

Privacy Policy

Last Updated: March 7th, 2026

1. Introduction

Bear Valley Mountain Resort, LLC and its affiliates (together “BVMR,” “we,” “or, us,” or “our”) know that you care how information about you is collected and used. This Privacy Policy (the “Privacy Policy”) applies to all Personal Information collected by BVMR, whether collected online, offline, or through other means including, without limitation, via (1) any website with respect to which this Privacy Policy is posted or linked (our “Sites”), (2) downloadable applications accessed from mobile devices with respect to which this Privacy Policy is posted or linked (“Apps”) or (3) any other mode of interacting with you related to BVMR communications, such as online or offline newsletters.

For the purposes of this Privacy Policy, “Personal Information” means data that classifies as personal information, personal data, personally identifiable information, or similar terms under applicable data privacy and security laws and regulations. Personal Information does not include data excluded or exempted from those laws and regulations, such as aggregated, anonymized, or deidentified information that cannot be associated with a specific individual.

This Privacy Policy does not apply to information about our employees, or to information that is not Personal Information.

This Privacy Policy is part of the Terms of Use applicable to our Sites and Apps.

2. Consent to the Policy

By visiting any of our Sites or using our Apps, you agree to the collection, use, and disclosure of your Personal Information as described in this Privacy Policy. If you do not consent to the collection, use, and disclosure of your Personal Information as described in this Privacy Policy, you should not use our Sites or Apps. If required by applicable law, we may seek your explicit consent to process Personal Information collected on our Sites or Apps, or volunteered by you.

3. Information We Collect and How We Use It

We collect Personal Information in the course of operating our business, including through our Sites, Apps, and when you interact with us. We use this information to provide you with our products and services, facilitate your purchases, and to meet our reasonable business needs.

A. We may collect your Personal Information when you purchase a product or service, make a reservation, visit our resort, or enroll in a program.

When you purchase a product or service, make a reservation, visit our resort, or enroll in a program, we collect Personal Information in order to process the transaction and administer the purchase, reservation, or program and depending on your marketing preferences, to send you personalized communications about products and services that we think might be of interest to you. We may also send you communications related to your purchase, reservation, or participation in a program.

The Personal Information we may collect and use for these purposes of administering our Services includes your:

- name and contact information to identify and communicate with you;
- payment card information to process transactions;
- age and/or birth date to ensure appropriate product pricing and know more about who is enjoying our products and services;
- gender to verify your identity, provide appropriate services, such as rental equipment, and know more about who is enjoying our products and services;
- information regarding your physical characteristics when this information is necessary in connection with the product, service, program, or activity that you have requested (for example, we may need your height, weight, and shoe size to provide you with appropriate rental equipment);
- health/medical information (such as, allergies or medical conditions that we need to be aware of you are participating in lessons or other programs, or if you have dietary restrictions);
- facial photograph(s) to identify you as a pass holder;
- status as the parent or guardian of a minor guest, if applicable;
- skier or experience preferences (such as whether you are a skier or snowboarder) to know more about who is enjoying our products and services and how we can improve our products and services;
- demographic information including your race/ethnicity, to understand how guests use our products and services and how we can improve our products and services;

- income and education information to learn more about who is enjoying our products and services and how we can improve our products and services;
- geographic location to locate ski school participants or other guests who have elected to utilize on-mountain tracking technology while at our resorts, including our Apps; and
- purchase and transaction history to manage your purchases and reservations and to learn more about how you interact with our products and services or the products and services of industry vendors and partners.

In some cases, you may provide us with Personal Information relating to a family member or another individual. By providing us with Personal Information relating to an individual other than yourself, you represent that you have their consent or authority to provide us with their Personal Information for the purposes described in this Privacy Policy.

We may use this Personal Information for marketing, including targeted advertising and sale. We do not “sell” Personal Information, and we only “share” it for cross-context behavioral advertising as described in this Privacy Policy, subject to your choices.

B. We collect your Personal Information when you visit our resort and Site and use our products and other services.

When you purchase or use our products, we may collect information regarding your geographic location, activities, gate scans, and purchases while you are at a BVMR resort. Our pass products and tickets use handheld scanner and/or RFID (radio frequency identification) technology. Through the use of this technology, we may be able to collect limited information regarding your visit to a resort, including gate scans and lifts that you ride, and depending on whether you have a payment card linked to your pass product, other commercial transactions that you complete at our retail or restaurant locations. We use this information to understand how our guests use our resort and to understand your personal preferences, which help us to improve our products and services.

