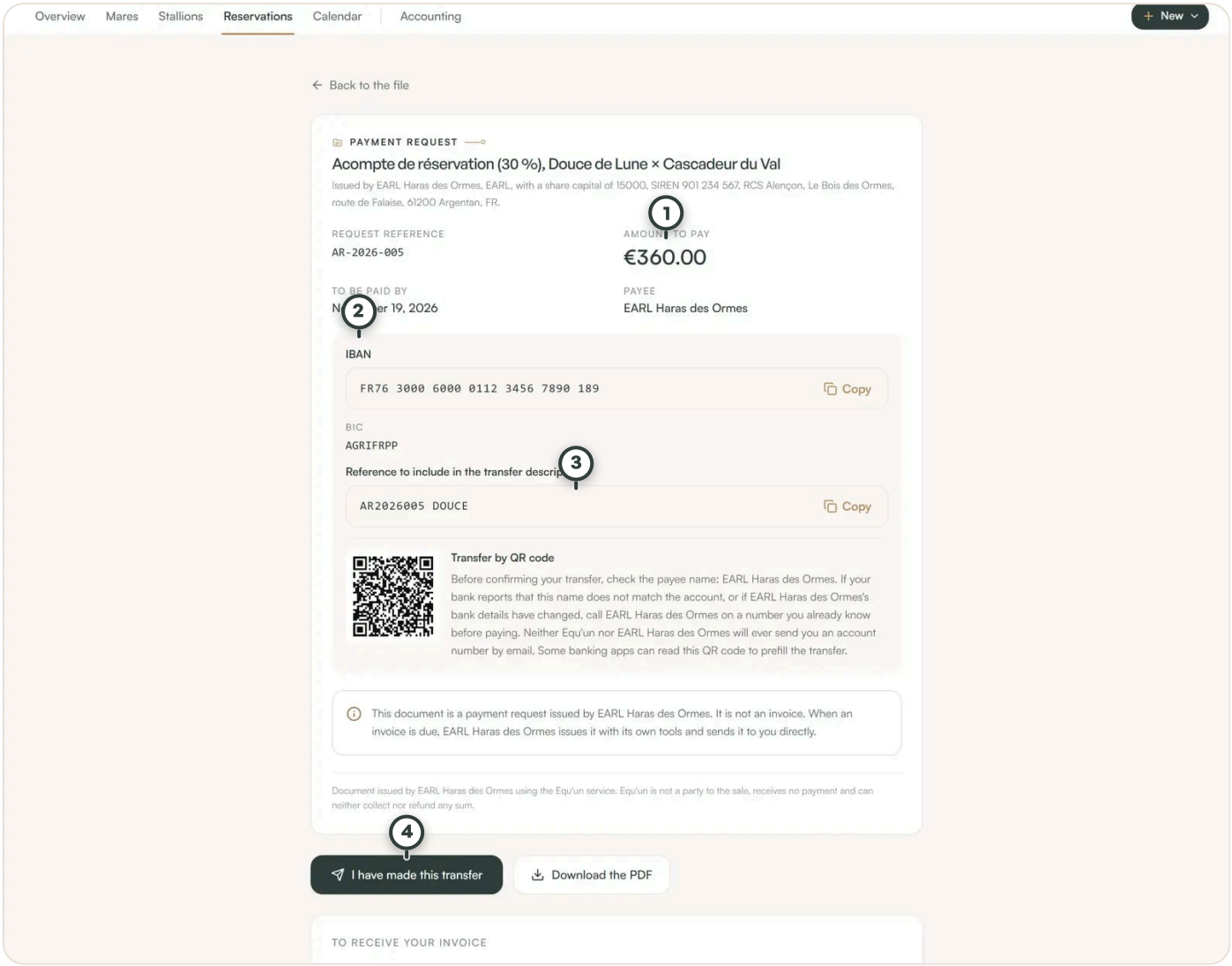
Marie Lefort's signature.

