

COOKIE POLICY

Last updated: 5/22/25

This Cookie Policy explains how **Black Ridge Pavement & Property Maintenance, LLC or Black Ridge PPM** ("Company," "we," "us," and "our") uses cookies and similar technologies to recognize you when you visit our website at <https://www.blackridgeppm.com> ("Website"). It explains what these technologies are, why we use them, and your rights to control our use of them.

1. WHAT ARE COOKIES?

Cookies are small data files placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Black Ridge PPM) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer when it visits the website in question and also when it visits certain other websites.

2. WHY DO WE USE COOKIES?

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Website. Third parties serve cookies through our Website for advertising, analytics, and other purposes. This is described in more detail below.

3. HOW CAN I CONTROL COOKIES?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager

allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

You may also set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website, though your access to some functionality and areas of our Website may be restricted.

4. THE COOKIES WE USE

Below is a description of the types of cookies we use and what they do:

Type of Cookie	Purpose
Essential Cookies	These cookies are strictly necessary to provide you with services available through our Website and to use some of its features.
Performance and Analytics Cookies	These cookies collect information used to help us understand how our Website is being used, how effective our marketing campaigns are, or to help us customize our Website for you.
Functionality Cookies	These cookies enable the Website to provide enhanced functionality and personalization.
Targeting/Advertising Cookies	These cookies make advertising messages more relevant to you and your interests. They also help limit the number of times you see an ad and measure the effectiveness of ad campaigns.

For example, we may use Google Analytics to collect performance and usage data, and Meta (Facebook/Instagram) cookies for advertising retargeting.

5. HOW CAN I MANAGE COOKIES IN MY BROWSER?

You can control or delete cookies through your browser settings. The method depends on your browser:

- Chrome: <https://support.google.com/chrome/answer/95647>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies>
- Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

- Edge:
<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge>

To opt-out of tracking by Google Analytics, visit: <https://tools.google.com/dlpage/gaoptout>


6. CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time to reflect changes to the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.


7. CONTACT US

If you have any questions about our use of cookies or other technologies, please contact us at:

Black Ridge Pavement & Property Maintenance

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