

Summit Sky Ranch Privacy Policy

Last Updated: 03/13/2024

Maryland Creek Ranch Builders, LLC and The Overlook at SSR Owner, LLC and its affiliates (“**Summit Sky Ranch**” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Policy describes the processing of Personal Information (defined below) that is provided, collected, or shared on the sites, applications, social media pages, or other platforms that link to this Privacy Policy (collectively, the “**Site**”). It also describes your choices about the collection, sharing, and use of your Personal Information.

1. Personal Information We Collect

We may collect a range of Personal Information. “Personal Information” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

- **Contact Information** – If you submit an inquiry, register for an account, or provide information on our Site, we may collect your contact information. This may include your name, email address, and phone number.
- **Usage Information** – When you use the Site, we may automatically record information, including your Internet Protocol address (IP Address), geolocation of your device, browser type, referring URLs (e.g., the website you visited before coming to our Site), domain names associated with your internet service provider, and any other information regarding your interaction with the Site.
- **Information from Social Media** – If you visit our social media pages or share information with us through our social media pages, we may collect information related to your visit to these

pages, including your social media credentials, information from your public posts about us, or your communications with us.

2. How We Collect Your Personal Information

- **We May Collect Your Personal Information Directly From You** – For example, if you contact us through the Site, sign up for our newsletter, or when you attend one of our events.

- **We May Also Collect Personal Information From Third Parties** – For example, we may collect information from public databases and social media platforms, and we may work with business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.

- **Through Social Media Platforms** – We may work with certain third-party social media providers to offer you their social networking services. For example, you can use third-party social networking services, including, but not limited to, Facebook, Instagram, and others to share information about your experience with us with your friends and followers on those social networking services. These social networking services may be able to collect information about you, including your activity on their respective platform. These third-party social networking services also may notify your friends that you are a user of our services in accordance with applicable law and their own privacy policies. If you choose to access or make use of third-party social networking services, we may receive information about you that you have made available to those social networking services, including

information about your contacts on those social networking services.

You also may be able to link an account from a social networking service (e.g., Facebook or Instagram) to an account through our Site. This may allow you to use your credentials from the other site or service to sign in to certain features on our Site. If you link your account from a third-party site or service, we may collect information from those third-party accounts, and any information that we collect will be governed by this Privacy Policy.

Our Site may provide social media features (“Features”), such as links to our Facebook and Instagram pages. These Features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the Feature to function properly. Features are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it. In the event we use cookies to enable the Features, you may have the option to opt out of these cookies through your browser.

- **Through Online Tracking Technologies** – We use cookies and similar technologies to collect Personal Information related to activity on our website.

We use Google Analytics to analyze the use of our Site. For more information on Google Analytics’ processing of your Personal Information, please see <https://policies.google.com/technologies/partner-sites?hl=en-US>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We also use Google Display and Video 360’s Floodlight Tag to measure the effectiveness of our advertising campaigns, limit the frequency with which you are shown a particular ad, and display the ads relevant to you and your interests. In addition, the Floodlight Tags allow us to understand whether you perform

specific actions on our Site after viewing one of our display/video ads on another platform or clicking on it (conversion tracking). Google may use this cookie to understand the content you have interacted with on our Site to send you targeted advertising later.

We also use Google Campaign Manager. Campaign Manager uses Cookies to display ads relevant to users, improve campaign performance reports, and prevent users from repetitively seeing the same ads. Campaign Manager may use cookie IDs to collect conversions related to ad requests. In addition to that, Campaign Manager (e.g., DoubleClick Floodlight) cookies allow us to understand whether you complete specific actions on our Site after viewing one of our display/video ads on Google or other platforms through Campaign Manager or clicking through one (conversion tracking). Campaign Manager uses this cookie to understand the content with which you have interacted on our Site to be able to send you targeted advertising later.

You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this, you may not be able to use the full functionality of this Site.

3. How We Use Personal Information

To the extent permitted by applicable law, we may use Personal Information to:

- operate the Site and provide support to our business functions;
- fulfill customer requests and contact customers, such as;
- protect against criminal activity, claims and other liabilities;
- send you information about our company, products, services, and promotions;

- respond to reviews, comments, or other feedback provided to us;
- support and personalize the Site and our advertising efforts;
- protect the security and integrity of the Site;
- provide customer support;
- the extent required for benchmarking, data analysis, improving the Site or our services, conducting research, analysis, studies or surveys, identifying usage trends, as well as for other analytics purposes;
- meet our contractual requirements;
- comply with applicable legal or regulatory requirements and our policies;
- market, advertise, and provide the Site and our services; and
- the extent necessary for any other lawful purpose for which the Personal Information is collected.

4. Sharing of Personal Information

We may share your Personal Information in the following circumstances:

- **To Third Parties for Marketing Purposes** – We may share your Personal Information with third parties for their marketing purposes. This may include third parties whose services we believe you may be interested, or who are interested in providing you with services.
- **Affiliates and Subsidiaries** – We may disclose your information to our family of companies for their and our business purposes

and for marketing purposes, including to provide you information about the products or services we think may interest you.

- **For Legal Obligation or Safety Reasons** – When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Summit Sky Ranch, its users, or the public against harm.
- **In the Case of a Merger or Sale** – If and when we are involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business. Where legally required we will give you prior notice and if you have a legal right to do so, an opportunity to object to this transfer.
- **To Service providers** – When we hire a service provider to help operate the Site or our business, we may give access to Personal Information as necessary to perform the service for Summit Sky Ranch. This may include service providers that operate our Site, send our communications, or run our promotions.
- **To Business Partners** – We may share Personal Information with our trusted business partners. For example, we may share your Personal Information with a company when we co-sponsor a promotion or service. These partners and affiliates may use your Personal Information to, among other things, send you information or contact you about their services and products.

5. How Long Do We Keep Your Personal Information

We will retain your Personal Information for as long as necessary to fulfill the purposes for which it has been collected, as outlined in this Privacy Policy, or any longer retention period required by law.

6. How We Protect Your Personal Information

We use our commercially reasonable efforts to protect the confidentiality and security of Personal Information we process. However, despite these efforts to store Personal Information in a secure operating environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of Personal Information, we cannot guarantee that our security measures will prevent third parties such as hackers from illegally obtaining access to Personal Information.

7. Your Choices and Controls

Depending on where you live, you have the right to exercise certain controls and choices regarding our collection, use, and sharing of your Personal Information. To opt-out of marketing communications please email us at info@palisadebg.com or by following the instructions included in the email correspondence.

Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our services to you.

To exercise other rights with respect to your Personal Information, please contact us using the information in Section 12 below.

8. International use of the Site

This Site is hosted in the United States. If you are visiting this Site from outside of the United States, please note that by providing your Personal Information it is being transferred to, stored, collected, or processed in the United States, where our data center and servers are located and operated.

9. **Children's privacy**

We do not knowingly collect or solicit any Personal Information from children under the age of 16. In the event that we learn that we have collected Personal Information from a child, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at info@palisadebg.com or contact us using the information listed in Section 12.

10. **Links to third-party websites**

We are not responsible for the practices employed by any websites or services linked to or from the Site, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be subject to the applicable third party's privacy policy.

11. **Changes to this Privacy Policy**

Please note that we may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you with an updated Privacy Policy if material changes are made. Unless otherwise indicated, any changes to this Privacy Policy will apply immediately upon posting to the Site.

12. **Contact us**

If you have any questions about our practices or this Privacy Policy, please contact us at info@palisadebg.com.