



PRIVACY POLICY

ABOUT THIS PRIVACY POLICY

North American Motor Car is committed to respecting and protecting your privacy. This privacy policy applies to every North American Motor Car website, event, app and other service (each, a “Service”) that refers or links to this privacy policy. This privacy policy may be supplemented by additional privacy statements, terms or notices provided to you. The North American Motor Car company that owns or administers the Service, as identified therein, is the primary controller of your personal information provided to, or collected by or for, the Service.

INFORMATION WE COLLECT

We collect information about you in three ways: (1) from your input through our web forms, app forms and other mechanisms, (2) from third-party sources, and (3) through automated technologies.

DATA YOU PROVIDE TO US

The types of personal information that we collect directly from you depends on how you interact with us and the Service and may include:

- Contact details, such as your name, email address, postal address, social media handle and phone number;
- Account login credentials, such as usernames and passwords, password hints and similar security information;
- Other account or event registration and profile information, such as educational, employment and professional background, dietary and accessibility requirements, and photo;
- Payment information, such as credit or debit card number;
- Comments, feedback and other information you provide to us, including information that you send to customer service and messages, appointment inquiries and other information that you wish us to share with our partners and others; and/or
- Interests and communication preferences, including event planning, networking choices and preferred language.

DATA FROM OTHER SOURCES

We also may obtain personal information about you from our group companies and from other third parties, including:

- Service providers that help us determine a location based on your IP address in order to customize certain products to your location;
- Partners with which we offer co-branded services or engage in joint marketing activities; and/or
- Publicly-available sources and data suppliers from which we obtain data to validate or supplement the information we hold.

DATA FROM SERVICE USE

Our Service may automatically collect information about how you and your device interact with the Service, including:

- Computer, device and connection information, such as IP address, browser type and version, operating system, platform and other software installed on your device, unique device identifier and other technical identifiers, error reports and performance data;

- Usage data, such as the features you used, the settings you selected, your URL click stream data, including date and time stamp and referring and exit pages, and pages you visited on the Service; and/or

We collect this data through our servers and the use of cookies and other technologies. You can control cookies through your browser's settings and other tools. However, if you block certain cookies, you may not be able to register, login, or access certain parts or make full use of the Service. For more details, visit the cookie notice of the Service.

HOW WE USE YOUR INFORMATION

Depending on how you interact with us and the Service, we use your personal information to:

- Provide, activate and manage your access to and use of the Service;
- Process and fulfill a request, order, download or other transaction;
- Provide technical, product and other support and to help keep the Service working, safe and secure;
- Enhance and improve the Service and our other products and services and to develop new products, services and benefits;
- Offer you customized content and other personalization to make the Service more relevant to your interests and geography;
- Respond to your requests, inquiries, comments and concerns;
- Notify you about changes, updates and other announcements related to the Service and our other products and services;
- Deliver targeted advertisements, promotional messages, notices and other information related to the Service and your interests;
- Provide you with promotional messages and other information about products, events and services of ours, our affiliates and third parties, such as partners, sponsors and media partners;
- Invite you to participate in user testing and surveys as well as sweepstakes, competitions and similar promotions;
- Identify usage trends and develop data analysis, including for purposes of research, audit, reporting and other business operations, including determining the effectiveness of our promotional campaigns and evaluating our business performance; and/or
- Comply with our legal obligations, resolve disputes, and enforce our agreements.

SHARING OF YOUR INFORMATION

Depending on the Service provided, we share personal information and aggregated demographic information with our service providers, partners and advertisers including:

Our service providers, suppliers, agents and representatives, including but not limited to, payment processors, venue providers, onsite event contractors, customer service, email service providers, IT service providers, mailing houses and shipping agents, to process the information as necessary to provide the Service, complete a transaction or fulfill your request or otherwise on our behalf based on our instructions and in compliance with this privacy policy and any other appropriate confidentiality and security measures.

And/or:

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes beyond filling your order.

And/or:

We partner with another party to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

LINKS

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

SURVEYS, POLLS, & CONTESTS

From time-to-time our site requests information via surveys, polls, or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify winners. Survey and poll information will be used for purposes of monitoring or improving the use and satisfaction of this site and/or issue pertaining to the ski industry or factors at the discretion of Snowbound Festival.

YOUR CHOICES

We share your personal information with our affiliates and with sponsors, media partners, joint venture partners and other third parties, including entities for which we are acting as an agent, licensee or event manager, that wish to send you information about their products and services that may be of interest to you, as determined by your choices in managing your communications preferences and other settings.

The Service may let you post and share personal information, comments, materials and other content. Any such contributions you disclose publicly may be collected and used by others, may be indexed by search engines, and might not be able to be removed. Please be careful when disclosing personal information in these public areas.

LEGAL REASONS

We will disclose your personal information if we have a good faith belief that such disclosure is necessary to:

- meet any applicable law, regulation, legal process or other legal obligation;
- detect, investigate and help prevent security, fraud or technical issues; and/or
- protect the rights, property or safety of Snowbound Festival, our users, employees or others;

and as part of a corporate transaction, such as a transfer of assets or an acquisition by or merger with another company.

YOUR COMMUNICATIONS PREFERENCES

You can customize and manage your communications preferences and other settings when you register with the Service, by updating your account features and preferences, by using the 'opt-out' or unsubscribe mechanism or other means provided within the communications that you receive, or by contacting us. We reserve the right to notify you of changes or updates to the Service whenever necessary.

ACCESSING AND UPDATING YOUR INFORMATION

Your Account

The Service may allow registered users to directly access and review their account information and make corrections or updates at any time. Keeping such information up to date is solely the responsibility of the user. Registered users may also close their account directly through the Service or by contacting the Service's customer support.

Your Rights

You may have the right under European and certain other privacy and data protection laws, as applicable, to request free of charge:

- access to and correction or deletion of your personal information;

- restriction of our processing of your personal information, or to object to our processing; and
- portability of your personal information.

If you wish to exercise any of these rights, please contact us through the contact address provided below. We will respond to your request consistent with applicable laws. To protect your privacy and security, we may require you to verify your identity.

DATA RETENTION

We retain your personal information for as long as necessary to provide the Service and fulfill the transactions you have requested, or for other essential purposes such as complying with our legal obligations, maintaining business and financial records, resolving disputes, maintaining security, detecting and preventing fraud and abuse, and enforcing our agreements.

CHILDREN'S PRIVACY

We do not knowingly collect information from children under the age of 13 or target the Service to children under 13. This website is NOT directed to or intended to be used by Children under the age of 13. If you are under age 13 please do not provide us with any personal information of any kind whatsoever!

DATA SECURITY

We take precautions to safeguard your personal information against loss, theft and misuse and unauthorized access, disclosure, alteration and destruction through the use of appropriate technical and organizational measures.

COOKIES

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies. You may view our full cookie policy [here](#).

CHANGES

We will update this privacy policy from time to time. Any changes will be posted on this page with an updated revision date. If we make any material changes, we will provide notice through the Service or by other means.

CONTACT

If you have any questions, comments, complaints or requests concerning this Privacy Policy or our processing of your information, please contact us via email at info@northamericanmotorcar.com

Last updated: September 21, 2022