1. Signature box
2. Sign the contract

C9 Paying the stud farm

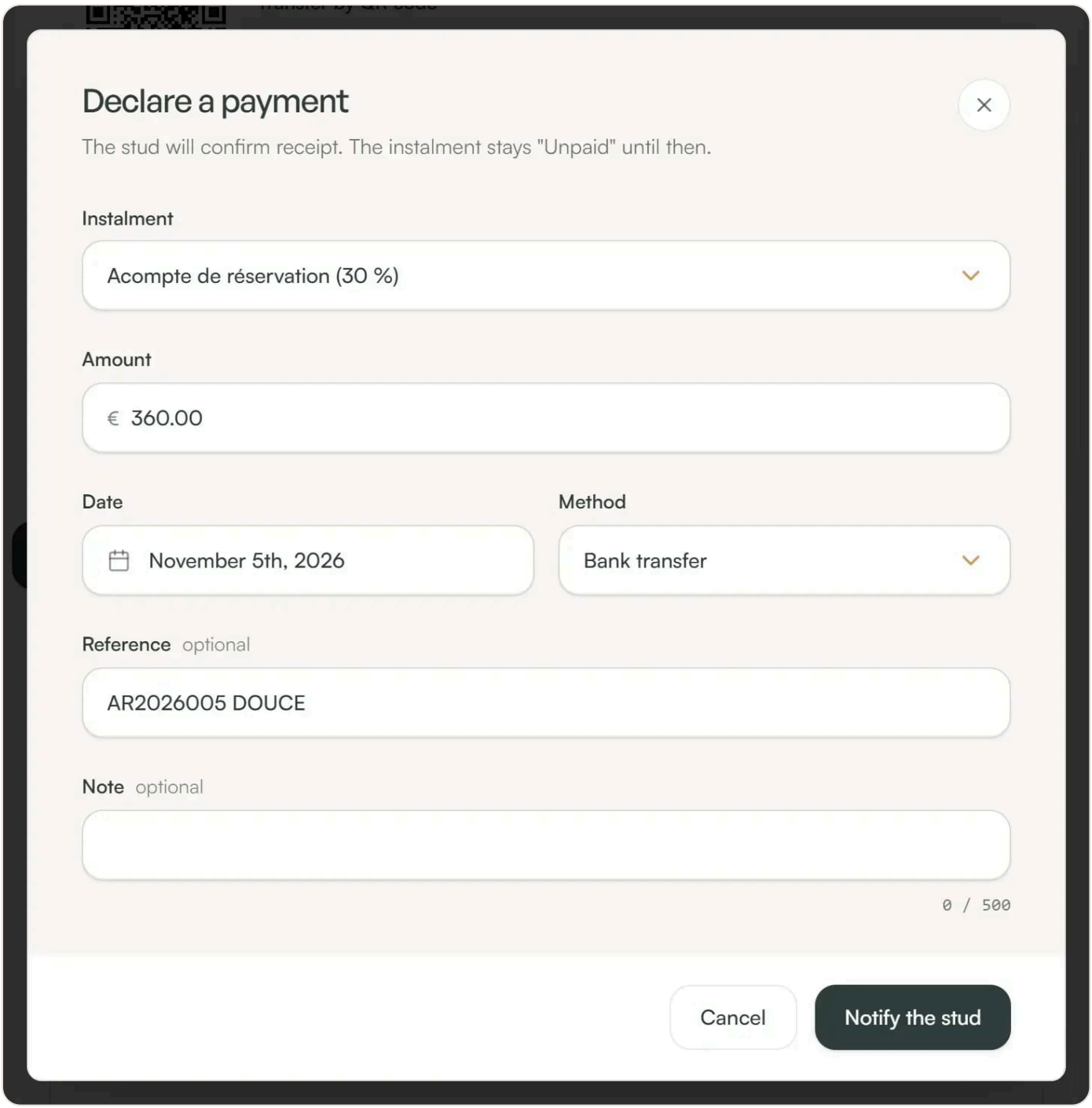
You pay the stud farm directly, usually by bank transfer: no money passes through Equ'un. Each payment request gives the amount, the deadline, the stud farm's IBAN and the reference to include with your transfer.

