

## **PRIVACY POLICY**

The privacy and security of your information is very important to us. Whether you are booking a room or just a prospective client browsing our website (the "Site") and looking at our property and services, we want you to trust that the information that you have provided to us is being properly managed and protected.

This Privacy Policy is issued by Ponderosa Resort, LC, a Utah limited liability company doing business as Zion Ponderosa Ranch Resort (the "Resort"), which includes its parents, subsidiaries, and affiliates, and covers information collected and used by the Resort in the course of its business. Your information may be collected and used by the Resort through your use of this Site. We have prepared this Privacy Policy to explain more about how we collect and manage your information.

### **INFORMATION WE COLLECT:**

Information you give us. In your use of the Site, you may provide us with various information that personally identifies you. For example, we collect information from you when you make a booking through our reservation system or stay at the Resort. Information collected during the course of the reservation and during your stay may include:

- Your name, email address, home and business address, phone number, nationality and payment card information; and
- Information such as stay and room preferences made during the course of your reservation such as your preferred room type and specific requests to the Resort.

This information may be provided to us directly when you make a reservation through our reservation system, through our websites, directly at the Resort or through mobile applications. In some cases, we may receive this information from a third party, such as when you book through an online travel agency or Resort booking site.

**INFORMATION WE GET FROM YOUR USE OF THE SITE.** We also collect information from you when you browse the Site, use our mobile applications or participate in certain services at the Resort, such as wireless internet services. In these instances, information such as your country information, internet protocol ("IP") address, media access control address and other characteristics about your system or device may be automatically collected. This information may be collected for functional purposes as well as to improve your experience when using these services. This information may also be used for aggregated trend and statistical analysis, and for showing you more relevant advertisements and messages. Site usage may also provide us with other information including, without limitation, domain server, type of computer, and type of web browser and other relevant information about your online experience and use of the Site.

**INFORMATION STORED ON YOUR COMPUTER ("COOKIES").** When you visit this Site, the Resort may store some information on your computer. This information will be in the form of a "cookie" or similar file and can help us maintain and improve this Site. A "cookie" is a small amount of data that is transferred to your browser by a Web server and can only be read by the server that gave it to you. It functions as your identification card, recording such things as Internet addresses, passwords, and

preferences. When you visit the website again, the cookie allows that site to recognize your browser. It cannot be executed as code or deliver viruses. With most Internet browsers, you can erase "cookies" from your computer hard drive, block all "cookies," or receive a warning before a "cookie" is stored. Please refer to your browser instructions to learn more about these functions.

**HOW WE USE THIS INFORMATION:** We use the information collected from you primarily to fulfill your Resort reservation. Prior to your stay, this may include sending your information to the Resort or sending you pre-stay communications. Following your stay, we may also send you post-stay communications and satisfaction surveys to get feedback on your experience.

In some instances where we have your consent or where permitted under applicable law, we may send you marketing communications (which may include text messages) for products and services that we believe would be relevant for you. We also may use information related to your stay to display targeted advertisements on our websites or on third party websites or to send you more relevant messaging. Additionally, we use this information for purposes of aggregated trend and statistical analysis to evaluate and improve our products and services, plan new Resort locations and services and other market research.

**WHO WE SHARE YOUR INFORMATION WITH:** We will share your information with the Resort you are staying at to fulfill your reservation. We may also share your information with third party service providers to provide services in relation to our business as well as to help us improve our products and services. For example, we might use a third party or a third party product for the purposes of market research and data analytics. In certain instances, subject to local consent requirements, third party service providers may also assist us with various marketing campaigns. We may also share your information with third parties to extend special offers about their own products and services to you. Any such parties will need to agree to comply with our privacy requirements before we provide them with information.

Aside from the purposes described above, we do not share your stay information with any other third parties unless we have your consent or under special circumstances, such as:

- when we believe in good faith that the disclosure is required by law or to protect the safety of Resort guests, employees, the public or Resort property;
- when disclosure is required to comply with a judicial proceeding, court order, subpoena, warrant or legal process; or
- in the event of a merger, asset sale, or other related transaction.

