

## imi Privacy Policy

Effective date: September 6, 2022

### INTRODUCTION

Irving Materials, Inc. (“imi,” “we,” “our,” or “us”), with offices at 8032 North State Road 9, Greenfield, IN 46140, respects your privacy and is committed to protecting it through our compliance with this privacy policy (the “Policy”).

imi, an Indiana Corporation, maintains this Policy to keep you informed about the information we may collect from you, or that you may provide to us when you interact with the Site (defined below) or our Services (defined below), how we use and share that information, and your options with regard to our use of that information.

### SCOPE OF THE POLICY

This Policy applies to information collected through our websites on which the Policy is posted, including [www.irvmat.com](http://www.irvmat.com), [www.ebpaving.com](http://www.ebpaving.com), [www.specialtiescompany.com](http://www.specialtiescompany.com), and [www.driveimi.com](http://www.driveimi.com), in addition to any mobile application, product or service that displays or links to this Policy (collectively, the “Site”), used to deliver our construction or logistics services (the “Services”).

This Policy does not apply to websites, mobile apps, or other online products and services that have their own privacy policy or otherwise do not display or link to this Policy.

### THIS POLICY IS PART OF OUR TERMS OF SERVICE

This Policy is part of the Terms of Use [<https://irvmat.com/privacy.asp>] that govern your use of this Site. Please take a few minutes to review this Policy and the Terms of Use to familiarize yourself with our practices and your obligations when using this Site and our Services. Your use of this Site constitutes consent to be governed by the Terms of Use and this Policy.

### UPDATES TO THIS POLICY

We review our privacy practices from time to time, which are subject to change. We ask that you periodically review this page to remain familiar with the most current version of our Policy. Information collected after the posted effective date will be treated in accordance with the then most current Policy. When this Policy changes, we will update the “Effective date” at the top of the page.

### INFORMATION WE COLLECT

In certain areas of the Site, we may ask you to submit information that identifies you as an individual (“Personal Information”) to us, and we may invite you to request information from us. In addition to any information that you may voluntarily provide, the Site may automatically collect information about you and your use of the Site.

## Information We Automatically Collect

We automatically collect information about your interactions with our Site, including information about the device you use to access the Site.

*Cookies and Device Identifiers.* A cookie is a small file placed on your device when you visit a website that can be understood by the website that issued the cookie. We use cookies and other technologies, including device identifiers, to collect information and support certain features of the Site. For example, we may use these technologies to:

- collect information about how visitors use the Site (for example, which pages they visit, which links they use, and how long they stay on each page);
- support the features and functionality of the Site (for example, to save a visitor the trouble of re-entering information already in our database or to prompt the settings they established on previous visits);
- personalize a visitor's experience when they use the Site; and
- improve our marketing efforts, including targeted advertising.

We may use both session cookies and persistent cookies. A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. The information we collect using cookies and similar technologies may or may not be directly identifying of you, but we may link it to Personal Information that you provide. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept cookies when you visit our Site, you may be unable to use all of the functionality of the Site if your browser rejects cookies.

*Information from Your Computer or Mobile Device.* When you access the Site through your computer or mobile device, we may automatically collect certain information from and/or about your device, such as IP address, access dates and times, information about your geographic location (approximately, as determined through your IP address, or precisely, using GPS or similar technology), hardware and software information, mobile and computer or hardware device information. This information allows us to understand how you've used the Site, and other actions you have taken in connection with your use of the Site. We automatically collect log data when you access and use the Site.

## Information You Provide to Us

*Account Registration Information.* When you sign up for an account to use the Site and the related Services, you provide us with your basic contact information, including your name and email address. We use this information to communicate with you about your account and to send you messages about our Services.

*E-Mail Content and Newsletters.* You may choose to provide us with Personal Information in an email message to one of the addresses listed on our Site or by submitting your information in a "Stay Informed" or "Contact" section of the Site. We use this information to respond to your message, fulfill your order, or to register you for the Services, and we may use it to market or promote relevant services or products to you. If you sign up for an email newsletter, you have

the option to unsubscribe at any time. Any information you choose to provide regarding special interests may be used for marketing and promotional purposes. By providing this information, you may receive occasional email messages from imi or an affiliated organization.

*Payment Information.* You may provide payment information, including credit card or financial account information, to pay for our Services through the Site. This information is used only to fulfill the transactional purpose for which you submit it to us and may be processed by a third-party vendor on our behalf. We use a third-party payment processor to take payment for our Services.

*Credit Application Information.* You may provide Personal Information, including your name, address, email address, Social Security number, and financial information to us if you apply for a loan through a webform on the Site. Other notices and terms, provided to you separate from this Policy, may apply to the loan-application process.

*Job Applicant/Employment Information.* You may provide information about your qualifications for a position of employment with us, including your employment history, and other demographic information about you. This information is expressly not Personal Information subject to this Policy.

*Additional Sources of Information.* You may provide additional information to us when you request information about our Services. We may receive this information from you through email, the Site, or over the phone. This information may be combined with other information received through the various channels through which you interact with us.

### **THIRD-PARTY ANALYTICS TOOLS**

Beyond the information you voluntarily provide to us directly, imi utilizes analytics tools, including third-party technologies such as Google Analytics, to collect information and help us understand how visitors engage with our Site. To learn more about Google Analytics, click [here](#). To learn more about how Google uses data collected through partner sites or applications, click [here](#).