1. Open the payment request from the notification, the e-mail or the payment schedule of the breeding record.
2. Make the transfer from your bank, copying the IBAN and the **reference** into the transfer description (the **Copy** buttons help).
3. Come back to Equ'un and click **I have made this transfer**: enter the amount and the date, then click **Notify the stud**.
4. The stud farm checks that the money has arrived and records the payment: the instalment changes to “Paid”.



The payment request for Douce de Lune's deposit: €360 to pay before 19 November 2026.

1. Amount to pay
2. The stud farm's IBAN
3. Reference to include in the transfer description
4. I have made this transfer



Declaring your transfer: the stud farm is notified and confirms receipt.



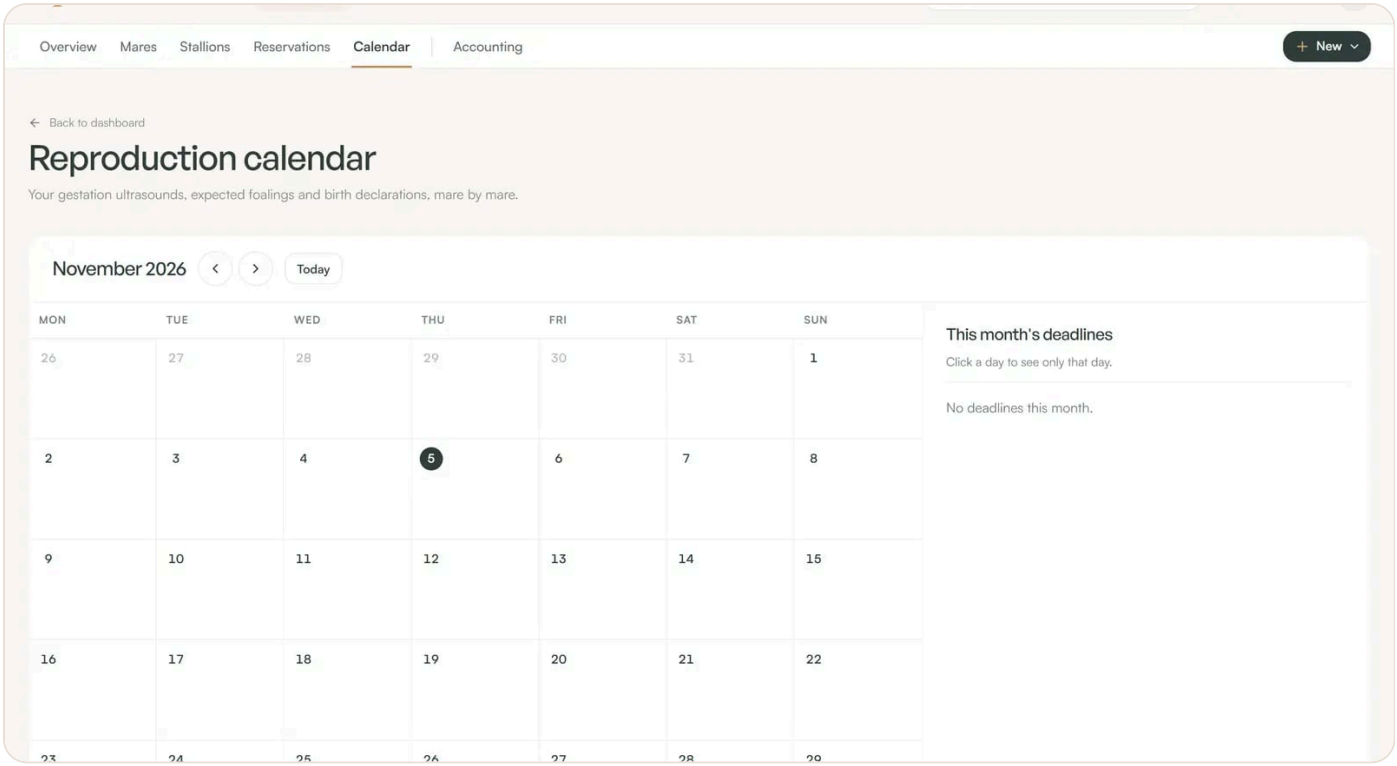
The payment schedule of the breeding record: deposit paid, balance due at the birth.