Depending on your marketing preferences, we may also use your Personal Information to send you offers, invitations or promotions relating to our resort, products, services, or programs that we believe may be of interest to you.

Some of our pass products grant you access to ski resorts that are not owned or operated by California Mountain Resort Company (each a “CRMC Resort”). When you use your pass at a CRMC Resort, the CRMC Resort will scan or otherwise record your attendance at that resort location using RFID technology (radio frequency identification), handheld scanners, or another method which allows the CRMC Resort and us to record your use of the pass product. We may also share your Personal Information with a CRMC Resort to administer your pass product, better understand how you use your pass products, and learn about how we can improve the guest experience.

For clarity, when you interact directly with a CRMC Resort (for example when you book lodging or a ski lesson directly with them), the privacy policy of that resort will apply to that transaction.

We may use GPS tracking technology that is owned and operated by a third-party service provider. We may provide that third-party service provider with certain Personal Information, including name and email address, to provide the tracking service and to facilitate the use of its website on which you and/or your family members can track your day on the mountain.

We may use webcams and video surveillance for the safety and security of our guests, employees, and property, and to better understand how many and when guests are visiting our resort so that we can make operational decisions, including decisions regarding staffing and hours of operation. We will retain video surveillance recordings for as long as reasonably necessary for these purposes. Our resort may also use livestream webcams in outdoor public areas either on mountain or in the base village area. These live webcam feeds can be accessed by anyone via an internet connection and in some situations, your image or personally identifying traits may be temporarily displayed in web cam footage.

If you rent or demo equipment from us, we will collect Personal Information, including physical characteristics and skier preferences, in order to fit your equipment and rent it to you.

We may use this Personal Information for targeted advertising and sales, and we may “share” it with CRMC Resorts.

C. We collect your Personal Information when you access, download, and use our Sites and Apps.

The access, download, installation, and use of our Sites and Apps may allow the following, without limitation: the ability to create a profile and purchase pass products, lift tickets, track and share your performance, create social groups with whom you can share information (including geolocation information), post chat communications to others in your social groups, participate in contests and events, access mountain wayfinding, weather and lift info, and receive in-App notifications (collectively, the “App Services”). If you access our Apps, we may be able to collect your Personal Information, including your precise geographic location, activity information (including rate of speed), purchase history, and interaction with the Apps depending on your App settings. We may also associate the information collected through your use of the Apps to your customer profile, including your pass product and pass scan data.

The Apps may automatically collect detailed location and navigation information, in the form of GPS signals from the mobile device on which you have installed and activated the Apps (“App Location Information”). Whenever you open, use, or interact with the App Services, we may use your App Location Information (e.g., latitude and longitude) to tailor the App Services experience to your current location. We also use your App Location Information to provide certain App Services, including to send you notifications. If you have ‘background location’ turned on, the Apps may, from time to time, tell us about your device’s location even if you are not directly interacting with the Apps. We may use various technologies to determine your App Location Information, such as location services of the applicable operating system or browser, GPS, Bluetooth, i-Beacon, RFID, and sensor data from your devices, along with nearby Wi-Fi access points and cell towers, and other technologies to determine your mobile devices’ approximate location.

The Apps may also share your App Location Information on a map or by communicating your distance and general direction to other users. You should only share your App Location Information with those that you trust. You understand that the nature of location-based services is such that your App Location Information is available to you and other users, and that we cannot control what you or other users, who receive this information when using the Apps or the App Services, will do with it.

If you do not wish for the Apps to track your App Location Information, you should turn off the App Location Information tracking feature in the Apps’ settings menu. If you turn off the App Location Information feature, some features of the Apps and App Services cannot be provided without using this standard technology. For example, the App Services use your location and route

information to create a detailed location history of your journeys made when using the Apps and App Services. The Apps use this history to offer the App Services to you, to improve the quality of the App Services it offers to you and to all of its users and to improve the accuracy of its mapping and navigation data.

You may be able to take part in certain activities within our Apps that let you communicate or share information with us and with other users. These include:

- sending private or group messages or content to other users;
- chatting with other users;
- sharing performance metrics, such as your total days skied, vertical feet skied, and number of chairlift rides;
- sharing your skill-level, home mountain, and/or personal preferences;
- sharing photos or drawings with other users.

