

U.S. Ski & Snowboard Privacy Policy

Effective Date: November 26, 2024

1. Overview

U.S. Ski & Snowboard (“**we**” or “**us**”) provide this notice to inform you of our personal information handling practices for personally identifiable information or personal information (“**Personal Data**”) we process about you when you use any websites operated by us that link to this notice (“**site**” or “**sites**”) or as described further below.

Your data will be collected and controlled by U.S. Ski & Snowboard, a Utah non-profit based at 1 Victory Lane, Park City, Utah 84060, USA.

2. Information We Collect About You

We will collect and process the following Personal Data about you:

(i) Information you give to us.

This is information about you that you give us by filling in forms on our site, creating an accounts with us, subscribing to a newsletter, purchasing a product or service, participating in a contest or sweepstakes, responding to a customer survey, registering as a member of the U.S. Ski & Snowboard, participating in the U.S. Ski & Snowboard donor program, or by corresponding with us by phone, e-mail, chat/message applications, or otherwise such as when applying for a job. It includes information you provide when you request information about our services, and when you report a problem with our site.

The information you give us may include your name, gender, date of birth, address, e-mail address and phone number, and other information that you choose to provide. Providing such Personal Data is voluntary. However, without providing such Personal Data, we will not be able to provide you with information or services you request from us. You will know what Personal Data you provide because you will actively submit it to us.

We only collect sensitive Personal Data when we have explicitly informed you of such collection at the time of collection. Examples of when we collect sensitive Personal Data include in connection with your participation in competitions or other events that we sponsor, and in connection with our legal obligations. We may also collect sensitive Personal Data for advertising purposes. The types of sensitive Personal Data we collect include: (1) Social Security Number, other government identification, geolocation information, payment information, log-in information and password, and (2) demographic information, such as race or ethnic origin, political opinions, religious or other beliefs, medical or health information.

(i) Information we collect about you.

In addition to the Personal Data that you actively provide, for us to monitor and maintain the performance of the sites, the sites may automatically collect, process, and store certain information about you, to the extent permitted under applicable law:

- Technical information, including the domain and host name from which you access the Internet, the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone and country setting, browser type and version, browser plug-in types and versions, operating system and platform;
- Information about your site visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), services you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page, and, in the case of our mobile applications, the other applications you have downloaded and how you use those applications; and
- Commercial information, such as records of goods or services purchased or considered, as well as purchasing or consuming histories or tendencies.

(iii) Information we receive from other sources.

We are working closely with third parties that may provide us with additional information about you, including recruiting services and partners. If we are unable to collect this information, this may affect the provision of the services you have requested from us.

Other sources from which we receive Personal Data include (i) our affiliates, (ii) publicly available sources (such as public forums and chats), (iii) partners with whom we offer co-branded services or products, sell or distribute our products, or engage in joint marketing activities, (iv) social media networks with which you interact, such as when you reference U.S. Ski Snowboard or our services, or grant us permission to access your data, (v) cookies on our website (see Section 4 below for more information regarding cookies), (vi) your participation in events, filming, or winning prizes.

Where permitted by law we may combine this Personal Data we receive from other sources with Personal Data you give to us or that we collect about you and use it to draw inferences about you as a consumer.

3. Information of Children

U.S. Ski & Snowboard does not actively seek to collect personal information about children under the age of 18 through its website, and no information should be submitted to or posted at any U.S. Ski & Snowboard site by guests under 18 years of age without the consent of their parent or guardian. If we have actual knowledge that information about a child has been collected, we will take the appropriate steps to delete the information. If a parent or guardian

wishes to delete any information provided to us by their child under the age of 18, decline to have that information shared with third parties, and/or opt out of any future collection or use of that information, they may contact us using the contact information provided in Section 10 below.

4. Cookies

A “cookie” is a text file containing small amounts of information that a website can send to your browser, which may then be stored on your computer as a tag that distinguishes your computer but does not name you. To the extent permitted under applicable law, our site uses cookies and similar technologies (including web beacons) to distinguish you from other users of our site and enable us and third parties to automatically collect information about how you access and use our sites, and about the device you use to access our sites. This helps us to provide you with a good experience when you browse our site and also allows us to customize and improve our site. We may also share information obtained via these tracking technologies with our social media, advertising and analytics partners who may combine it with other information that you’ve provided to them or that they’ve collected from your use of their services.

Some cookies are necessary in order for us to provide you with this website and may not be turned off. [You may disable non-necessary cookies, including performance and marketing cookies. However, if you do this, some of the features on our website may not work properly. Please note that selections you make in our privacy preference center will only apply to the browser or device in which you made your selection. Some web browsers allow for the use of universal opt-out mechanisms, such as Global Privacy Control, that you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected.]