> **A changed IBAN? Be careful**
> The IBAN displayed is the one the stud farm saved and confirmed on Equ'un. If a message asks you to pay into another account, check with the stud farm by phone before making any transfer.

C10 After the covering: pregnancy, birth, carry-over

The breeding record stays active until the foal is born. In it you find the ultrasound scans, you attest the birth and you declare the foal.

- **Ultrasound scans**: the stud farm records its checks, and you can add those done by your own vet. A positive check moves the breeding record to “Pregnant”.
- **Birth**: click **Attest the birth**, choose “Live foal born” and enter the date. The “live foal” balance becomes payable 48 hours later.
- **Declaring the foal**: after declaring it to SIRE (the French national equine database), click **Declare the foal** and enter its number (optional). The breeding record is then complete.
- **No live foal, or an empty mare (not in foal)**: the stud farm decides whether the guarantee applies. If it grants a carry-over (a new covering offered for a later season), the carry-over appears in your breeding record and is valid for the season shown.
- **Changing the date or cancelling**: before the covering, **Request a change** proposes a new date to the other party (two changes at most). Once the covering has taken place, the client can no longer cancel on their own, except by withdrawing within the withdrawal period.



The reproduction calendar: covering dates, planned ultrasound scans and expected foalings, month by month.

C11 Following your breeding record without an account

A client can book and follow their breeding record without creating an account, thanks to a personal link received by e-mail.

- The link opens a space limited to the breeding record: proposal, contract, documents, payment schedule, messages.
- To accept a proposal or sign the contract, a **6-digit code** is sent by e-mail (valid for 10 minutes).
- The link is valid for 30 days. A new link can be requested from the access page.
- If you create an account with the same e-mail address, you find the breeding record in your own space, with all the features (mares, simulator, favourites).

C12 Leaving a review

Once a breeding record has been completed, you can rate the stallion and the stud farm on four criteria: communication, service quality, respect of the announced conditions and animal welfare.

- You can leave a review within the 90 days following the end of the breeding record, only once per stallion.
- The stud farm can reply publicly. An abusive review can be reported.

D Your account and your data

Preferences, language, data export and account deletion: the settings shared by both audiences, stallion owners and mare owners.

D1 Notifications and language

You choose what reaches you, by e-mail or in the application, and the language of the interface and of the e-mails.

- **Notifications**: in your profile, **Notifications** tab. There are three quick settings: **Follow everything**, **The essentials by e-mail** (recommended: an e-mail only when an action is expected from you) and **Discreet**. You can also set each topic separately, step by step through the breeding record. By default, everything is switched on.
- A few messages are always sent: the security alert after a change of IBAN (the international bank account number), moderation decisions, and the notice that a file was removed by the antivirus scan.
- **Language**: French or English, from the account menu or the **Settings** tab. When you are logged in, your choice follows you from one device to another and also applies to the e-mails you receive.

D2 Exporting or deleting your data

Everything happens in your profile, **Settings** tab, in the “Your data” and “Danger Zone” sections.

Exporting your data

1. Click **Download My Data**. The export is prepared in the background, and an e-mail lets you know when it is ready.
2. Download the file you want: JSON (structured data), PDF (a readable document) and, if you have any, your signed contracts as a ZIP file. The files remain available for 7 days.

Deleting your account

1. Click **Delete Account**. The window shows the deletion date: 30 days after your request, and never more than one month.

