

Privacy Policy

Effective Date: September 2026

Last Updated: September 2026

We respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains how Widseth, and our subsidiary 95West Aerial Mapping, collect, use, disclose, retain, and safeguard your information when you visit our website, communicate with us, subscribe to our communications, apply for employment, or otherwise interact with us online.

By accessing or using our website, you acknowledge the practices described in this Privacy Policy.

Information We Collect

Information You Provide to Us

We may collect personal information you voluntarily provide, including:

- Name
- Company or organization
- Email address
- Phone number
- Mailing address
- Project information
- Request-for-proposal (RFP) or quote information
- Employment application information
- Resume and career-related details
- Communication preferences
- Any other information you submit through forms, email, surveys, or other communications

Providing personal information is voluntary. However, certain information may be necessary for us to respond to inquiries, evaluate employment applications, or provide requested services.

Information Automatically Collected

When you visit our website, certain information may be collected automatically through cookies, analytics tools, and similar technologies, including:

- IP address
- Browser type and version
- Operating system
- Device information
- Referring website
- Pages viewed
- Time spent on pages
- Date and time of visits
- General geographic location
- Website interactions and usage patterns

We use this information to understand how visitors use our website, maintain website security and functionality, evaluate website performance, and improve the user experience.

Cookies and Tracking Technologies

Our website uses cookies and similar technologies to provide website functionality, understand website usage, remember visitor preferences, and, where applicable, measure the effectiveness of communications or marketing activities.

Cookies and similar technologies may be used to:

- Remember visitor preferences
- Maintain website functionality
- Analyze website traffic and performance
- Measure communication or marketing effectiveness
- Improve website content and user experience

- Maintain website security

You may manage or disable cookies through your browser settings or through the cookie preference tools available on our website. Please note that some website features may not function properly if certain cookies are disabled.

Where required by applicable law, we will obtain consent before using cookies or similar technologies for purposes requiring consent.

Analytics Technologies

We use **Google Analytics 4 (GA4)** to understand how visitors interact with our website.

GA4 may collect information such as:

- Pages visited
- User interactions
- Device information
- Browser information
- Approximate geographic location
- Traffic sources

We use this information to evaluate website performance, improve content and functionality, and better understand how visitors interact with our website.

Information processed through Google Analytics may also be subject to Google's applicable privacy and data practices.

You may use the cookie preference tools available on our website to manage applicable analytics cookies.

Email Marketing and Communications

If you choose to subscribe to our newsletters, updates, or marketing communications, we may use **Mailchimp** as our email marketing platform.

Information submitted for subscriptions may include:

- Name

- Email address
- Communication preferences

Mailchimp processes this information on our behalf for purposes such as sending email communications and measuring engagement, including email opens and link clicks.

You may unsubscribe from marketing communications at any time by:

- Clicking the "unsubscribe" link included in a marketing email; or
- Contacting us using the information provided in this Privacy Policy.

Even if you opt out of marketing emails, we may still contact you regarding inquiries, projects, employment applications, transactions, or other administrative or business matters.

Employment Applications and Recruiting

If you apply for employment with Widseth, application information may be submitted through **Paylocity** or other recruiting and applicant tracking systems used by Widseth.

Information collected during the recruitment process may include:

- Contact information
- Employment history
- Education background
- Certifications and licenses
- Resume or curriculum vitae
- Other information relevant to employment consideration

Employment-related information may be used for recruitment, hiring, onboarding, compliance, workforce administration, and related purposes.

Information submitted through Paylocity is also subject to Paylocity's applicable privacy and security practices.

How We Use Information

We may use the information we collect to:

- Respond to inquiries and requests
- Provide information about our services
- Prepare proposals, estimates, and project communications
- Process employment applications
- Send newsletters and marketing communications
- Conduct surveys and collect feedback
- Improve website functionality, content, and user experience
- Analyze website performance and visitor engagement
- Maintain the security of our website and systems
- Prevent fraud, misuse, or other unauthorized activity
- Maintain appropriate business records
- Comply with legal and regulatory obligations
- Establish, exercise, or defend legal claims
- Protect the rights, safety, and property of Widseth, our employees, clients, website visitors, and others

We seek to limit the collection and use of personal information to information that is reasonably necessary and relevant to the purposes for which it is collected.

How We Share Information

Widseth does not sell personal information for monetary consideration.

We may disclose categories of personal information described in this Policy, including contact information, website and device information, communication information, project or inquiry information, and employment application information, to third parties when reasonably necessary to operate our business or provide requested services.

Categories of third parties with whom information may be shared include:

- Website hosting and infrastructure providers
- Information technology and security service providers

- Analytics providers, including Google Analytics
- Email communication providers, including Mailchimp
- Human resources and recruiting providers, including Paylocity
- Professional advisors, consultants, auditors, and legal counsel
- Other service providers that perform functions on our behalf

These providers may process personal information as necessary to provide services to Widseth and are subject to applicable contractual, confidentiality, privacy, and legal obligations.

We may also disclose information when required or permitted by law, as described below.

Targeted Advertising, Sale, and Profiling

Widseth does not sell personal information for monetary consideration.

Certain privacy laws define terms such as "sale," "targeted advertising," or "sharing" more broadly than their ordinary meanings. Cookies, analytics tools, advertising technologies, or similar services may, depending on how they are configured and used, involve processing that is subject to these definitions.

Where Widseth engages in processing that provides a legal right to opt out of the sale of personal data, targeted advertising, or qualifying profiling, we will provide an appropriate method for exercising that right.

Visitors may also use the cookie preference tools available on our website to manage applicable cookies and tracking technologies.

