

PRIVACY POLICY

Shiver Vertical, LLC Mobile Application

Effective Date: June 26, 2026

Welcome to Shiver Vertical, LLC ("Shiver Vertical," "we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application (the "App"). Please read this policy carefully. If you do not agree with its terms, please do not access or use the App.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the "Effective Date" of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates.

1. Information We Collect

1.1 Personal Information You Provide

When you register for an account, use features of the App, or communicate with us, we may collect personal information that you voluntarily provide, including:

- Full name and username
- Email address and password
- Phone number
- Profile photo or avatar
- Billing and payment information (processed securely through third-party payment processors)
- Communication preferences

1.2 Location Information

With your permission, we may collect precise or approximate location information from your mobile device to provide location-based features such as finding nearby routes, tracking climbs, or connecting with other users in your area. You may disable location access at any time through your device settings, though some features of the App may not function properly without it.

1.3 Activity and Usage Data

We automatically collect certain information about how you use the App, including:

- Climbing sessions, routes, grades, and performance data you log
- Goals, progress, and workout history
- Features you access and actions you take within the App

- Time, frequency, and duration of your activities

1.4 Device and Technical Information

We may collect information about your mobile device and internet connection, including:

- Device type, model, and operating system
- Unique device identifiers
- IP address and general geographic location
- Browser type and mobile network information
- App performance data, crash reports, and diagnostic information

1.5 Information from Third Parties

If you connect third-party accounts (such as Google, Apple, or social media platforms) to the App, we may receive information from those platforms consistent with your privacy settings there. We may also receive data from fitness wearables or health platforms you authorize to sync with the App.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To create and manage your account and provide you with the App's features and functionality
- To personalize your experience and deliver content and recommendations relevant to your climbing activity and goals
- To process transactions and send related information, including purchase confirmations and invoices
- To send administrative communications, such as account confirmations, technical notices, security alerts, and support messages
- To send promotional communications, such as news, special offers, and event information — you may opt out at any time
- To analyze usage trends and monitor the performance and security of the App
- To detect, investigate, and prevent fraudulent transactions and other illegal activities
- To comply with applicable legal obligations and enforce our Terms of Service
- To develop new products, features, and services

3. How We Share Your Information

3.1 With Your Consent

We may share your information with third parties when you have given us your explicit consent to do so.

3.2 Service Providers

We may share your information with third-party vendors, service providers, contractors, and agents who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance. These parties have access to your information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

3.3 Community Features

If you participate in community features of the App — such as public profiles, leaderboards, shared routes, or social feeds — certain information you choose to share may be visible to other users. Please exercise caution when sharing personal information in public areas of the App.

3.4 Business Transfers

If Shiver Vertical, LLC is involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of all or a portion of our assets, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice within the App prior to the transfer and the change in ownership of your information.

3.5 Legal Requirements

We may disclose your information if we are required to do so by law, court order, or governmental authority, or if we believe in good faith that such disclosure is necessary to: (a) comply with a legal obligation; (b) protect and defend our rights or property; (c) prevent or investigate possible wrongdoing in connection with the App; or (d) protect the personal safety of users or the public.

3.6 Aggregated or De-Identified Data

We may share aggregated or de-identified information, which cannot reasonably be used to identify you, with third parties for research, marketing, analytics, or other purposes.

4. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you services. You may request deletion of your account and associated data at any time (see Section 7). We may retain certain information as required by law, for legitimate business purposes such as dispute resolution, fraud prevention, or enforcement of our agreements, even after account deletion.

5. Data Security

We take the security of your personal information seriously and implement administrative, technical, and physical safeguards designed to protect it against unauthorized access, use,

alteration, and destruction. These measures include encryption of data in transit (TLS/SSL), secure storage practices, and access controls.

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security. In the event of a data breach that affects your rights and freedoms, we will notify you and relevant authorities as required by applicable law.

6. Children's Privacy

The App is not directed to children under the age of 17, and we do not knowingly collect personal information from children under 17. If you are a parent or guardian and believe your child has provided us with personal information without your consent, please contact us immediately at the address provided in Section 10. If we become aware that we have collected personal information from a child under 17, we will take steps to delete that information promptly.

7. Your Rights and Choices

7.1 Account Information

You may review, update, or delete your account information at any time by logging into your account settings within the App, or by contacting us directly. Deleting your account will remove your profile and activity data from our active systems, subject to our data retention obligations described in Section 4.

7.2 Location Data

You may control the App's access to your location data through your mobile device's permission settings. Note that restricting location access may limit certain features.

7.3 Push Notifications

You may opt out of push notifications by adjusting the notification settings on your mobile device or within the App.

7.4 Marketing Communications

You may opt out of marketing emails by clicking the "unsubscribe" link in any marketing email we send, or by contacting us directly. You will continue to receive transactional and service-related messages even after opting out of marketing communications.

7.5 Do Not Track

Some browsers and mobile operating systems transmit "Do Not Track" signals. At this time, we do not respond to Do Not Track signals, as no uniform standard for compliance has been established.

7.6 California Residents — CCPA Rights

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), including the right to: know what personal information we collect and how it is used; request deletion of your personal information; opt out of the sale of your personal information (we do not sell personal information); and be free from discrimination for exercising your CCPA rights. To exercise these rights, please contact us using the information in Section 10.

8. Third-Party Links and Services

The App may contain links to third-party websites, services, or applications. This Privacy Policy does not apply to those third parties, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party services you access through the App.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we make material changes, we will notify you by updating the Effective Date at the top of this policy and, where required by law, by providing additional notice (such as an in-app notification or email). Your continued use of the App after the effective date of the revised Privacy Policy constitutes your acceptance of the changes.

10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

Shiver Vertical, LLC

Attn: Privacy Officer

Email: info@shiververtical.com

We will respond to your inquiry within a reasonable timeframe, and no later than as required by applicable law.