There may be other times when we collect and use personal information, for example if you choose to participate in one of our competitions or sweepstakes, sign up to receive our newsletters or other special offers and promotions, download one of our mobile applications or participate in one of our other services. In these instances, we will collect information from you for running and administering the respective competition, sweepstakes or service that you have elected to participate in. The information collected

may include personal details such as your name, address, and contact information, as well as certain demographic information. In each case, we will collect, use and secure your information in a manner consistent with the general principles set out in this Privacy Policy unless we tell you otherwise.

#### DATA TRANSFER

As the Resort is affiliated with other companies, the information that you provide us during the course of a reservation or through the provision of any other services may be transferred to any of our affiliated entities for the purposes of carrying out or facilitating these services.

#### LOCATION INFORMATION AND SERVICES

We may receive information about your location during the course of and for the purpose of providing you the services described above through your use of our websites and mobile applications. For example, if you are using our mobile applications and have consented to sharing your location information with us, this information might be collected through GPS or Bluetooth technologies to enable us to provide certain services to you such as customized offers and promotions. In addition to your use of our websites and mobile applications, we may also receive location information from wireless networks or cellular towers in proximity to your mobile device, through your internet protocol ("IP") address or through your use of other services we provide at our Resort, such as wireless internet services. We may also have access to location information that you provide to us through your use of social media, such as when you "tweet" your location. Your location preferences can be set or modified at the device level or through modifying your settings with the relevant social media platform.

#### SOCIAL MEDIA

We may use various social media features such as the Facebook "Like" button on our websites and mobile applications. Certain information may be shared or otherwise provided to us through your use of these features in conjunction with our services and programs. Subject to your account and privacy settings, we may also be able to see information that you post when using these social media platforms whether or not you are using one of our services. In some instances, depending on the circumstances, we may contact you on these social media platforms. The information you post on social media sites as well as the controls surrounding these disclosures are governed by the respective policies of these third parties.

#### HOW WE SECURE YOUR INFORMATION

We are committed to protecting the confidentiality and security of the information that you provide to us. To do this, technical, physical and organizational security measures are put in place to protect against any unauthorized access, disclosure, damage or loss of your information. The collection, transmission and storage of information can never be guaranteed to be completely secure, however, we take steps to ensure that appropriate security safeguards are in place to protect your information.

## MANAGING YOUR PREFERENCES AND INFORMATION

We want to ensure that you have the necessary tools at your disposal to control the information that you provide to us, including how we communicate with you. It is also important that you contact us to update your information if any of it is inaccurate or changes.

## MANAGING YOUR INFORMATION

Through the provision of the services described above, we and in some instances our third party partners and service providers, may communicate with you in relation to a reservation or to support any other services that we provide.

In the event any information that you provide to us is inaccurate and changes need to be made or you would like certain information deleted, your information can be updated on the Site or by contacting a customer service representative at the Resort. Please note that in some instances it may not be possible to delete certain pieces of your information. In other instances, we may not have the ability to delete certain pieces of information that are stored on our systems or that have been provided to third parties in connection with the services discussed in this Privacy Policy.

## LINKS TO OTHER SITES

Our websites and applications may contain links to websites that are maintained and/or controlled by third parties. We make no representations or warranties with respect to such third-party websites. We encourage you to review the privacy policies of these third party websites as their privacy practices may differ from ours.

## CHILDREN

Our websites are not intended for children and we do not intentionally solicit or collect personal information from individuals under the age of 18. If we are notified or otherwise discover that a minor's personal information has been improperly collected, we will take all commercially reasonable steps to delete that information. In limited instances, we may have a campaign or program targeted towards children. In these instances details on the information practices will be presented within the terms and conditions of the program or campaign.

## SPECIAL INFORMATION FOR EU CONSUMERS

In some regions (like the EEA and UK), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the [contact details](#) provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

If you are a resident in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: [https://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

If you are a resident in Switzerland, the contact details for the data protection authorities are available here: <https://www.edoeb.admin.ch/edoeb/en/home.html>

#### **SPECIAL INFORMATION FOR CALIFORNIA CONSUMERS**

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year.

If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the Website, you have the right to request removal of unwanted data that you publicly post on the Website. To request removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Website, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g. backups, etc.).