2. Confirm with your password (or with a code received by e-mail if you log in with Google), tick the confirmation box, then click **Delete Permanently**.
3. Until the scheduled date, the account is in restricted mode: you can cancel the deletion or export your data. A paid plan is not renewed.

> **Breeding records do not disappear for the other party**
> The stud must keep its contracts, payment schedules and payments (for up to 10 years after the breeding record is closed). A mare owner who leaves can ask the stud to erase whatever it is not required to keep. A stud that leaves first exports its breeding records, its client records and their documents.

Every reminder, “What's new” or invitation e-mail contains an unsubscribe link specific to that type of message. The e-mails related to your breeding records keep arriving.

D3 Finding help

- The **?** button in the header opens the help for the current page. The **Resources** menu leads to “How Equ'un works”, the free tools, the blog and “What's new”.
- “Your clients and their data”, in the help, explains to a stud its obligations regarding its clients' data.
- To report a problem or suggest an idea: account menu, **Share feedback**. To write to the team: the **Contact** page.

+ Appendices

The vocabulary of horse breeding and of Equ'un, the exact limits of each plan and the questions people ask most often.

Z1 Glossary

Breeding and application terms, explained in plain words.

AI (artificial insemination)	Breeding a mare without natural mating, with fresh semen (FAI), chilled and shipped semen (CAI) or frozen semen (FZAI). French documents write IAF, IAR and IAC.
Annex A	The agreement by which the stud entrusts Equ'un with processing its clients' data (Equ'un then acts as a processor within the meaning of the GDPR, the European data protection regulation). You accept it once.
Balance	What remains to be paid after the deposit, often at the birth of a live foal.
Breeding record	The central object of Equ'un: one mare, one stallion, one season. It brings together the request, the proposal, the contract, the payment schedule, the documents and the follow-up of the mare.
Breeding season	The time of year when the stallion is available for breeding, usually from February to July. On Equ'un, the season carries the prices, the conditions and the availability.
Carry-over	When the guarantee applies, the amounts already paid count towards a stud service in the following season. It is the stud that grants it.
Commercial proposal	The stud's offer to the client: price, fees, guarantee, payment schedule and validity period. Accepting it concludes the agreement.
Consumer mediator	A free body that a private client can turn to in a dispute with a professional seller; a professional stud must state which mediator

	applies to it.
Covering statement (covering certificate)	The document the stud gives the mare owner after the covering; it is then used for the declarations to SIRE.
Deposit	The first sum paid to book the stud service, often a percentage of the price (30% at the Haras des Ormes stud farm). It is deducted from the total.
DPS, DN	The déclaration de premier saut (DPS, the covering declaration) and the déclaration de naissance (DN, the birth declaration): the declarations that SIRE, the French national equine database, expects after the covering and after the birth of the foal.
EIA, EVA, CEM (AIE, AVE, MCE)	Three common health tests before a covering: equine infectious anaemia (EIA, the Coggins test), equine viral arteritis (EVA) and contagious equine metritis (CEM). They concern the stallion as well as the mare. French documents, and some screens of Equ'un, use the French acronyms AIE, AVE and MCE.
Empty mare	A mare that is not in foal at the pregnancy check. The breeding record can then be closed as empty, and Equ'un shows the status “Empty” (a negative pregnancy check).
Excl. VAT, incl. VAT (HT, TTC)	Excluding VAT and including VAT; French documents write HT (hors taxes) and TTC (toutes taxes comprises). Stud service prices are entered excluding VAT; the client sees the price including VAT if the stud is registered for VAT.
Foaling	The birth of the foal, about 340 days (11 months) after the covering.
Hand breeding (monte en main)	Supervised natural covering: the stallion covers the mare at the stud, both held in hand by the staff. French contracts call it “monte en main”.
IFCE, SIRE	The IFCE (Institut français du cheval et de l'équitation, the French horse and riding institute) runs SIRE, the French national database in which horses, coverings and births are registered.
Live foal guarantee	The balance is only due if the foal is born alive and viable (the default viability period is 48 hours). Otherwise, depending on the season, the

