

Privacy Policy

Blue Knob All Seasons Resort

Effective Date: October 19, 2026

1. Introduction

Alpine Resorts Operations LLC, dba Blue Knob All Seasons Resort (“Blue Knob,” “we,” “our,” or “us”) respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our public website, interact with us online, sign up for communications, submit forms, purchase products or services through our online store, or otherwise use our online services.

This Privacy Policy applies to Blue Knob’s public website at blueknob.com, Blue Knob’s online store at shop.blueknob.com, and Blue Knob’s in-person operations, including lift-ticket and season-pass sales, ski and snowboard school, equipment rentals, food and beverage outlets, and retail locations at the resort, including related pages or services that link to this Policy. Some portions of the online store and point-of-sale operations are hosted or supported by third-party service providers, including White Peaks Technologies and payment-processing providers.

By using our website or online store, you acknowledge that you have read this Privacy Policy. If you do not agree with our practices, please do not use the website or provide personal information through our online services.

Business name	Alpine Resorts Operations LLC, dba Blue Knob All Seasons Resort
Mailing address	1424 Overland Pass, Claysburg, Pennsylvania 16625
Phone	814-239-1010
Privacy contact	info@blueknob.com

2. Information We Collect

The information we collect depends on how you interact with Blue Knob and which services you use.

Information you provide directly

- Contact information, such as your name, email address, mailing address, and phone number.
- Information you submit through basic contact forms, event registration forms, inquiries, contests, giveaways, or other forms Blue Knob may make available.
- Newsletter and marketing preferences, including email signup information and unsubscribe choices.
- Account and transaction information for store purchases, such as order details, ticket or season-pass information, account login details, billing information, and pickup or fulfillment details.
- Information related to lift tickets, season passes, classes, waivers, or resort activities, which may include date of birth, gender if optionally provided, emergency contact information, and information about minors when provided by a parent or guardian.
- Communications you send to us by email, phone, forms, or other channels.

- Information collected at our on-mountain point-of-sale terminals (which are integrated with our online store) and through our active video surveillance systems at resort facilities, as described in Section 5A below.

Information collected automatically

When you visit our website or online store, we and our service providers may collect certain technical and usage information automatically. This may include IP address, browser type, device information, operating system, referring pages, pages viewed, date and time of visit, approximate location derived from IP address, cookie identifiers, and similar analytics or security information.

Information from third-party services

We may receive information from third-party services that support our website, online store, email communications, analytics, payment processing, security, CAPTCHA/bot protection, or other operations. Examples may include Mailchimp, Google Analytics, Google Tag Manager, White Peaks Technologies, Worldpay, Google reCAPTCHA, Cloudflare Turnstile, hCaptcha, and other providers used to operate or secure our services.

3. How We Use Information

- Respond to inquiries, contact requests, and customer-service needs.
- Process online-store purchases, accounts, lift tickets, season passes, classes, waivers, refunds where applicable, and related transactions.
- Provide resort information, operational updates, safety notices, event notices, snow or mountain updates, marketing communications, and season-pass sale opportunities.
- Operate, maintain, secure, and improve our website, online store, forms, email systems, and related services.
- Analyze website use and understand visitor activity through tools such as Google Analytics.
- Administer contests, surveys, events, promotions, and registrations.
- Prevent fraud, abuse, spam, automated submissions, and unauthorized activity.
- Comply with legal obligations, enforce terms and policies, protect rights and safety, and respond to lawful requests.

4. Email Marketing and Mailchimp

Blue Knob uses Mailchimp to manage email communications through multiple audiences, currently including Daily Snow Report, Blue Knob - College, Blue Knob All Seasons Resort, and Liftopia. People may be added to Blue Knob email lists through Mailchimp signup mechanisms on the website, in-person signups, contests or giveaways, event registrations, imported lists, or other signup methods. Ordinary contact-form submissions on the WordPress website are separate and are not automatically added to Mailchimp. Store orders are not currently added to Mailchimp automatically.

Blue Knob's email communications may include general resort news, event information, operational updates, promotions, season-pass sale opportunities, and other information about Blue Knob. Consistent with the CAN-SPAM Act, 15 U.S.C. § 7704, our marketing emails include a functional unsubscribe mechanism and identify Blue Knob's valid physical postal address. You may unsubscribe at any time by using the unsubscribe link in our emails or by contacting us, and we will process unsubscribe requests within the time required by law. Unsubscribing from marketing emails does not affect transactional or relationship messages we may send about your orders, tickets, passes, waivers, or account, which are not subject to the same opt-out requirement under 15 U.S.C. § 7702(17).

