



2825 E Cottonwood Pkwy, Suite 500 Salt Lake City, UT 84121
info@snofolio.com www.snofolio.com 800-674-3023

SNOFOLIO PRIVACY POLICY

This Privacy Policy explains how information about You is collected, used and disclosed by Snofolio, Inc. ("Snofolio," "we" or "us"). This Privacy Policy applies to information we collect when You use our websites, mobile applications and other online products and services (collectively, the "Services") or when You otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify You by revising the date at the top of the policy and, in some cases, we may provide You with additional notice (such as adding a statement to our homepage or sending You an email notification). We encourage You to review the Privacy Policy whenever You access the Services or otherwise interact with us to stay informed about our information practices and the ways You can help protect Your privacy.

1. Collection of Information

A) Information You Provide Us. We collect information You provide directly to us. For example, we collect information when You create an account, participate in any interactive features of the Services, fill out a form, give us feedback, or otherwise communicate with us. The types of information we may collect include Your name, email address, phone number, avatar, photos, videos, location, biographical and demographic information, information about Your snow sport preferences and experience, and any other information You choose to provide.

B) Information We Collect Automatically When You Use the Services. When You access or use our services, we automatically collect information about You, including

- **Log Information:** We log information about Your use of the Services, including the type of browser You use, access times, pages viewed, Your IP address and the page You visited before navigating to our Services.
- **Device Information:** We collect information about the computer or mobile device used to access our Services, including the hardware model, operating system and version, unique device identifiers and mobile network information.
- **Location Information:** We may collect information about Your location when using the Services and the location of any device used to access our Services each time the device accesses or uses one of our mobile applications or otherwise consents to the collection of this information. For more details, please see "Your Choices" below.

C) Information Collected by Cookies and Other Tracking Technologies. We and our third-party service providers may use various technologies to collect information, including cookies, web beacons, and geofencing. Cookies are small data files stored on Your hard drive or in device memory that help us improve our Services and Your experience, see which areas and features of our Services are popular and count visits. For more information about cookies, and how to disable them, please see "Your Choices" below. Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits and understand usage and campaign effectiveness. Geofencing is a location-based service in which our mobile applications or other software uses GPS, RFID, Wi-Fi, or cellular data to trigger a pre-preprogrammed action when a mobile device accessing our Services or



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RFID tag enters to exits a virtual boundary that is set up around a geographical location, known as a geofence.

D) Information We Collect from Other Sources. We may also obtain information from other sources and combine that with information we collect through our Services.

2. Use of Information.

We may use information about You for various purposes, including to:

- Provide, maintain and improve our Services;
- Provide and deliver the products and services You request, process transactions and send You related information, including confirmations and invoices;
- Send You technical notices, updates, security alerts and support and administrative messages;
- Respond to Your comments, questions and requests and provide customer service;
- Communicate with You about products, services, offers, promotions, rewards, and events offered by Snofolio and others, and provide news and information we think will be of interest to You;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Personalize and improve the Services and provide advertisements, content or features that match user profiles or interests;
- Process and deliver contest entries and rewards;
- Link or combine with information we get from others to help understand Your needs and provide You with better service; and
- Carry out any other purpose for which the information was collected.

Snofolio is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, You consent to the processing and transfer of information in and to the U.S. and other countries.

3. Sharing of Information.

We may share information about You as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other third-party service providers who need access to such information to carry out work on our behalf;
- With third parties for their own services and marketing purposes, unless You opt out of this type of sharing by emailing us at info@snofolio.com;



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- When You sign up for and participate in the interactive areas of our Services, certain information about You may be displayed to other registered users, such as Your name, photo and other information You choose to provide;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe Your actions are inconsistent with our terms and conditions or policies, or to protect the rights, property and safety of Snofolio or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company; and
- With Your consent or at Your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify You.

4. Third Party Service Providers.

Our Services may utilize various third-party service providers, such as cloud service providers, wireless service providers, internet service providers, and payment processors. We may use the third-party service providers to deliver portions of the Services and those third-party service providers may have access to a limited amount of information related to You and necessary to deliver the Services. At Your request, we will provide a list of the third-party service providers being used by Snofolio at the time of the request. Snofolio assumes no responsibility for the third-party service providers and makes no warranty or condition of any kind, either express or implied, for the suitability, security, or performance of the third-party service providers.

5. Security.

Snofolio takes reasonable measures to help protect information about You from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

6. Your Choices

A) Account Information. You may update or correct information about You at any time by logging into Your account and editing Your profile. If You wish to deactivate Your account, please contact us at info@snofolio.com, but note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about You for a certain period of time.

B) Location Information. When You first launch any of our mobile applications that collect location information, You will be asked to consent to the application's collection of this information. We currently require this location information in order to use our Services, so if You do not consent to this collection, You cannot use our Services. If You initially consent to our collection of location



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information, You can subsequently stop the collection of this information at any time by stopping use of our Services and our devices.

C) Cookies. Most web browsers are set to accept cookies by default. If You prefer, You can usually choose to set Your browser to remove or reject browser cookies. Please note that if You choose to remove or reject cookies, this could affect the availability and functionality of our Services.

D) Promotional Communications. You may opt out of receiving promotional communications from Snofolio by following the instructions in those messages, or by contacting us at info@snofolio.com. If You opt out, we may still send You non-promotional communications, such as those about Your account or our ongoing business relations.

7. Contact Us.

If You have any questions about this Privacy Policy, please contact us at:

Snofolio Corp.
Attn: Legal Dept.
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