	guarantee provides for a carry-over, a refund or nothing.
Mare documents	The documents the stud asks for before the covering: identification, health tests, vaccinations, certificates.
Nursing (suitée)	Describes a mare accompanied by her foal of the year, a mare “with foal at foot”. French documents say “suitée”.
Payment request	Sometimes also called a request for payment: the document that tells the client how much to pay, by what date and to which account. It is neither a payment nor an invoice.
Payment schedule	The list of payments planned for a breeding record: for example, a deposit on acceptance, then a balance at the birth.
Recording a payment	Confirming that a payment declared by the client has actually arrived in the stud's account (the “Record the payment” action in Equ'un).
SIRET	The 14-digit number that identifies a business establishment in France (the French company registration number); it appears on the documents of a professional stud.
Stallion owner	The owner or manager of a stallion offered for breeding (in French, “étalonnier”); this guide also says “the stud”.
Stud service, covering	Breeding a mare to a stallion, by natural covering or by insemination. This guide says “stud service” for what the stud sells and “covering” for the act itself; French uses the single word “saillie” for both.
Studbook	The genealogical register of a breed, which approves the breeding animals (for example the Selle Français studbook).
UELN	Universal Equine Life Number: the unique 15-character identification number of a horse, valid throughout Europe.
Ultrasound scan, pregnancy diagnosis	A veterinary check that shows whether the mare is in foal, usually around the 14th day and then around the 45th day after the covering. Result: pregnant, empty or inconclusive.
Withdrawal	The right of a private client (a consumer) to withdraw from the agreement without giving any reason, within the 14 days after it is

concluded (the withdrawal period).

Z2 Plan limits

Limit	Free	Pro	Elite
Stallions online at the same time	1	3	unlimited
Photos per stallion	5	unlimited	unlimited
Videos per stallion (file or link)	1	3	unlimited
Photos per foal	1	unlimited	unlimited
Videos per foal	0	1	unlimited
Media storage space	2.1 GB	21.5 GB	21.5 GB
“Share & export” PDF sheets	with the Equ'un mention	in your colours	in your colours
Mares, requests, breeding records, messages	unlimited	unlimited	unlimited
Monthly price (excl. VAT, incl. VAT)	€0	€19 · €22.80	€39 · €46.80
Annual price (excl. VAT, incl. VAT)	€0	€179 · €214.80	€365 · €438

Every feature is included in every plan: proposals, contracts, payment requests, reminders, sales follow-up, breeding register, regulatory and accounting exports, statistics. No commission is taken on stud services.

Z3 Frequently asked questions

Does the client need to create an account to book?

No. With the booking link, the client books without an account and confirms the request by e-mail, then follows the breeding record through a personal link. With an account, the client finds everything in one place and can save their mares.

Does Equ'un collect the price of the stud service?

No. The client pays the stud directly, and Equ'un takes no commission. Only the Pro and Elite subscriptions are paid to Equ'un.

Does Equ'un issue the invoices?

No. The stud invoices with its own tool. Equ'un prepares the amounts, the payment schedule and the accounting exports.

Can I use my own contract?

Yes: in the breeding record, choose **I use my own contract**. The rest of the follow-up (payments, documents, pregnancy) works the same way.

What happens if the mare is not in foal?

The stud closes the breeding record as “empty”. If the guarantee provides for it, the stud grants a carry-over: the amounts already paid count towards the next season, on a new breeding record.

Can a proposal be changed once it has been sent?

The stud can withdraw it and send a new version. The client can also ask for a change. After acceptance, any change goes through an amendment, which the client in turn accepts.

Why does my stallion not appear in the catalogue?

Check that the listing is published (not just saved), that your e-mail address is confirmed and that your plan allows one more listing online. To be bookable, the stallion also needs an open season.