Blue Knob does not currently use newsletter segmentation based on purchases, location, pass type, or website behavior.

5. Online Store, Tickets, Passes, and Payments

Blue Knob's online store is hosted or supported separately from the public WordPress website. The store may collect information needed to create an account, complete a purchase, issue or manage lift tickets, season passes, classes, waivers, or related resort products, and communicate about transactions.

The store may collect name, mailing address, phone number, email address, date of birth, optional gender, emergency contact information, order information, account information, and information about minors when submitted by a parent or guardian.

Blue Knob uses Worldpay for payment processing. Blue Knob's on-mountain point-of-sale system for lift tickets, food and beverage, and retail is integrated with the White Peaks Technologies online store, so transactions completed in person and through the online store are processed through the same underlying platform. Blue Knob and White Peaks Technologies do not have access to full credit-card numbers. Payment processing on our website, online store, and at on-mountain point-of-sale terminals is designed to be handled in a manner consistent with the Payment Card Industry Data Security Standard (PCI-DSS) as implemented by our payment processor and point-of-sale providers. Payment processors and point-of-sale providers may collect, use, and retain tokenized payment data, partial card numbers, billing addresses, transaction identifiers, and fraud-prevention and chargeback information according to their own privacy and security practices and applicable card network rules. Blue Knob does not control and is not responsible for the privacy or security practices of independent payment processors, and this Policy does not apply to information collected and controlled solely by those processors under their own privacy policies.

All season-pass and lift-ticket sales may be subject to separate purchase terms, restrictions, waiver language, refund policies, product descriptions, and pickup instructions. This Privacy Policy addresses information practices; it does not replace those purchase terms or waivers.

5A. In-Person Ticketing, Food and Beverage, and Retail Operations

In addition to our website and online store, Blue Knob collects certain information in person at the resort, including at lift-ticket and season-pass windows, ski and snowboard school, rental shops, food and beverage outlets, and retail locations. Blue Knob's on-mountain point-of-sale system is integrated with the White Peaks Technologies online store, so this information may be stored, used, and managed together with online store data. This may include name, contact information, payment card data processed through point-of-sale terminals, order and purchase details, loyalty or discount program information if offered, video surveillance footage captured by Blue Knob's active video surveillance systems for safety and security purposes in and around resort facilities, and information contained in waivers, liability releases, or incident reports.

Information collected in person is used for the same general purposes described in Section 3 above, including processing transactions, administering tickets and passes, operating rental and lesson programs, food and beverage service, retail sales, safety and incident management, loss prevention, and compliance with legal and insurance requirements. Blue Knob currently operates video surveillance cameras in and around resort facilities, including areas such as ticket windows, retail and food and beverage locations, parking areas, and other public-facing areas of the resort, for safety, security, and loss-prevention purposes. Video surveillance footage is retained for a limited period determined by Blue Knob's security practices, except where footage is preserved longer in connection with an investigation, claim, or legal proceeding. Video surveillance footage is accessible only to authorized personnel and is not used for marketing or advertising purposes.

6. Cookies and Similar Technologies

Our website and online store use cookies and similar technologies to operate the site, support account login, maintain shopping-cart and checkout sessions, protect forms and checkout from spam or automated abuse, measure website activity, and improve user experience.

Essential cookies

Essential cookies are necessary for basic website and store functions. These may include cookies used for account login, shopping cart, checkout, security, CAPTCHA or bot protection, and similar functions. The public website may use Google reCAPTCHA or Cloudflare Turnstile for form protection. The online store may use a PHP session cookie to identify a guest during checkout or account login, and may use Cloudflare Turnstile and hCaptcha to help validate guests before checkout. White Peaks Technologies has indicated that the PHP session cookie stores a session ID rather than personal information.

Analytics cookies

Blue Knob uses Google Analytics through Google Tag Manager on the public website. Google Tag Manager is not currently installed on the online store. Analytics tools help us understand how visitors use the website so we can improve content, performance, and visitor experience. Depending on our cookie-consent configuration and applicable law, analytics cookies may be controlled through a cookie banner or consent-management tool.

Advertising and remarketing cookies

Blue Knob does not currently use Google Ads, Meta/Facebook Pixel, TikTok Pixel, remarketing, heatmaps, session recording, live chat, call tracking, CRM visitor-identification tools, or similar tracking technologies.

