

Website Privacy Policy

Melt House LLC d.b.a. Umvelt

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Introduction

Melt House LLC d.b.a. Umvelt ("Umvelt," "**Company**" or "**We**") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website www.umvelt.co (our "**Website**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- When you create an account, book a session or appointment, purchase a membership, pass, credit, product, or gift card, or otherwise transact with us, whether on this Website, through our third-party booking and point-of-sale provider, or in person at our facility.
- When you sign a waiver, check in, join a mailing list, enter a promotion, respond to a survey, or otherwise give us your contact details, online or in person.

It does not apply to information collected by:

- Any third party acting on its own behalf (for example, a social media platform or search engine you use to find us), except as described in this policy; or
- Any third party including our affiliates and subsidiaries, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time ([see Changes to Our Privacy Policy](#)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or through any of its features, register on the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us,

including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at info@umvelt.space.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline ("**personal information**"); and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners.

Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically is only statistical data and does not include personal information. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of our the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

- To notify you about changes to our Website or any products or services we offer or provide through it.
- To market our products, services, events, memberships, and promotions to you, by email, text message (SMS/MMS), telephone, mail, online advertising, and other channels, and to tailor those communications and advertisements to your interests.
- To build, measure, and improve our advertising and marketing, including by matching your contact information with advertising and analytics platforms, creating audiences of people with similar characteristics ("lookalike" or "similar" audiences), excluding existing customers from advertising, and measuring whether our advertising leads to bookings or purchases.
- To analyze how our Website, booking tools, and facility are used and to develop new products, services, and offers.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

For more information, see Choices About How We Use and Disclose Your Information.

Disclosure of Your Information

We may disclose aggregated information about our users and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
- To our booking, scheduling, point-of-sale, payment processing, email, text-messaging, customer-relationship, survey, and review platforms, which process your information on our behalf and under their own terms.
- To advertising, analytics, and social media platforms, including Google (Google Ads, Google Analytics, Google Business Profile) and Meta (Facebook and Instagram), as described under Advertising, Analytics, and Audience Matching below. Where we provide these platforms with contact information such as your email address, phone number, or name, we do so in a hashed (pseudonymized) form where the platform supports it, for the purposes of showing you our advertising, excluding you from our advertising, reaching people similar to our customers, and measuring our advertising.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.

- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Service [[INSERT A HYPERLINK TO WEBSITE'S TERMS OF SERVICE](#)] and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Marketing Communications

By giving us your email address, you agree that we may send you marketing and promotional email about our products, services, events, memberships, and offers. You may opt out at any time by using the unsubscribe link in any marketing email, by adjusting your email preferences in your account through our booking provider's website or mobile app, or by contacting us at the address below. We may still send you transactional and service messages (for example, booking confirmations, receipts, waiver and safety information, and account notices) after you opt out of marketing.

We collect your mobile telephone number when you sign our waiver, where it is required so that we can reach you about your booking and your safety, and, optionally, when you join our mailing list. By providing your mobile number you consent to receive text messages (SMS and MMS) from us or on our behalf at that number, including messages sent using automated technology, about your bookings, credits, passes, memberships, and account, and, unless you opt out, marketing messages about our services, events, and offers. Consent to receive marketing text messages is not a condition of any purchase. Message frequency varies. Message and data rates may apply. Reply STOP to any message to stop receiving marketing texts, or HELP for help. You can also manage your marketing and transactional email preferences at any time by signing in to your account through our booking provider's website or mobile app. Carriers are not liable for delayed or undelivered messages.

Advertising, Analytics, and Audience Matching

We use third-party advertising and analytics services to understand how people find and use our Website and booking tools and to promote our business. These services include Google Analytics, Google Ads (including conversion tracking, remarketing, and Customer Match), Google Tag Manager, and Meta (Facebook and Instagram) tools such as the Meta Pixel, Conversions API, and Custom Audiences, and may include similar services from other providers from time to time. These services use cookies, pixels, software development kits, device identifiers, click identifiers, and similar technologies to collect information about your device, your visits to our Website and booking pages, the actions you take there (such as viewing a page, starting a booking, or completing a purchase), and your interactions with our advertisements on other websites and applications.

We may also upload or otherwise provide to these platforms information you have given us, such as your name, email address, telephone number, postal address, and information about your purchases and visits, so that the platform can match it against its own users. We use this matching to (a) show our advertisements to you, (b) exclude existing customers from advertisements intended for new customers, (c) reach people whose characteristics resemble those of our customers, and (d) measure the results of our advertising. Where the platform supports it, we provide this information in a hashed form that the platform cannot read except to perform the match. Each platform uses the information it receives under its own privacy policy, which we encourage you to read. We may use any information we collect or receive for these purposes, in combination with information from other sources, to the fullest extent permitted by applicable law.

We do not sell your personal information for money, and we do not rent, sell, or give our customer lists to third parties for their own marketing. Providing information to advertising platforms so that they can show our own advertising, as described above, is the only way we make your information available to a third party for advertising purposes. Some state privacy laws nevertheless treat this kind of disclosure as a "sale" or as "sharing" for targeted advertising, and where such a law applies to you, you may opt out as described under Choices About How We Use and Disclose Your Information and State Privacy Rights.

Information Retention

We keep personal information for as long as reasonably necessary for the purposes described in this policy, including to maintain your customer account and transaction history, to comply with our legal, accounting, and reporting obligations, to resolve disputes, and to enforce our agreements. Waivers and health and safety acknowledgements may be retained for as long as any claim could be brought in respect of your visit. Information held by our service providers is retained under their own policies.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to provide your personal information to advertising platforms for audience matching or other promotional purposes, or to receive marketing email or text messages from us, you can opt out by sending us an email with your request to the address under Contact Information. We will honor your request within a reasonable time; information already provided to a platform before your request may remain subject to that platform's policies until it is deleted under those policies.
- **Platform Controls.** You can control personalized advertising from Google at adssettings.google.com and from Meta in your Facebook and Instagram ad preferences. You can opt out of Google Analytics by installing the Google Analytics opt-out browser

add-on. Industry opt-out tools are also available from the Network Advertising Initiative (optout.networkadvertising.org) and the Digital Advertising Alliance (optout.aboutads.info).

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

California residents may have additional personal information rights and choices. Please see Your California Privacy Rights for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to: the address under Contact Information.

State Privacy Rights

Residents of certain states, including Montana, California, Colorado, Connecticut, Oregon, Texas, Utah, and Virginia, may have rights under their state's privacy law, to the extent that law applies to us. Depending on the law, these may include the right to confirm whether we process your personal information, to access and obtain a copy of it, to correct it, to delete it, and to opt out of the sale of personal information, of its sharing or processing for targeted advertising, and of certain profiling. To exercise any right that applies to you, contact us using the details under Contact Information, with enough information for us to verify your identity. You may designate an authorized agent to act on your behalf where the law allows. We will not discriminate against you for exercising your rights. If we deny a request, you may appeal by replying to our response.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to info@umvelt.space.

Data Security

The safety and security of your information also depends on you. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email

address specified in your account or through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: Umvelt, 22 S. Grand Ave., Bozeman, Montana 59715, by telephone at (406) 356-0444, or by email at info@umvelt.space.