Can other studs see my data?

No. A stud only sees the breeding records and documents that concern it. Your mares' documents stay private as long as you do not attach them to a breeding record.

Z4 Index: I want to...

Every task and topic in this guide, in alphabetical order, with the chapter where you will find it.

A

- Accounting, analytics and fertility — B22
- Additional services — B6
- After acceptance: the breeding record and the mare documents — B13
- After the covering: pregnancy, birth, carry-over — C10
- Automatic reminders — B18
- Availability periods — B8

B

- Bank details (IBAN) — A7, B15, C9
- Booking link and QR code — B10
- Breeding booklet and breeding register — B16, B21

The breeding contract B14
Breeding methods B6

C

The calendar B20
Calendar, availability and capacity B8
Can a proposal be changed once it has been sent? Z3
Can I use my own contract? Z3
Can other studs see my data? Z3
Cancel a breeding record C10
Cancellation and pregnancy check B7
Capacity and quotas B8
Carry-over to the next season B17, C10
Change the covering date B13, C10
Checking the mare documents B13
Client reviews C12, C2
Client without an Equ'un account C11, B10
Commercial proposal B12, C6
Commission (none) A1, Z3
Consumer mediator A7
Contract signature B14, C8
Creating and publishing a breeding season B5
Creating the season B5
Creating the stallion's listing B3
Creating your account A3

D

Delete your account D2
Deleting your account D2
Deposit B7, B15, C9
Deposit and payment B7
Documents requested from the mare B7
Does Equ'un collect the price of the stud service? Z3
Does Equ'un issue the invoices? Z3
Does the client need to create an account to book? Z3

E

Equ'un at a glance A1
Exporting or deleting your data D2
Exporting your data D2

F

Favourites C2
Finding a stallion C2
Finding help D3
Finding your way around A5
Finding your way around the season page B5
Foaling (birth of the foal) B16, C10
Following the mare: covering, pregnancy, birth B16
Following your breeding record without an account C11
Forgotten password A4
Frequently asked questions Z3
Frozen semen (stock of doses) B6

G

Glossary Z1
Guarantee and carry-over B17

I

Invoice B15, Z3

L

Language (French, English) D1
Leaving a review C12
Live foal guarantee B7, B17
Logging in and resetting your password A4

M

Mare documents (health tests) B13, C7
My clients B19
My mares C4
My stallions and their management page B2

N

Notifications and language D1
Notifications and messages A6

Number of places (capacity) B8

P

Paying the stud farm C9
Plan limits Z2
Plans and pricing A8
Preparing the next season B9
Pro or Elite subscription A8, Z2
Promoting the stallion: booking link and posters B10
Providing the mare documents C7
Publishing the listing and polishing the public page B4
Publishing the season B5

R

Reading a stallion listing C2
Receiving and accepting the proposal C6
Receiving requests: the sales follow-up B11
Reception hours B8
Recording a request received by phone B11
Regulatory tracking and SIRE exports B21
Requesting a stud service C5
Requesting the deposit and recording payments B15
Responding and sending a commercial proposal B12
Running the season: closing, suspending, archiving B9

S

Season dates B8
The season's breeding register B16
Setting breeding methods, prices and services B6
Setting the booking conditions B7
Setting up your profile A7
Signing the breeding contract C8
SIRE declarations (DPS covering declaration, DN birth declaration) B16, B21
SIRET and tax status A7
Stallion photos and videos B3
The stud farm dashboard B1
Stud fees and VAT B6
A stud service, in 9 steps A2
Suspend a season B9
Suspending the season after an unexpected event B9

T

Tools to help you choose C3
Trust badges (papers verified) B4

U

Ultrasound scan and pregnancy diagnosis B16, C10

W

What a stallion owner must fill in A7
What happens if the mare is not in foal? Z3
Why does my stallion not appear in the catalogue? Z3
Withdrawal (14 days) B13, C6

Y

Your dashboard C1