5. How We Use Information

We use Personal Data held about you in the following ways:

- To provide you with information, services, and products;
- To create an account or communicate with you about your account;
- To send you marketing materials, including telemarketing, and provide you with personalized content and experiences;
- To administer contests, sweepstakes, and promotions;
- To manage and provide our athletic programs;
- To verify your eligibility to participate in activations contests and promotions or issue related tax statements for winners;
- To optimize or improve our websites, products, services, and operations;
- To prevent, detect, and investigate security incidents that compromise the availability, authenticity, integrity, or confidentiality of stored or transmitted personal information, including in or via our premises, computers, software, networks, communications devices, and other similar system;

- To resist malicious, deceptive, fraudulent or illegal actions directed at us and to prosecute those responsible for those actions;
- To perform research and business analytics, and identify usage trends;
- To monitor compliance with our IT policies, and maintain network and information security;
- To verify or maintain the quality or safety of our services and products;
- To perform functions that are required under laws that apply to us; and
- To perform functions that are required under laws that apply to us and to support any claim or defense that we could face before any jurisdictional and/or administrative authority, arbitration, or mediation panel, and cooperating with – or informing – law enforcement or regulatory authorities to the extent required by law.

6. Disclosure of Your Information

To the extent permitted under applicable data protection law, we may share your Personal Data with:

(i) Any member of our group.

(ii) Selected third parties including:

- Service providers who act as our data processor who are subject to contractual obligations to implement technical and organizational security measures to safeguard the Personal Data and to process the Personal Data only as instructed. These third-party service providers fall into the following categories: billing and collection providers, auditing and accounting firms, analytics services, security vendors and IT vendors, and professional services consultants;
- Advertising partners to allow them to provide custom advertising; and
- U.S. Ski & Snowboard-registered clubs, event organizers, officials, and the U.S. Center for SafeSport.

(iii) To the extent permitted by applicable data protection law, we will also disclose your Personal Data to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your Personal Data to the prospective seller or buyer of such business or assets.
- If we or our subsidiaries, or substantially all of the assets of any of the foregoing, is acquired by a third party, in which case Personal Data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your Personal Data in order to comply with any legal obligation or request of law enforcement, or in order to enforce or apply our [\[Insert Hyperlinked Website Terms of Use, Terms of Service\]](#) and other agreements; or to protect the rights, property, or safety of us or our subsidiaries, our employees, customers, or others.

7. Links to Other Websites

Where we provide links to other websites or services, we do so for information purposes only. The other websites and services are outside our control and are not covered by this Policy. This includes links from advertisers, sponsors, and partners that may use the U.S. Ski & Snowboard logo as part of a co-branding or other agreement. If you access other websites or services using the links provided, the operators of these websites and services may collect information from you and use that information in accordance with their privacy, which you should carefully review. By accessing an external website or link, you hereby release us from any and all liability for your use of such website or link.

8. Additional U.S. State Privacy Rights

The laws in certain U.S. states provide the residents of those states with rights to receive disclosures regarding the collection, use and sharing of Personal Data, as well as rights to know, access, correct delete, and/or opt out of certain disclosures of Personal Data. To the extent that we collection Personal Data that is subject to such laws, that information, our practices, and your rights are described below. Note that certain information we collect may be exempt from such state laws because we are a nonprofit organization, or because it is considered public information.

You may have the following rights:

- Right to know categories of Personal Data collected, sold, disclosed or shared, and purposes for collection;
- Right to access Personal Data;
- Right to delete Personal Data;
- Right to correct Personal Data;
- Right to information regarding participation in data sharing for financial incentives;
- Right to opt-out of the processing of Personal Data for the purposes of targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects concerning a consumer;
- Right to data portability;
- Right to limit use of sensitive Personal Data; and
- Right to request information about certain third-party disclosures

You may exercise any of the above rights by contacting us via the contact information provided below in Section 10. Applicable state law may require us to verify your identity before providing a substantive response to your request to exercise some of your rights. Generally, we will verify your identity by asking you to (a) provide us with your email to ensure your email is verified, and (b) confirm the right you wish to request under this policy. In appropriate circumstances, we may ask you for additional information to verify your identity. Once your identity is verified, we will work to process you request in a timely manner in accordance with applicable law. If we cannot verify your identity, we may not be able to process your request.

You have a right to appeal decisions concerning your ability to exercise your consumer rights. Please contact us using the contact information provided below in Section 10 to request an appeal concerning decisions on your consumer request.

9. International Data Transfers

Your Personal Data may be disclosed to employees, representatives, or other third parties operating outside of the country you are based and who work for, or are engaged by us, or our subsidiaries in other countries, including the USA and in other countries that we operate, and to our service providers who may be located outside of the country you are based, including the USA and in other countries that we operate. We note that these persons and third parties may also store, transfer, or access Personal Data outside of the country you are based. In disclosing your Personal Data overseas, we will take such steps as are reasonable in the circumstances to require that overseas recipients protect your Personal Data in accordance with applicable laws.

10. Contact and Complaints

Questions, comments, or requests regarding this Privacy Policy are welcomed and should be addressed to [insert webform] or by mail at 1 Victory Lane, Park City, UT 84060 USA. Similarly, if you have any complaints about our privacy management practices, you can contact us at the same details. You may also have a right to raise your complaint with the relevant privacy regulator in your jurisdiction.

11. Changes to our Privacy Policy

We may make changes to this notice, including material changes, from time to time. We will take steps to inform you of any changes to the processing activities described in this notice before we start that new processing.