We may record and store archives of this data on servers to provide these features as well as to protect our rights and property in connection with our App Services and you acknowledge and agree to our storage of this data.

We may use this Personal Information for targeted advertising and sales, and we may share it with CRMC Resorts.

D. We collect your Personal Information when you sign up to receive SMS or text messages.

We may collect your name and contact information, including mobile phone information, when you sign up to receive SMS or text messages from us. Message frequency will vary, and message and data rates may apply. This Privacy Policy shall apply to your consent to and use of our SMS or text message services. We will not sell or share your mobile phone information with third parties or affiliates for targeted advertising and sales or for marketing/promotional purchases without your consent. Text messaging originator opt-in date and consent will not be shared with any third parties or affiliates. Text "STOP" to stop receiving text messages. Text "HELP" to receive technical assistance.

E. We collect your Personal Information when you submit an inquiry, participate in a chat session, complete a guest survey, or provide feedback.

We may collect your name, contact information and comments or questions when you submit an inquiry or comment, participate in a chat session, or otherwise provide us with feedback about our business. If you engage with the

chat feature on our Sites, we may record the conversation and retain chat transcripts. Please note that chat sessions are most likely conducted by an automated program and not a real person, and information relating to your communications may be shared with our chat service provider. By starting a chat you consent to this sharing and processing.

We may also collect information related to your experience at our resort, or using our products or services in a guest satisfaction survey. These surveys may include optional questions regarding your income, education, race/ethnicity, or gender which, if answered, help us to learn more about our customers and how we can improve our business and public engagement. We may use this information to respond to your question and to improve our business, products, services, and programs.

F. We collect your Personal Information when you participate in a marketing initiative or create an online account.

If you choose to create an online account profile, we may collect your name, contact information, age, gender, birth date, personal image, username and password and other information that you choose to provide (such as your snow sport preferences).

We may also collect your name, contact information, age and/or date of birth if you decide to participate in a marketing initiative such as a contest, sweepstakes, or other promotion. In some cases, we may also ask you specific questions about your preferences or for feedback on our business, products, services, and programs. We use this information to administer the promotion, including contacting and announcing winners (where applicable), to improve our business, products, services, and programs, and for marketing initiatives, such as offers or promotions relating to our resorts, products, services, or programs that we believe may be of interest to you, depending on your marketing preferences.

G. We collect your Personal Information when you call us or when we call you.

We may record calls into and out of our resort for the purpose of maintaining accurate records, and for quality assurance and training purposes. We will retain call recordings for as long as reasonably necessary for these purposes.

H. We collect your Personal Information from service providers and other third parties.

If you are a resident of the U.S., we may also supplement the Personal Information that you provide to us with information that we obtain from third parties.

4. Supplementing with Information Provided by Others

From time to time, we may supplement the information you give us with information acquired from other sources. For example, we may supplement your profile with demographic and preference data, or we may correct mailing addresses by using public sources. By supplementing your profile, we are better able to provide product recommendations and special offers that will be of genuine interest to you. We may also use this information to further personalize our Sites and improve your experience while you are on our Sites.

5. Cookies and Technology

We collect information through technology, such as cookies, flash cookies, pixels, and web beacons, when you visit our Sites or use our Apps. Cookies are small pieces of data, stored on your hard drive that send us information about your online browsing habits, including login and browsing history, button impressions, and personal preferences. Cookies also tell us under which account a user is logged in to one of our websites and this information helps us protect your information by making sure your personal preferences are only displayed when you are actually logged in. We use this information to provide customized services and to allow you to sign-in to our Sites and Apps. Your web browser may allow you to adjust settings, choose a Do Not Track option, or to disable cookies. Where required, we recognize and honor such settings, including Global Privacy Control (“GPC”). Your browser must be able to support the GPC for us to recognize your opt-out preference signal. If you choose not to accept these cookies, your experience at our Sites and other websites may be diminished and some features may not function as intended.

Our Sites and Apps may use technologies that record your interactions, such as session replay tools or chat logs, to help us improve our services and for security purposes. Where required by law, we will provide notice and obtain your consent before using such technologies.

6. Advertising and Analytics

We engage third parties to display advertisements on our behalf and to provide analytics data. These third parties include advertising networks (such as Google

Ads and Facebook Ads) that use cookies, pixels, and similar technologies to track your engagement with our advertisements and to track your use of our websites and other websites. These cookies, pixels, and similar technologies help advertising networks to provide advertisements about products and services tailored to your inferred interest and to provide us with information on how you interact with the content on our websites. For example, the webpage content that you click on, the duration of your visit to our website, and what website you visited prior to ours.

