

Privacy Policy

Blue Ridge Industrial, LLC

This Privacy Policy describes how your personal information is collected, used, and shared when you visit bri-re.com (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information.

CONSENT TO TEXT MESSAGE

By opting into the text message service from Blue Ridge Industrial, LLC, you consent to receive text messages from Blue Ridge Industrial regarding your inquiries, orders, or services. You may opt-out at any time by replying STOP. For assistance, text HELP. Message and data rates may apply. Messaging frequency may vary.

Types of Personal Information Collected:

We collect the following types of information from users of our services:

- Name
- Email address
- Phone number
- Communication preferences
- Inquiry request history

We do not collect sensitive personal information such as Social Security numbers, financial account details, geolocation data, or browsing history through our website or communication platforms.

Utilization of This Information:

We use the information we collect to improve user experience and ensure efficient communication. This includes streamlining property management processes, addressing requests, and enhancing the overall quality of our services. Additionally, we may analyze this data internally to identify trends and improve our operations, marketing strategies, and tenant support. We do not share with third parties for marketing purposes.

Practices for Sharing This Information:

We take your privacy seriously. We do not sell or share your personal information with third parties for marketing purposes.

We may share limited information, such as your name, phone number, or service address, with trusted service providers solely to help us communicate with you or fulfill property management services (e.g., maintenance scheduling or emergency alerts). These providers are contractually obligated to protect your information and use it only for these specific purposes.

We do not share your information with affiliates or marketing partners.

SMS opt-in or phone numbers for the purpose of SMS are not being shared with any third party and affiliate company for marketing purposes.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you visit the Site, we will maintain in Google Analytics a record of your visit indefinitely. This record is not tied only to your device visit, and not any personal identifiable information.

MINORS

The Site is not intended for individuals under the age of 18.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@bri-re.com or by mail using the details provided below:

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