

## Bridge Privacy Policy

Bridge SaaS Ltd, ABN 14 130 148 560 (‘**Bridge**’) is an Australian domiciled and registered business that offers its goods and services in Australia. ‘You’ refers to a user of this website including any individual and entity represented by the individual or on whose behalf the individual is acting.

Australia has regulators and legislation that govern and protect personal information, for example, the Office of the Australian Information Commissioner and the *Privacy Act 1988 (Cth)* (‘**Act**’).

### When does this policy apply?

This policy sets out Bridge's terms and conditions that apply when you interact with Bridge and disclose or Bridge collects from you, personal information as part of Bridge's website and other online operations.

However, when you access and use Bridge’s online software services under a services agreement with Bridge this policy does not apply to the extent that it conflicts or is inconsistent with the provisions of the services agreement regarding confidentiality, privacy and personal information.

Regarding any personal information of your customers or other third parties that you enter or store in Bridge’s online software when using our software services, we deem such personal information to be:

1. collected by you and not Bridge, and only processed and stored by our online software services on your behalf;
2. your sole responsibility:
  - a. when consent for its disclosure, distribution, use or storage; or
  - b. responses to requests, such as for what personal information is held, or for its updating, correction or deletion,may be required by law and that you will ensure that all such requirements are complied with;
3. your confidential information governed by the applicable provisions of our services agreement with you; and
4. subject to any obligations that Bridge might have under law to give access to or disclose such personal information to governmental departments or bodies.

When you are using this website or disclose personal information to Bridge the version of this policy on this website at the time will apply.

You are deemed to have accepted this policy including its terms and conditions and any consents you provide to Bridge under it, by using Bridge’s website or disclosing personal information to Bridge.

If you do not agree with any of the terms, conditions or consents under this policy you should not use Bridge's website or disclose personal information to Bridge.

When using Bridge’s website and providing personal information to Bridge from a jurisdiction outside of Australia, such as the European Union, where your personal information is governed by the laws and

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regulations of that jurisdiction, you consent to the transfer to, and storage in, Australia of your personal information and it being governed by the laws and regulations of Australia and this policy.

## How does Bridge obtain your personal information?

Bridge may obtain your personal information, such as your name, contact details and formal identification or other personal information that you choose to share with Bridge. Bridge does not collect sensitive personal information, and you should not share such information with Bridge through this website.

Bridge obtains personal information from three main sources. First, when you open and administer an online account with Bridge, secondly, when you purchase goods or services from Bridge online, and thirdly, when you interact with Bridge online. Other sources of your personal information may include demographic data obtained from data brokers, services that you use that make such information available to others, and publicly available databases.

Opening and administering an online account – Bridge collects your name, organisation, contact and address details and formal identification as required for Bridge to provide you with Bridge’s services or products.

When you purchase goods or services from Bridge online – Bridge collects your name, organisation, contact and address details. Bridge does not collect, see, have access to or store your payment card details on Bridge’s website. You supply these details directly to the payment provider by entering them on Bridge’s website.

When you interact with Bridge online – Bridge collects your name, organisation and contact details and personal information required to verify your identity or that you choose to share with Bridge.

Also see the section below on *Cookies, Log File Information, Device IDs and Web Beacons*.

## Use, distribution and storage of your personal information

Bridge uses your personal information to provide Bridge’s services and products and to protect them, improve and develop Bridge’s services and products, develop marketing campaigns, and to advertise to you. Bridge stores your personal information for these purposes and as required by Bridge’s corporate governance rules including financial reporting requirements and other laws. Your personal information is retained by Bridge and not shared with third parties, other than as described below.

Bridge may share your personal information with providers who assist Bridge with functions such as billing, customer support and management, email services, hosting and storage, analytics, data labelling and machine learning, security, advertising and marketing services, delivery of physical products, and other service providers.

### Below are some examples.

Bridge may store your personal information on Bridge’s enterprise applications such as Google or similar applications. Bridge does not transfer, disclose or provide consent to use your personal information to the third parties that own, license or support these applications, but these applications may store and process this data on Bridge’s behalf outside of Australia. You consent to your personal information being transferred and processed for storage and retrieval by these applications outside of Australia.

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Bridge may share your name, contact phone number and email address with Bridge's advertising or marketing providers solely for them or someone acting on their behalf to contact you regarding Bridge's service and product offerings, and news or events. These providers may have access to your name, contact phone number and email address and the information you then choose to share with them and Bridge. Some examples of such third parties are Google Analytics and Hubspot. This information may be transferred overseas by such third parties. In some cases they may use cookies or web beacons (see *Cookies, Log File Information, Device IDs and Web Beacons* below).