7. Disclosure of Your Personal Information

BVMR does not sell your Personal Information. Under limited circumstances we may disclose the Personal Information we collect with outside parties for specific purposes. Those circumstances are described below along with some of the steps we take to limit the manner in which your Personal Information is used.

A. *With Service Providers*

We may share your information with companies that provide support services to us, (such as credit card processors, mailing houses, web hosts, or providers of online reservation services) or that help us analyze, improve, market our products and services (such as email vendors, Firebase, Meta Pixel, or Mailchimp). These companies may need information about you in order to perform their functions. These companies are only authorized to use the Personal Information we share with them for the purpose of delivering the service we hire them to provide and are prohibited from using your Personal Information for their own purposes. In addition, we attempt to disclose only the information they need to provide the specific service or function. We will not sell your Personal Information to third-party marketing or advertising firms.

B. *Partner Promotions*

We may occasionally feature web pages on which you can register for special promotions or services provided in conjunction with our business partners. When we feature pages like these on our Sites or Apps, we will give you a clear notice that you are providing information to another party. We may also arrange to send you marketing and promotional information of other reputable companies that we think might be of interest to you, only if you tell us that you want to receive these sorts of materials. We do not share your Personal Information with these companies. In addition, we may disclose your Personal

Information to third-party partners where such disclosure is necessary to complete or provide a product or service to you.

C. *In Connection with Company Events*

If some or all of the business assets of one of our companies, Sites, or Apps are sold or transferred, we may transfer the corresponding information regarding our business, guests, and customers to the acquiring business so that they can continue to operate the business, but your information will remain subject to this Privacy Policy, unless you receive notice that the Privacy Policy has been changed.

D. *In Special Circumstances*

In certain special cases, we may disclose your Personal Information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to you, BVMR or someone else. We may also disclose your Personal Information when we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case, administrative investigation or investigation conducted by BVMR.

8. *Links to Third-Party Websites*

Our Sites contain direct links to other sites, including those created and maintained offered by third parties. Some of these sites are authorized to use the BVMR brands or logos. Those third-party sites are not covered by this Privacy Policy.

Some of the sites may give you the option of sharing your thoughts, Personal Information, or skiing and snowboarding experiences automatically on their platforms. If you choose to share information with a third-party site such as X (formerly Twitter) or Facebook, the information you choose to share on those sites is not subject to this Privacy Policy. You should review the privacy policies of those websites to make an informed decision about whether to share your information on those sites. Further, you should review your account settings on those sites to ensure that you are comfortable sharing your information with the audience chosen in that account.

9. *Location Information*

As previously noted, we may use technology that provides us with information about your geographic location (“location information”). For example, on some of our chairlifts and points within the resort we scan or read your ski pass and the location of that scan tells us where you are located at that moment. We may read passes through the use of handheld scanners or passive radio frequency readers mounted on or near chairlifts. This location information helps us monitor use of the lifts and tells us when you ride a chairlift. When we collect location data about our guests offline, we may combine that information with Personal Information that we collect online and use the information to better understand our guests or to provide you with information or services. When you open an Bear Valley Mountain Resort Application account, for example, we may combine your ski pass scan data with the information you provide to us through that account. Location information collected and combined in this manner is subject to this Privacy Policy.

To provide some App services, we use information from mobile devices that broadcast Wi-Fi, GPS and Bluetooth signals. We use those signals anonymously to calculate personal ski-related statistics aggregated within the App. We do not connect information broadcast from your mobile device in this manner to Personal Information about you. If you do not wish for your information to be included in wait time calculation, you can turn off your device’s WiFi and Bluetooth services.

We may also use GPS signals broadcast by your mobile device to enable us to personalized services on BVMR’s maps. If you choose to use the Apps maps functionality, your phone’s GPS signal may be used to display your location on a map in order to provide you with the customized map functionality. Your current location is only used to update your location on the map and is not stored by BVMR. If you do not wish to see your personal location on the map, you can disable location services on your device.

Any or all of these location tracking services may be done by a third party provider.

10. Children’s Privacy

We recognize the need to provide additional privacy protections with respect to Personal Information we might collect from children on our Sites or Apps. We will not knowingly collect Personal Information on our Sites or Apps from

children under the age of 13 without the prior consent of the child's parent or guardian.