Managing cookies

You may be able to manage cookie preferences through the cookie banner or Cookie Preferences link on our website and online store, once those tools are installed and configured. You can also set your browser to refuse or delete cookies. Blocking some cookies may affect account login, cart, checkout, forms, or other website functions.

7. How We Share Information

Blue Knob does not sell personal information and does not provide customer lists to outside organizations for its own marketing purposes.

We may share information with service providers and vendors who help us operate our website, online store, email communications, payment processing, analytics, security, CAPTCHA or bot protection, hosting, customer support, and related business functions. These providers are expected to use the information only to provide services to Blue Knob or as otherwise permitted by law and their applicable terms.

We may also disclose information when we believe disclosure is necessary or appropriate to comply with law, regulation, legal process, or governmental request; respond to lawful requests from public or government authorities; enforce our terms, policies, and waivers; protect our rights, property, safety, or reputation, or that of our guests, customers, employees, insurers, agents, or others; investigate, prevent, or take action regarding fraud, security incidents, or abuse; or negotiate, prepare for, or complete a business transfer, merger, acquisition, financing, reorganization, bankruptcy, insurance claim, or sale of some or all of Blue Knob's assets, in which case personal information may be among the assets transferred. We may also disclose information to our attorneys, accountants, auditors, and other professional advisors as reasonably necessary to obtain their advice or services.

8. Third-Party Websites and Services

Our website, online store, and in-person operations may link to or use services operated by third parties. Examples may include the online store provider, payment and point-of-sale processors, food and beverage or retail point-of-sale vendors, rental-shop management systems, Mailchimp, Google services, CAPTCHA or bot-protection providers, external webcams, booking or reservation tools, social-media sites, maps, weather tools, video platforms, and other linked, embedded, or on-site resources. We do not control all third-party websites, services, or on-site vendors, and their privacy practices are governed by their own privacy policies.

9. Children and Minors

Blue Knob's website and online store are intended for general audiences and are not directed to children under the age of 13, and we do not knowingly collect personal information directly from children under 13 through the public website or online store. This Policy is intended to comply with the Children's Online Privacy Protection Act, 15 U.S.C. §§ 6501–6506, and its implementing regulations, the Children's Online Privacy Protection Rule, 16 C.F.R. Part 312 ("COPPA"). If Blue Knob ever knowingly collects personal information directly from a child under 13, Blue Knob will provide the notice required by 16 C.F.R. § 312.4 and obtain verifiable parental consent as required by 16 C.F.R. § 312.5 before collecting, using, or disclosing that information, except where an exception under 16 C.F.R. § 312.5(c) applies.

Parents or guardians may provide information about minors when purchasing lift tickets, season passes, classes, ski/snowboard lessons, rentals, or related resort products, or when completing waivers, liability releases, or similar requirements. This information may include a minor's name, date of birth, emergency contact information, medical or allergy information relevant to program safety, and purchase or activity details. A parent or guardian who provided information about a minor may contact us to request access to, correction of, or deletion of that information, consistent with 16 C.F.R. § 312.6, subject to legal, safety, transaction, waiver, insurance, and recordkeeping requirements that may limit our ability to delete certain records. If a parent or guardian believes that a child under 13 has provided personal information directly without parental involvement, the parent or guardian may contact us to request review or removal, and we will investigate and respond as appropriate under COPPA and this Policy.

10. Data Retention

Blue Knob currently retains certain website form submissions, email records, store records, order histories, account records, waiver-related records where applicable, and related database records for as long as Blue Knob determines is reasonably necessary for the purposes described in this Policy, which may be indefinitely, unless a record is deleted or a future retention schedule is adopted. White Peaks Technologies states that store data is stored indefinitely by default and that data-deletion decisions are controlled by Blue Knob. We retain records to provide services, maintain accounts and purchase records, communicate with customers, comply with legal, tax, insurance, and recordkeeping obligations (including under Pennsylvania's Breach of Personal Information Notification Act, 73 P.S. §§ 2301–2329, and other applicable law), resolve disputes, defend or pursue legal claims, prevent fraud or abuse, and support business operations. Blue Knob reserves the right to retain any information as long as necessary to comply with a legal obligation, resolve a dispute, or enforce an agreement.

11. Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, use, disclosure, alteration, or destruction. However, no website,

online store, email system, payment system, point-of-sale system, or internet transmission can be guaranteed to be completely secure, and **WE MAKE NO WARRANTY, EXPRESS OR IMPLIED, THAT ANY SECURITY MEASURE WILL PREVENT ALL UNAUTHORIZED ACCESS OR USE. YOU USE OUR ONLINE SERVICES, IN-PERSON POINT-OF-SALE SYSTEMS, AND SUBMIT INFORMATION AT YOUR OWN RISK.** To the fullest extent permitted by law, Blue Knob disclaims liability for unauthorized access to or alteration, theft, or destruction of personal information, except as required by applicable law, including Pennsylvania's Breach of Personal Information Notification Act, 73 P.S. §§ 2301–2329. In the event of a breach of the security of our systems that triggers notification obligations under that Act or other applicable law, Blue Knob will provide notice in accordance with the timing, method, and content requirements of that law.

12. Your Choices and Requests

You may contact us to request access to, correction of, or deletion of personal information associated with you, subject to verification and any legal, security, transaction, or recordkeeping requirements that may apply.

You may opt out of marketing emails by using the unsubscribe link in our emails or by contacting us. You may also manage cookies through the cookie banner or Cookie Preferences link where available, or through your browser settings.

To make a privacy-related request, contact us at info@blueknob.com or call 814-239-1010.

13. Applicable Privacy Rights

Blue Knob is based in Pennsylvania and will comply with applicable federal and state privacy laws, including Pennsylvania's Breach of Personal Information Notification Act, 73 P.S. §§ 2301–2329, and Pennsylvania's Unfair Trade Practices and Consumer Protection Law, 73 P.S. §§ 201-1 et seq., which govern data security and breach notification obligations that may apply to Blue Knob. Depending on where you live and how you interact with Blue Knob, you may have privacy rights under applicable state, federal, or international privacy laws. Any such rights, and Blue Knob's obligation to honor them, are limited to those actually required by a law that applies to Blue Knob; nothing in this Policy creates, expands, or is intended to create any privacy right, cause of action, or remedy beyond what applicable law independently requires.

Based on current information, Blue Knob does not believe it meets the thresholds for California's CCPA/CPRA and does not sell personal information or share customer lists with outside organizations for their own marketing purposes. Blue Knob will review privacy requests and respond as required by applicable law, but nothing in this Policy obligates Blue Knob to provide any right, mechanism, or response beyond the minimum required by a law that actually applies to Blue Knob's operations. We may need to verify your identity before fulfilling certain requests, and we may decline, limit, or charge a permissible fee for requests where allowed by law, including where information must be retained for legal, safety, transaction, security, insurance, tax, waiver, or operational purposes, or where a request is unverifiable, excessive, repetitive, or would require disproportionate effort.

13A. Limitation of Liability

To the fullest extent permitted by applicable law, Blue Knob, its owners, officers, directors, employees, and agents shall not be liable for any indirect, incidental, special, consequential, or punitive damages, or any loss of data, revenue, or goodwill, arising out of or related to this Privacy Policy, our collection or use of information, or any unauthorized access to, or alteration, disclosure, or destruction of, personal information, except to the extent such liability cannot be limited or excluded under applicable law, including Pennsylvania's Breach of Personal Information Notification Act, 73 P.S. §§ 2301–2329.

13B. Governing Law & Venue

This Privacy Policy is governed by the laws of the Commonwealth of Pennsylvania, without regard to its conflict-of-laws principles. Any dispute arising out of or relating to this Policy shall be subject to the exclusive jurisdiction of the state courts located in Bedford County, Pennsylvania or the federal courts located in the Western District of Pennsylvania, unless a separate agreement between you and Blue Knob (such as a waiver, ticket terms, or purchase terms) provides otherwise.

14. Changes to This Privacy Policy

We may update this Privacy Policy at any time and for any reason, in our sole discretion. When we make changes, we will update the effective date above and, for material changes, provide additional notice as we determine appropriate under the circumstances (which may include a website banner or email notice). Your continued use of the website, online store, or resort services after an updated Privacy Policy is posted constitutes your acceptance of the changes. We encourage visitors to review this Policy periodically to stay informed about our information practices.

15. Contact Us

If you have questions about this Privacy Policy or Blue Knob's privacy practices, please contact us:

Blue Knob All Seasons Resort	Alpine Resorts Operations, LLC, dba Blue Knob All Seasons Resort
Address	1424 Overland Pass, Claysburg, PA 16625
Phone	814-239-1010
Email	info@blueknob.com