Legal Disclosures

We may disclose personal information when reasonably necessary to:

- Comply with applicable laws, regulations, court orders, legal processes, or government requests
- Enforce our agreements and policies
- Investigate fraud, security incidents, or suspected misuse
- Protect the rights, safety, and property of Widseth or others

- Establish, exercise, or defend legal claims
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Data Retention

We retain personal information only for as long as it remains reasonably necessary and relevant for the purposes for which it was collected or processed, unless a longer retention period is required or permitted by applicable law.

Factors we may consider when determining retention periods include:

- The type and nature of the information
- The purpose for which the information was collected
- The duration of our relationship or interaction with an individual
- Business and operational requirements
- Contractual obligations
- Legal, regulatory, and recordkeeping requirements
- Security, fraud-prevention, dispute-resolution, and legal-claim considerations

When personal information is no longer reasonably necessary for the purposes for which it was collected or for another lawful purpose, we will delete, anonymize, or otherwise securely dispose of the information in accordance with our applicable retention practices.

Data Security

Widseth maintains reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, loss, misuse, or destruction.

Our safeguards are designed to be appropriate to the nature and volume of personal information we process.

While we strive to use commercially reasonable measures to protect information, no method of internet transmission, electronic storage, or information security can be guaranteed to be completely secure.

Children's Privacy

Our website is intended for a general audience and is not directed to children under the age of 13.

We do not knowingly collect personal information from children under 13 through our website without appropriate authorization. If we become aware that such information has been collected in circumstances requiring parental or guardian consent, we will take appropriate steps consistent with applicable law.

Third-Party Websites

Our website may contain links to third-party websites or services. These websites and services operate independently from Widseth and may have their own privacy practices.

Widseth is not responsible for the privacy practices of third-party websites. We encourage visitors to review the privacy policies of external websites and services they use.

State Privacy Rights

Residents of certain states may have rights regarding their personal information under applicable state privacy laws. The specific rights available to you depend on your state of residence, the nature of our relationship with you, the information involved, and whether the applicable law applies to Widseth and the particular processing activity.

Minnesota Privacy Rights

Where the **Minnesota Consumer Data Privacy Act (MCDPA)** applies, Minnesota consumers may have rights that include the ability to:

- Confirm whether Widseth is processing personal data concerning them and access that data
- Correct inaccuracies in their personal data
- Request deletion of personal data concerning them, subject to applicable exceptions
- Obtain certain personal data in a portable and, where technically feasible, readily usable format
- Obtain certain information regarding third parties to whom personal data has been disclosed, as provided by applicable law

- Opt out of the processing of personal data for targeted advertising
- Opt out of the sale of personal data
- Opt out of certain profiling in furtherance of decisions that produce legal or similarly significant effects
- Question certain profiling results and obtain additional information where applicable under Minnesota law

Widseth does not sell personal information for monetary consideration.

Depending on the technologies used on our website and how applicable law defines targeted advertising, sale, or sharing, certain website technologies may be subject to privacy choices or opt-out rights. Where required, Widseth will provide an appropriate mechanism for exercising those rights.

Regardless of Where You Reside, Your Rights Include:

- Requesting access to your personal data.
- Objecting to the processing of your personal data.
- Requesting a commonly used, portable format of the data.
- Requesting correction or deletion of inaccurate or outdated data.
- Requesting restrictions on how your data is processed.

Exercising Privacy Rights

If you would like to exercise an applicable privacy right, including requesting access to, correction of, or deletion of personal information, or if you have questions about how your information is handled, please contact us:

Email: info@widseth.com

Phone: (218) 829-5117

Please describe the privacy right you are seeking to exercise and provide sufficient information for us to reasonably identify the information involved.

We may need to verify your identity before processing certain requests. We will use commercially reasonable efforts to authenticate privacy requests and may request additional information where reasonably necessary to do so.

Where the MCDPA applies, we will generally respond to an authenticated consumer request within **45 days** of receipt. We may extend the response period where permitted by law and will notify you if an extension is necessary.

We may decline or limit a request where permitted or required by applicable law and will provide applicable information regarding the reason for the decision.

Appeals of Privacy Requests

Where applicable law provides a right to appeal a decision regarding a privacy request, you may appeal our decision by contacting us at info@widseth.com.

Please indicate that you are submitting a **privacy request appeal** and, if possible, include information identifying the original privacy request and the decision you are appealing.

Where the Minnesota Consumer Data Privacy Act applies, Widseth will generally respond to an appeal within **45 days** of receiving it. Where reasonably necessary and permitted by law, this period may be extended, and we will provide notice of the extension and the reason for it.

Our response will explain the action taken or not taken and the reasons for our decision.

If an appeal under the Minnesota Consumer Data Privacy Act is denied, we will also provide information regarding how you may submit a complaint to the **Office of the Minnesota Attorney General**.

Cookie Preferences

Widseth uses **CookieYes** to provide cookie consent and preference-management tools.

You may review or update your cookie preferences at any time using the cookie settings option available on our website.

Changing cookie preferences will generally affect future use of applicable cookies and technologies and may affect certain website functionality.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, technologies, services, legal requirements, or website functionality.

When changes are made, the revised version will be posted on this page and the **Last Updated** date will be revised.

If we make a material change to this Privacy Policy or our privacy practices, we will provide notice to affected individuals as required by applicable law.

Where required by applicable law, we will also provide a reasonable opportunity to withdraw consent to materially different future collection, processing, or transfer of previously collected personal information.

Contact Us

If you have questions about this Privacy Policy, wish to exercise an applicable privacy right, or have questions about Widseth's privacy practices, please contact:

Widseth

7804 Industrial Park Road
Baxter, MN 56425

Email: info@widseth.com

Phone: (218) 829-5117