

PRIVACY POLICY

BRDG, Inc. • www.usebridge.com

Effective Date: July 1, 2026

1. Introduction

BRDG, Inc. ("Bridge," "we," "us," or "our") is committed to protecting the privacy and security of your information. This Privacy Policy describes how we collect, use, share, and protect information when you visit www.usebridge.com (the "Site") or interact with us in connection with our services.

Bridge provides healthcare infrastructure services — including payer contracting, provider credentialing and enrollment, real-time eligibility verification, and revenue cycle management — to virtual care companies ("Clients"). Bridge does not provide healthcare services directly to patients.

This Privacy Policy applies to:

- Visitors to the Site;
- Individuals who contact us through forms, email, or other channels; and
- Employees, contractors, and other representatives of Client organizations who access our platform.

If you have questions about this Privacy Policy, contact us at: privacy@usebridge.com.

2. Information We Collect

2.1 Information You Provide

We collect information you provide directly to us, including:

- Contact and inquiry information: name, email address, company name, job title, phone number, and message content when you fill out a form on the Site or contact us directly;
- Account information: business contact details, credentials, and configuration information when Client personnel register for or use our platform; and
- Communications: messages, feedback, and other correspondence you send to us.

2.2 Information Collected Automatically

When you visit the Site, we automatically collect certain technical information, including:

- Log and device data: IP address, browser type and version, operating system, referring URLs, pages visited, time spent on pages, and other usage information;

- Cookie data: information collected through cookies and similar tracking technologies (see Section 6); and
- Location data: general geographic location inferred from your IP address.

2.3 Information Related to Protected Health Information (PHI)

In connection with providing services to Clients, Bridge may receive, process, or transmit Protected Health Information ("PHI") as defined under the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations ("HIPAA"). Bridge acts as a Business Associate — not a Covered Entity — under HIPAA with respect to PHI received from or on behalf of its Clients.

2.4 Information from Third Parties

We may receive information about your organization or professional background from publicly available sources, partners, or third-party data providers in connection with our sales and marketing activities.

3. How We Use Information

We use the information we collect for the following purposes:

- Providing and operating the Site and our services, including responding to inquiries and processing demo or contact requests;
- Communicating with you about our services, updates, and promotional content (where you have consented or where permitted by applicable law);
- Improving the Site and our services through analytics and user feedback;
- Security and fraud prevention, including monitoring for and responding to security incidents;
- Performing services under our contracts with Clients, which may include processing PHI as described in Section 2.3; and
- Complying with legal obligations, resolving disputes, and enforcing our agreements.

We do not use PHI for purposes beyond those permitted under applicable BAAs and HIPAA.

4. How We Share Information

4.1 Service Providers

We share information with trusted third-party vendors and service providers who perform functions on our behalf, such as cloud hosting, data analytics, customer relationship management, and security monitoring. These providers are contractually obligated to protect the information we share and may only use it as directed by Bridge.

4.2 Clients

Where we process PHI or other data on behalf of a Client, we may share results, reports, or processed data with that Client as necessary to deliver our contracted services.

4.3 Payers and Healthcare Partners

In connection with providing services to Clients, Bridge may share PHI and other information with health insurance payers, clearinghouses, and other healthcare partners as necessary to process claims, verify eligibility, or perform credentialing and enrollment. All such sharing is conducted under appropriate data sharing agreements and in compliance with HIPAA.

4.4 Legal Requirements

We may disclose information when required by law, regulation, court order, or other legal process, or when we believe in good faith that disclosure is necessary to protect our rights, the safety of any person, or to detect or prevent fraud.

4.5 Business Transfers

If Bridge is involved in a merger, acquisition, financing, or sale of all or a portion of its assets, information may be transferred as part of that transaction. We will provide notice before information is transferred and becomes subject to a materially different privacy policy.

4.6 No Sale of Personal Information

Bridge does not sell your personal information or PHI to third parties for their own commercial purposes.