We require the consent of the parent or guardian of a child under 13 years old in order for that child to open an account or create a profile on the Sites or in an App. Parents and guardians understand that the Sites and Apps may collect information about their child, such as photos, chat sessions, location information, and lifts ridden. We collect this information for the limited purpose of providing our services. We do not collect and use this information to market products or services to children, and we will not sell this information. To deactivate your child's account, request a copy of information, or ask a question about the App and your child's data, parents and guardians should contact us at _____.

If you believe that a child under the age of 13 may have provided Personal Information to us without consent of the child's parent or guardian, please contact us at info@bearvalley.com. To deactivate your child's account, request a copy of information, or ask a question about this Privacy Policy, and your child's data, please contact us at info@bearvalley.com. If we obtain actual knowledge that we have received such information, we will take steps to delete it.

11. **Your Choices:**

A. ***Opt-Out of Receiving Future Communications***

Each of our emails has the capability to opt out of our email communications. You may also do this by contacting guest services at: info@bearvalley.com.

B. ***Review and Update Your Information***

You may also review, update, or delete your Personal Information collected by our Sites or correct factual inaccuracies within your personal settings of our Apps, or by contacting guests services at: : info@bearvalley.com.

If you have an BVMR account, you can manage your information and preferences by logging into your account at <https://bearvalley.axess.shop/en/Account/Login>. You may decline to share certain Personal Information with us, in which case we may not be able to provide to you some of the features and functionality of the Sites, Apps, or other products or services we provide.

If you are located in the ***European Economic Area***, you have the right to access, rectify, or erase your Personal Information, restrict or object to our processing of

your Personal Information, and the right to data portability. You may also withdraw your consent at any time where processing is based on consent. To exercise these rights, please contact us at : info@bearvalley.com.

Depending on ***your state of residence***, you may have additional rights regarding your Personal Information, including the right to access, correct, delete, or opt out of certain uses of your Personal Information. Please contact us to learn more about your rights.

C. ***Sensitive Personal Information.***

If we have collected certain Sensitive Personal Information (e.g., race/ethnicity, health/medical info, precise geolocation), it is for limited purposes disclosed here. We do not use or disclose Sensitive Personal Information to infer characteristics. California residents may limit our use/disclosure of Sensitive Personal Information. Where required by law, we obtain opt-in consent or provide a right to opt out of processing sensitive data.

12. **Data Security and Retention**

BVMR has implemented reasonable physical, technological, and organizational safeguards and security measures designed to protect against the loss, misuse, unauthorized access, or disclosure of your Personal Information under our control. Please be aware though that, despite our efforts, no security measures are perfect or impenetrable. You can help us by protecting and keeping your passwords safe at all times. You can protect yourself and help us prevent computer crime by promptly notifying us if you suspect that your credit card, pass, user name or password is lost, stolen, or used without permission. We will retain your Personal Information for the length of time needed to fulfill the purposes outlined in this Privacy Policy.

13. **Changes to the Policy**

We may change this Privacy Policy from time to time, by posting the revised Policy on our Sites and Apps. The changes will only apply to the Personal Information we collect after we have posted the revised Privacy Policy.

We will attempt to notify you of any significant changes to this Privacy Policy by sending an email notice. However, it is your responsibility to check this Site for updates as you will be bound by them if you choose to visit our Sites.

14. Examples of Collected Information

In the previous 12 months, we have collected the following categories of Personal Information:

Category	Examples	Collected	Retention Period
A. Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	Yes	To fulfill the business purpose for which it was collected or as required by law
B. Personal Information	A name, signature, Social Security number, physical characteristics or description, address, telephone number, mobile phone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	Yes	To fulfill the business purpose for which it was collected or as required by law
C. Protected Classification Characteristics Under California or Federal Law	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender	Yes	To fulfill the business purpose for which it was collected or as required by law

	expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).		
D. Commercial Information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes	To fulfill the business purpose for which it was collected or as required by law
E. Biometric Information	Physiological and behavioral, characteristics, such as, health, weight, shoe size, or exercise data.	Yes	To fulfill the business purpose for which it was collected or as required by law
F. Internet or Other Similar Network Activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes	To fulfill the business purpose for which it was collected or as required by law
G. Geolocation Data	Physical location or movements.	Yes	To fulfill the business purpose for which it was collected or as required by law
H. Sensory Data	Audio, electronic, visual, or similar information, such as use of CCTV cameras or other technology.	Yes	To fulfill the business purpose for which it was collected or as required by law
I. Professional or Employment-Related Information	Salary or income level	No	N/A

