

TECHNOALPIN USA, INC. PRIVACY POLICY FOR CUSTOMERS IN THE USA

Privacy Notice

This privacy policy covers the collection and use of Personal Identifiable Information (“PII”) by TechnoAlpin USA, Inc. (“Technoalpin” or “us” or “we”).

What Information We Collect and How We Use It

We may collect PII in connection with production, malfunction or defect surveys that you voluntarily provide to us – whether orally, electronically or otherwise in written form - in order to enable us to deliver products or perform services as contractually agreed upon, for accounting purposes, or to repair, optimize or maintain products during customer service, or verify functionality of or trouble shoot snow producing equipment, conduct statistical surveys and analyses in order to measure application functions, or in connection with measuring and analyzing the use or usability of equipment or the interest therein and or in order to ensure regulatory compliance. We may request certain contact information and demographic information about you such as your name, mailing address, email address, company name, size of company and title. We also may receive information about you from other sources and add it to the information you have provided to us.

When We May Disclose Your Information to Others

We use the PII collected for in order to achieve the purposes described above. In addition, Technoalpin may use and disclose your contact information for any of the following reasons:

- To provide you with information about Technoalpin’s products or services you are interested in.
- To provide you with e-newsletters you have requested.
- To contact you regarding marketing endeavors.

If you do not wish to receive marketing information from Technoalpin, or wish to opt out of future email promotions from Technoalpin, please email privacy@technoalpin.com. Please note that all promotional email messages you receive from Technoalpin will include an option to opt out of future email communications. From time to time, Technoalpin may also share your contact information with other organizations, such as trade show exhibitors and vendors, for marketing purposes. If you do not wish to receive such offers, please email privacy@technoalpin.com.

We contract with third party companies that we have engaged to provide us with specialized services, including repair, maintenance, customer service, registration, statistical analysis, postal mailings, email and fax deployment, and other information services. These companies or individuals may be provided with access to PII, but only as needed to perform their functions. These companies are required to maintain the confidentiality, security and integrity of such information.

Notwithstanding any other provision of this privacy notice, we may disclose PII to any third party when disclosure is required by law, or desirable to permit us to exercise or preserve our

legal rights or take action regarding potentially illegal activities or to protect the safety of any person. In the event we are acquired by or merged with a third party entity or in the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected as part of such merger, acquisition, sale, or other change of control.

Data Storage, Transfers, and Security

We may store the personal details we hold about you for as long as needed, which may be indefinitely. We may store this information in the United States or we may transfer it to any other country, including, without limitation, the locations of affiliated entities of Technoalpin. If you are located outside of the United States and voluntarily submit PII to us, you hereby consent to the use of such information as provided in this privacy notice and to the transfer of that information to and storage of that information in the United States. The data protection laws in countries to which personal data are transferred may or may not provide a level of protection equivalent to the laws in your home country. Wherever we hold the data, we will apply the terms of this privacy notice and any applicable data protection law. We maintain certain procedures to protect the confidentiality, security and integrity of PII while it is controlled by us. However, the storage and communication of personal data cannot always be completely secure. Also, we cannot and do not guarantee that data transferred to third parties in accordance with this privacy notice will be protected against intentional or accidental misuse or loss.

California Residents

California law permits California residents to request certain information regarding our disclosure of your PII to third parties for their direct marketing purposes. To make such a request, please send an email to privacy@technoalpin.com specifying that you seek your “California Customer Choice Notice” in the subject line.

Changes to This Privacy Policy

We may change this privacy notice and our data collection and management practices. We reserve the right to update changes to this privacy notice and to our practices in collecting and handling PII. If we make material changes, we will post a notice at this website and indicate at the top of this statement when it was most recently updated.
