

## Bridgecrest Cookie Policy

This Cookie Policy describes how Bridgecrest uses cookies and similar technologies to provide, customize, evaluate, improve and protect our customers and the services we provide to you.

**Cookies.** A cookie is a small piece of text shared on your website browser when you visit a site or use an application. We use cookies for the following purposes:

- **Website Operation.** Cookies help us run our site securely and enable basic functions like page navigation.
- **Authentication, Security, and Functional Cookies.** Cookies help us identify trusted web traffic and control data collection when there is high traffic on our site. We also use cookies to remember your preferences, such as your preferred dealership so you don't have to enter your location every time you return to our site. Cookies also allow you to chat live with us from our website.
- **Performance and Analytics.** Cookies help us analyze how you interact with our site. This enables us to monitor and improve our site performance, services and enhance our customers' overall experience.
- **Advertisements.** Cookies allow us to deliver advertisements meaningful to you. Our third party advertising partners may use these cookies to highlight areas of interest, deliver relevant advertising on other sites, and measure the efficiency of the advertisements.

**How to Manage Cookies.** If you wish to prevent cookies from tracking your activity online you can set your website browser preferences to block certain cookies or notify you when a cookie is set. *If you block cookies, certain features on our website may not work.* For more information on how you can customize your browser's cookie setting please visit the link to your web browser below:

- [Chrome](#)
- [Google](#)
- [Safari](#)
- [Internet Explorer](#)
- [Mozilla](#)

You may opt-out of interest-based advertising in general by visiting the [Digital Advertising Alliance's](#) or [Network Advertising Initiative's](#) websites. We are not responsible for the completeness, effectiveness, or accuracy of any third party opt-out options or programs.

**We May Update this Policy.** When we make changes, we'll update the "Effective Date" at the bottom of this Policy and post it on our website. We encourage you to check back periodically to review this Policy for any changes since your last visit.

**Effective Date:** January 1, 2020