

# Privacy Policy

LiftAlert is owned, operated, and maintained by Innowave Studio LLC (“us”). Innowave Studio respects your right to privacy and shares your concern about the security of any data you may submit via our mobile application (“LiftAlert”, or the “app”) or through our web site (the “site”), currently accessible at [liftalert.godaddysites.com](http://liftalert.godaddysites.com) (collectively, the “Services”).

Your privacy is critically important to us. We have a few fundamental principles:

- We don’t ask you for personal information unless we truly need it.
- We don’t share your personal information with anyone except to comply with the law, develop our products, or protect our rights.
- We don’t store personal information on our servers unless required for the on-going operation of one of our Services.

The following statement discloses the guidelines Innowave Studio has established for protecting the information you provide to us during your visit to the site and while using the app.

## What & Why

If you do not create an account with LiftAlert, no personal data is ever sent to LiftAlert.

If you create a LiftAlert account, we collect and use the following information to provide, improve, protect, and promote our Services.

## **Your Stuff**

LiftAlert is designed as a way to maximize the experience for your days skiing and snowboarding. To do that, we need to gather and process certain information about you. (“Your Stuff”).

## **Account information**

We collect, and associate with your account, the information you provide to us when you do things such as sign up for your account, subscribe a lift alert and subscribe to a paid plan.

## **Marketing**

If you register for our Services, we will, from time to time, send you information about the Services. Users who receive these marketing materials can opt out at any time. If you don’t want to receive a particular type of marketing material from us, click the ‘unsubscribe’ link in the corresponding emails. However, you may not opt out of certain essential system notice communications.

## **Email Communications**

If you choose to stop receiving emails regarding LiftAlert, please follow the unsubscribe instructions within each email communication or send an email to [liftalert.studio@gmail.com](mailto:liftalert.studio@gmail.com). We will not provide or share any mailing lists or other information about you to another company or service for promotional purposes.

Any service-related emails (help requests, feedback, etc.) generally do not offer an option to unsubscribe as they are necessary to provide the service you requested.

## **Data Security**

LiftAlert uses industry standard Secure Sockets Layer (SSL) technology to allow for the encryption of personal and location information during transmissions to our servers.

We restrict access to data to our employees, contractors and agents who need to know that information in order to operate, develop or improve the app. These individuals are bound by confidentiality obligations and may be subject to discipline if they fail to meet those obligations.

## **Bases for Processing Your Data**

We collect and use the personal data described above in order to provide you with the Services in a reliable and secure manner. We also collect and use personal data for our legitimate business needs. To the extent we process your personal data for other purposes, we ask for your consent in advance or require that our partners obtain such consent. LiftAlert processes your data (1) to provide the LiftAlert Services to you pursuant to our contract with you; (2) in furtherance of LiftAlert's legitimate interests in operating our Services and business; and (3) with your consent. In some cases, LiftAlert may process your data to comply with applicable law, legal process, or regulation; protect any person from death or serious bodily injury; or to carry out a task in the public interest.

Examples of LiftAlert processing your data to provide you with the LiftAlert Services include:

- Providing, updating, maintaining, and protecting our Services and business. We also analyze how you use the Services to help you prioritize Your Stuff.
- We may process information that you choose to share with us if you participate in a focus group, interact with our social media accounts, or otherwise communicate with LiftAlert.
- Troubleshooting issues you may encounter with the LiftAlert Services. If you contact us with questions or concerns about the Services, we may use your personal information to respond.
- Billing, account management, and administrative purposes. If you purchase a paid LiftAlert Pro plan, we may collect and process payment information, including your name, credit or debit card information, billing address, and details of your transaction history.
- Sending you emails and other communications. We may contact you about important changes to our Services and Service-related notices. These communications are considered part of the LiftAlert Services and you may not opt out of them.

Examples of LiftAlert processing your data in furtherance of its legitimate interests in operating our Services and business include:

- Understanding how you use our Services and improving them.
- Promoting LiftAlert Services that are most relevant to your interests.
- Investigating and preventing security issues and abuse of the LiftAlert Services or LiftAlert users.

Examples of LiftAlert processing your data with your consent include:

- Sending you lifts/trails status change alert. If you do not wish to get push notification about these alerts, simply update your preferences in Current view tab in your LiftAlert app. Alternatively, you can also turn off notification from LiftAlert in your device's settings.
- Sending you marketing materials about our Services. If you do not wish to receive these materials, simply click the Unsubscribe link in any email.
- Connecting your LiftAlert account with other third-party services.
- Collecting feedback from you to improve our Services and develop new features.

## **Law & Order and the Public Interest**

We may disclose your information to third parties if we determine that such disclosure is reasonably necessary to: (a) comply with any applicable law, regulation, legal process, or appropriate government request; (b) protect any person from death or serious bodily injury; (c) prevent fraud or abuse of LiftAlert or our users; (d) protect LiftAlert's rights, property, safety, or interest; or (e) perform a task carried out in the public interest.

Stewardship of your data and information is critical to us and a responsibility that we embrace. We believe that your data and information should receive the same legal protections regardless of whether it's stored on our Services or on your own computer's hard drive. We'll abide by the following Government Request Principles when receiving, scrutinizing, and responding to

government requests (including national security requests) for your data and information:

- Be transparent
- Fight blanket requests
- Protect all users, and
- Provide trusted services.

## **Where We Process Your Data**

*United States.* To provide you with the Services, we may store, process, and transmit data in the United States. Data may also be stored locally on the devices you use to access the Services.

## **Your Control of and Access to Your Data**

You have control over your personal data and how it's collected, used, and shared. For example, you can:

- Delete Your Stuff in your LiftAlert account.
- Object to the processing of your personal data. Depending on the processing activity, you can request that we stop or limit processing of your personal data.

If you would like to submit a data access request, request that your personal data be deleted, or object to the processing of your personal data, please email us at [liftalert.studio@gmail.com](mailto:liftalert.studio@gmail.com).

*LiftAlert as controller or processor.* If you reside in North America (the United States, Canada, and Mexico), Innwave Studio acts as your service provider and processor of your data. For all other users, Innwave Studio acts as a controller of your personal data.

## **Exclusions**

This privacy policy does not apply to any unsolicited information you provide to us, such as feature requests and feedback sent via our support channels. All unsolicited information shall be deemed to be non-confidential and we shall be free to reproduce, use, disclose, and distribute such unsolicited information to others without limitation or attribution.

## **Disclaimer**

While we continue to work hard to protect your data, no transmission over the Internet can be guaranteed to be absolutely secure, and we cannot ensure or warrant the security of any information you transmit to Innovave Studio. Transmitting personal information is done at your own risk.

## **Privacy Policy Changes**

If Innovave Studio makes changes to any terms or conditions of this privacy policy, these changes will be posted on the site in a timely manner. We reserve the right to modify this privacy policy at any time, so please review it frequently. In case of a business transaction in which a portion or all of Innovave Studio's business is acquired, we will notify you as described above in this paragraph.

## **Contact Us**

If you have any additional questions or concerns about this policy or our information practices, please feel free to contact us at any time at [lifalert.studio@gmail.com](mailto:lifalert.studio@gmail.com).