When you enter your payment card details on Bridge's website they are provided directly to the third party payment providers indicated, who are subject to legislation and industry compliance and have their own terms that will govern such details. You must ensure that you are willing to use the payment provider and understand and agree to their terms in this regard. You will be deemed to have accepted their terms when you enter your payment card details over Bridge's website.

Legislative, administrative, executive and law enforcement authorities under Australian legislative prescriptions may request Bridge to, and Bridge may then, disclose certain of your personal information to them. Where practical and if permissible, Bridge will notify you of such disclosures.

Should Bridge decide to sell Bridge's website operations or certain of Bridge's services or product lines or other assets, or should Bridge be acquired by or merged with another entity, you consent that Bridge may disclose, sell or transfer your personal information such as name, contact details and account information to a prospective purchaser, acquirer or merged entity. Bridge will provide you notice of such an occurrence where after you may wish to consider your rights described in the section below on *How to control your personal information* and cookies regarding your personal information or other rights available to you.

Bridge hosts this website and certain of Bridge's software applications that may process or store your personal information on cloud server or edge infrastructure. Whilst this hosting infrastructure is not under Bridge's control and Bridge does not accept any liability for failures or security breaches in this infrastructure, Bridge will maintain commercially reasonable technical and operational measures designed to protect Bridge's website and software applications from malicious activity and provide for the security and integrity thereof and comply with any prescribed data breach notification rules.

### **Our liability regarding your personal information**

You acknowledge and agree that to the maximum extent lawful, Bridge is not liable to you for any loss or harm suffered by you related to your personal information resulting from:

1. an operational, technical or cyber security incident (including without limitation any loss, theft or alteration of personal information) (**'Incident'**) related to Bridge's hosting infrastructure, website or software applications; or
2. any collection, disclosure or use of your personal information by any third parties referred to in this policy or any Incident related to such third parties.

### **Advertising**

Bridge may have advertising partners (such as LinkedIn, Facebook and Google) to whom Bridge discloses your account user information solely for purposes of providing personalised advertising to you on Bridge's website or other websites or online search engines. Bridge does not disclose or sell your personal information to such advertising partners for their own advertising purposes. However, they may

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obtain your IP address when sending an advertisement directly to your device. This information may be transferred overseas to or by them. They may use cookies, web beacons or other information gathering technologies and have their own privacy terms and conditions that apply, over which Bridge has no control. You consent to Bridge disclosing your account user information to such advertising partners.

## Cookies, Log File Information, Device IDs and Web Beacons

When you use Bridge's website, for example, to open an account, Bridge may use cookies to enable the provisioning, and analyse use, of Bridge's services and products. These may be cookies that are essential for Bridge to provide a service or non-essential cookies that Bridge uses to analyse use of Bridge services and products. Bridge may also use cookies when advertising to you. You consent to Bridge's use of both essential and non-essential cookies.

Log file information may be automatically reported by your browser when you access Bridge's online services. This may include information such as your web request, IP address, browser type, referring or exit pages and URLs, number of clicks and how you interact with links on the landing pages, pages viewed, and other similar information.

When you use Bridge's website through a mobile device, Bridge may use device identifiers such as small data files stored on or associated with your mobile device. This may convey your browsing and use information to Bridge. Some features of Bridge's website may not function properly if use or availability of device identifiers is impaired or disabled.

Bridge does not use web beacons (also referred to as clear GIF's, web bugs or electronic tags).

The third parties referred to before and also those that Bridge may choose to provide links to on Bridge's website, may use cookies, web beacons and other information gathering technologies when you use Bridge's website including when clicking on their links. These third parties have their own terms that govern your personal information and their use of cookies, web beacons and other information gathering technologies. By using Bridge's website or providing personal information to these third parties, you are deemed to have accepted their use of such technologies and their terms that govern your personal information.

Please also see the next section on how you might control your personal information, cookies and other information gathering technologies.

## How to control your personal information

Your web browser that you use to access Bridge's website might include features that you can use to control your personal information, cookies and tracking technologies such as web beacons.

You can also unsubscribe from receiving advertising or marketing emails or texts by following the unsubscribe instructions or link provided.

You may also to the extent permissible by law (for example, sometimes Bridge may be required by law to retain personal information for financial reporting or to protect rights or pursue claims) withdraw a consent you provided to Bridge to use your personal information and access, delete, update or correct, or lodge a complaint regarding, your personal information held by Bridge. You may do so with any methods Bridge may provide over Bridge's website, or by contacting Bridge. In some cases this may adversely affect Bridge's ability to provide services or products to you but Bridge will notify you of the

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affected services or products. Bridge will tend to your request (if not automated) or complaint as soon as is reasonably practicable and in any event as required by law.

You may also lodge a complaint regarding your personal information with the Office of the Australian Information Commissioner.

This link: <https://www.oaic.gov.au/individuals/how-do-i-make-a-privacy-complaint> describes when and how you may proceed with such a complaint.

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