### **THIRD-PARTY ADVERTISING TOOLS**

Third parties may deliver cookies or other tracking technologies, including web beacons or tracking pixels to your computer or mobile device for the purpose of tracking your online behaviors across nonaffiliated websites, and to deliver targeted advertisements on other nonaffiliated websites. For example, we may use the Facebook Pixel to better understand who visits our website and to provide you relevant targeted advertisements on other websites.

### **HOW WE USE INFORMATION**

We use the information we collect to provide you the Services, enhance your experience on our Site, to improve our Services, and for marketing and promotional efforts. For more details about how we use information, please see below.

*Use of Information You Provide to Us.* Generally, we may use information you provide to us through the Site:

- to provide the information, content and Services you request;
- for security or fraud prevention purposes;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use our Site;
- to contact you with information and notices related to your use of our Site;
- to better understand your needs and interests;
- to improve the content, functionality and usability of this Site;
- to improve our Services;
- to improve our marketing and promotional efforts;
- to engage vendors and/or business partners to assist with the above; and
- for any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement between you and us.

Please see “Your Choices” below for information about the choices you have about the ways we use the information we collect about you.

*Use of Aggregated Information.* We may use information gathered through the Site to create a compiled, aggregate view of the Site’s audiences and its visitors’ usage patterns. We use aggregated information to improve our content, operate our Services, deliver products, and to better understand our audience as we develop new products and services. We may also share aggregated information—which no longer identifies any individuals—with our third-party service providers as well as with potential advertisers, so they can better understand and/or market to our audience.

## **EMAIL CONSENT AND OPT-OUT**

When you provide us your email address, you consent that we may contact you using that email address to provide you with information and notices relating to Services about which you inquire and about various other offerings that may be of interest to you in the future. It also means we may email you regarding updates to this Privacy Policy or with updates about imi generally (for example, to share a press release).

You may choose to opt out of receiving future commercial email messages from us. Each commercial email sent by us contains a link with instructions on how to remove yourself from our email list. Please note that you will need to opt-out separately from any third-party websites with which you have registered.

## **THIRD-PARTY DATA SHARING AND DISCLOSURE**

*Compliance with Law or Protection of Rights.* We may disclose information we collect, including your Personal Information, when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose your Personal Information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of

the Site; to enforce or apply any applicable terms of use or other agreements; or to protect our own rights or property, or the rights, property, or safety of others.

*Business Negotiations.* We may contemplate, for strategic or other reasons, selling, buying, merging, or otherwise reorganizing our businesses. In negotiating with a third party about entering into such an arrangement, we may need to disclose your Personal Information. In such cases, we will take reasonable measures to protect the Personal Information we disclose, for example, by requiring a prospective partner or purchaser to sign a non-disclosure agreement limiting the use and protecting the confidentiality of the information.

*Business Transfers.* We may transfer the information you submit on or through the Site, including Personal Information, to a partner or buyer or other successor in the event of a merger, divestiture, transfer of control, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by imi, a subsidiary, or an affiliated organization about our Site's users is among the assets transferred.

*Job Applications.* We utilize a third party to facilitate job applications through our Site. When you submit information related to an application for employment with us we redirect you to the third party's website, to which you directly provide your information.

*Vendors.* We may from time to time retain third-party vendors in order to help us manage the Site and allow us to better serve our visitors and customers. These may include third-party vendors we engage to analyze the information we collect for marketing or similar purposes.

We may contract with third parties who use cookies to collect information on our behalf. These parties maintain their own confidentiality and security standards. We may contract with companies or others to provide certain services, including payment services, data management and promotional services. We provide these service providers with the information they need to perform these services.

We may also share information, including Personal Information, to third-party vendors to help us provide the Services. For example, we may use a cloud-service provider to host information we collect or other aspects of our Services. Such vendors have access to Personal Information for a limited purpose and for a limited period of time.

We do not disclose personal information to third parties for their own direct marketing purposes.

## **LINKS TO THIRD-PARTY WEBSITES**

The Site may have links to other websites or resources over which imi does not have control. Such links do not constitute an endorsement by imi of those websites. You acknowledge that imi is providing these links to you only as a convenience, and you further agree that imi is not responsible for the content of such websites. Your use of such websites is subject to the terms of use and privacy policies located on the linked websites.

## **YOUR CHOICES**

*In General.* We respect your right to make choices about the ways your Personal Information is collected and used. For example, we will include instructions to unsubscribe from communications in each electronic newsletter or promotional email we send you.

*Unsubscribe from Newsletters or Promotional Communications.* We want to provide you information that is valuable to you. If at any time you wish to be taken off our mailing lists, please follow the unsubscribe instructions included in our communications to you or contact us by email at <https://irvmat.com/contact.html>, or by mail at the address listed below. Please provide your full name, postal address and email address so that we can find you on our mailing lists. Once we have the information we need, we will remove you from our mailing lists as you have requested. Please give us a reasonable amount of time to honor your request.

*Opt-Out Links.* We do not control how third parties use your information, but you can opt out of certain third-party activities at the links below.

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

To opt out of certain ad functions, please visit: <https://youradchoices.com/control>.

*Do Not Track Mechanisms.* Because of the changing state of technology and indecision within the industry regarding the meaning of Do Not Track signals, we currently do not make any guarantee that we will honor Do Not Track signals.

## **CHILDREN'S PRIVACY**

Our Site is not intended for individuals under the age of 16. Children under 16 years old may not use the Site or access its content without the written permission of a parent or guardian. If you believe that a child under the age of 16 has submitted information on or through one of our Sites without the consent and supervision of a parent or guardian, please contact us as indicated below.

## **CONTACT US**

If you have any questions regarding this Policy, please contact us via email at the form at <https://irvmat.com/contact.html> or by phone at 317.326.3101.