#### **CCPA Privacy Notice**

The California Code of Regulations defines a "resident" as:

- (1) every individual who is in the State of California for other than a temporary or transitory purpose and
  - (2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose
- All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your personal information.

## What categories of personal information do we collect?

We have collected the following categories of personal information in the past twelve (12) months:

Category	Examples	Collected
A. Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address and account name	YES
B. Personal information categories listed in the California Customer Records statute	Name, contact information, education, employment, employment history and financial information	YES
C. Protected	Gender and date of birth	YES
D. Commercial information	Transaction information, purchase history, financial details and payment information	YES
E. Biometric	Fingerprints and voiceprints	NO
F. Internet or other similar network activity	Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems and advertisements	NO
G. Geolocation data	Device location	NO
H. Audio, electronic, visual, thermal, olfactory, or similar information	Images and audio, video or call recordings created in connection with our business activities	NO
I. Professional or employment-related information	Business contact details in order to provide you our services at a business level, job title as well as work history and professional qualifications if you apply for a job with us	NO
J. Education Information	Student records and directory information	NO
K. Inferences drawn from other personal information	Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	NO

We may also collect other personal information outside of these categories instances where you interact with us in-person, online, or by phone or mail in the context of:  
Receiving help through our customer support channels;  
Participation in customer surveys or contests; and  
Facilitation in the delivery of our Services and to respond to your inquiries.

**How do we use and share your personal information?**

More information about our data collection and sharing practices can be found in this privacy notice.

You may contact us by email at [email], by calling toll-free at [toll free number], or by referring to the contact details on this site.

If you are using an authorized agent to exercise your right to opt-out we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

**Will your information be shared with anyone else?**

We may disclose your personal information with our service providers pursuant to a written contract between us and each service provider. Each service provider is a for-profit entity that processes the information on our behalf.

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be "selling" of your personal data.

The Resort has not disclosed or sold any personal information to third parties for a business or commercial purpose in the preceding 12 months. The Resort will not sell personal information in the future belonging to website visitors, users and other consumers.

**Your rights with respect to your personal data****Right to request deletion of the data - Request to delete**

You can ask for the deletion of your personal information. If you ask us to delete your personal information, we will respect your request and delete your personal information, subject to certain exceptions provided by law, such as (but not limited to) the exercise by another consumer of his or her right to free speech, our compliance requirements resulting from a legal obligation or any processing that may be required to protect against illegal activities.

**Right to be informed - Request to know**

Depending on the circumstances, you have a right to know: whether we collect and use your personal information; the categories of personal information that we collect; the purposes for which the collected personal information is used; whether we sell your personal information to third parties; the categories of personal information that we sold or disclosed for a business purpose; the categories of third parties to whom the personal information was sold or disclosed for a business purpose; and the business or commercial purpose for collecting or selling personal information.

In accordance with applicable law, we are not obligated to provide or delete consumer information that is de-identified in response to a consumer request or to re-identify individual data to verify a consumer request.

## Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights

We will not discriminate against you if you exercise your privacy rights.

### Verification process

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we may ask you to provide certain information so that we can match the information you provide with the information we already have on file, or we may contact you through a communication method (e.g. phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate.

We will only use personal information provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. If, however, we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity, and for security or fraud-prevention purposes. We will delete such additionally provided information as soon as we finish verifying you.

### Other privacy rights

You may object to the processing of your personal data.

You may request correction of your personal data if it is incorrect or no longer relevant, or ask to restrict the processing of the data.

you can designate an authorized agent to make a request under the CCPA on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with the CCPA.

You may request to opt-out from future selling of your personal information to third parties. Upon receiving a request to opt-out, we will act upon the request as soon as feasibly possible, but no later than 15 days from the date of the request submission. To exercise these rights, you can contact us by email at [Email], by calling toll-free at 1-800-[tollfree], or by referring to the contact details at the bottom of this document. If you have a complaint about how we handle your data, we would like to hear from you.

## CHANGES TO THIS PRIVACY POLICY

In some instances, we may have to change, modify or amend this Privacy Policy in order to comply with the evolving regulatory environment or the needs of our business. We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, subject to any applicable legal requirements.