5. Data Security

Bridge implements and maintains an information security program designed to protect your information against unauthorized access, use, disclosure, alteration, or destruction. Our security measures include:

- SOC 2 Type II certification, validated through independent third-party audit;
- HIPAA-compliant security controls, including administrative, physical, and technical safeguards for electronic PHI;
- Encryption of data in transit (TLS) and at rest;
- Role-based access controls limiting access to information on a need-to-know basis;
- Regular vulnerability assessments and penetration testing; and
- Employee security training and incident response procedures.

For more details, visit our Trust Center at trust.usebridge.com.

No security system is impenetrable. While we work to protect your information, we cannot guarantee security against all threats.

6. Cookies and Tracking Technologies

6.1 Types of Cookies We Use

We use cookies and similar tracking technologies on the Site:

- **Strictly Necessary Cookies:** required for the Site to function. These cannot be disabled.
- **Analytics Cookies:** help us understand how visitors use the Site (e.g., Google Analytics).
- **Functional Cookies:** remember your preferences to improve your experience.
- **Marketing Cookies:** used to deliver relevant content and measure the effectiveness of our outreach.

6.2 B2B Visitor Identification — RB2B

We use RB2B, a B2B visitor identification service operated by RB2B (rb2b.com). RB2B uses your IP address to associate your visit to the Site with your employer or organization. It may provide us with company-level information such as company name, industry, and general location. RB2B does not provide us with your individual name or personal contact details through this process alone.

We use this information solely for business-to-business sales and marketing purposes — for example, to follow up with companies that have expressed interest in our services. We do not use RB2B data to track individuals for unrelated purposes.

RB2B's privacy practices are described in its privacy policy at rb2b.com/privacy-policy. To opt out of RB2B's visitor identification, visit rb2b.com/opt-out.

6.3 Managing Cookies

You can control cookies through your browser settings. Disabling certain cookies may affect Site functionality. You may also opt out of interest-based advertising at www.networkadvertising.org/choices.

7. Data Retention

We retain information for as long as necessary to fulfill the purposes for which it was collected, to comply with legal obligations, resolve disputes, and enforce our agreements. Specific retention periods depend on the type of information:

- **PHI:** retained in accordance with applicable BAAs, HIPAA requirements, and state law — generally no less than six (6) years;
- **Client and platform data:** retained for the duration of the client relationship and for a reasonable period thereafter as required by law or contract;
- **Site analytics and log data:** typically 12 to 24 months; and
- **Marketing and contact data:** until you opt out or request deletion.

When information is no longer needed, we destroy or de-identify it in accordance with our data retention policies.

8. Your Privacy Rights

8.1 General Rights

Depending on where you are located, you may have rights to: access the personal information we hold about you; correct inaccurate information; request deletion of your information; object to or restrict certain processing; and withdraw consent where processing is based on consent.

To exercise any of these rights, contact us at: privacy@usebridge.com. We will respond within the timeframe required by applicable law.

8.2 Note Regarding PHI

If you are a patient and wish to exercise rights regarding your PHI — including rights of access, amendment, or restriction — please contact the healthcare provider or telehealth company that delivered your care. As a Business Associate, Bridge does not independently control PHI and processes it only on behalf of our Clients. Your rights with respect to PHI must be exercised through the applicable Covered Entity.

8.3 California Residents (CCPA/CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), as amended by the CPRA, including the right to know what personal information we collect and how it is used, the right to delete your personal information (subject to exceptions), the right to correct inaccurate information, and the right not to be discriminated against for exercising these rights. Bridge does not sell or share personal information as defined under the CCPA.

To submit a CCPA request, contact us at: privacy@usebridge.com.

8.4 Marketing Communications

You may opt out of marketing communications at any time by following the unsubscribe link in any marketing email or by contacting us directly.

9. Children's Privacy

The Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us and we will take steps to delete it.

10. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices of those sites. This Privacy Policy applies only to information collected by Bridge through the Site and our services.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will update the "Effective Date" at the top of this page. For material changes, we may provide additional notice (such as by email). Your continued use of the Site after any changes constitutes acceptance of the updated Privacy Policy.

12. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Privacy inquiries: privacy@usebridge.com

Legal: legal@usebridge.com

Trust Center: trust.usebridge.com