J. Non-Public Education Information	Education level achieved.	No	N/A
K. Inferences Drawn of the Consumer	Inferences drawn from personal information identified above to create a profile about a consumer reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes	To fulfill the business purpose for which it was collected or as required by law
L. Sensitive Personal Information	Personal information that reveals (a) Social Security, driver's license, state identification card, or passport number; (b) account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credential allowing access to an account; (c) precise geolocation; (d) racial or ethnic origin, religious or philosophical beliefs, or union membership; (e) the contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication; or (f) genetic data. Biometric information processed for the purpose of uniquely identifying a consumer, personal information collected and analyzed concerning a consumer's health, sex life, or sexual orientation. Some Sensitive Personal Information	Yes	To fulfill the business purpose for which it was collected or as required by law

included in this category may overlap with other categories.		
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In the preceding 12 months, we have we have disclosed the following personal information about consumers for business purposes:

- We disclose Personal Information in categories A (Identifiers), B (Personal), C (Protected Classification), D (Commercial), F (Internet), G (Geolocation), K (Inferences), and L (Sensitive Personal Information) with service providers. We disclose content posted on our social media platforms (*e.g.*, if a consumer “comments” on a story) with other consumers. Such posts may include Personal Information in categories A and B, but the content depends on the individual posts.
- We may disclose all of your information, including your Personal Information, to our subsidiaries and affiliates in connection with providing the Services to you or otherwise in connection with business operations.

In the preceding 12 months, we have shared for cross-contextual behavioral advertising the following the Personal Information in categories A (Identifiers), B (Personal), D (Commercial), F (Internet), G (Geolocation), and K (Inferences).

In the preceding twelve (12) months, we have not sold the Personal Information of any consumer for monetary consideration. However, our use of cookies and other tracking technologies may be considered a “sale” of Personal Information under the CCPA. Categories of Personal Information that we have “sold” under the CCPA include categories A (Identifiers), B (Personal), D (Commercial), F (Internet), G (Geolocation), and K (Inferences). Categories of third parties to whom Personal Information is “sold” under the CCPA include data analytics providers and advertising and marketing providers.

We do not have actual knowledge that we sell or share the Personal Information of consumers under sixteen (16) years of age.

15. Notice to California Residents

California residents have the right to request: (1) the categories and specific pieces of Personal Information we have collected about them; (2) the categories of sources from which the Personal Information is collected; (3) the business or commercial purpose for collecting, selling, or sharing Personal Information; (4) the categories of third parties with whom we share Personal Information; and (5) the categories of Personal Information we have sold or disclosed for a

business purpose. California residents also have the right to request deletion or correction of their Personal Information, to opt out of the sale or sharing of Personal Information, and to limit the use and disclosure of sensitive Personal Information. To exercise these rights, please contact us at info@bearvalley.com.

Under California Civil Code § 1798.83 ('Shine the Light'), California residents may request certain information concerning disclosures we may have made during the preceding calendar year, if any, of their personal information to third parties for those third parties' direct marketing purposes. To make such a request, please contact us at the address or email below. You must include sufficient detail in your request, such as your first and last name, date of birth, and email and postal addresses. We will attempt to provide you with the requested information within thirty (30) days of receiving your request. We reserve the right not to respond to requests sent more than once in a calendar year, or to requests submitted to an address other than the one indicated in this policy

16. Visitors Who Access Our Sites From Outside the United States

Our Sites and databases may be hosted on Web servers located in the United States or other countries. We share the Personal Information we collect with our third-party service providers, and others around the world as described in this Privacy Policy. When we transfer your Personal Information to another country, we will take appropriate measures to protect your privacy and Personal Information. By using one of our Sites, you are consenting to the transfer of your Personal Information to any country in the world in accordance with this Privacy Policy.

We will comply with all applicable federal, state, and international privacy laws and regulations. If you have questions about your rights or our practices, please contact us.

17. Contact Us

If you have questions about this Privacy Policy, the practices of our Sites, or to contact our data privacy officer, or to file a complaint, please contact:

Bear Valley Mountain Resort
Attn: Privacy Policy
2280 State Route 207
Bear Valley, CA 95223