

# Privacy Policy

## INTRODUCTION

Crossbridge Hospice, along with its affiliated entities, is committed to safeguarding the privacy of our online visitors, users, employees, members, and partners. This commitment is reflected in our adherence to the principles outlined in this Privacy Policy. We recognize the importance of privacy in the digital environment and encourage you to review this policy carefully to understand how we collect, use, protect, and disclose your information. This Privacy Policy outlines the types of information we may collect from you, or that you may provide when accessing our website, and details our practices regarding the handling of that information.

### **This Privacy Policy governs the collection and use of information obtained:**

- Company and Careers websites, and intranet sites.
- Through email, text messages, and other electronic communications between you and all company websites and internal communication channels – e.g., Teams.
- Via mobile and desktop applications that you download from this Website, which offer dedicated non-browser-based interactions between you and this Website.
- When you interact with our advertisements and applications on third-party websites and services, provided those advertisements or applications include links to this Privacy Policy.

### **This Privacy Policy does not apply to information collected:**

- Offline or through any other methods outside of this Website, including on any other website operated by the Company or by third parties (such as affiliates or subsidiaries); or
- By third parties (including affiliates and subsidiaries), through any application or content (including advertisements) that may link to or be accessible from or through this Website.

Please review this policy carefully to understand how we collect, use, and protect your information. If you do not agree with our practices, you may choose not to use our website. By accessing or using this Website, you consent to this Privacy Policy. We may update this policy occasionally (see the section “Changes to Our Privacy Policy” below). Your continued use of the Website after any changes indicates your acceptance of those updates, so we encourage you to review this policy periodically.

## CHILDREN UNDER THE AGE OF 13

Our website is not intended for children under the age of 13. Individuals under 13 are prohibited from submitting any personal information on or through the Website. We do not knowingly collect personal data from children under 13. If you are under 13, please do not use the Website, submit any information about yourself, or participate in any interactive or public comment features. This includes sharing details such as your name, address, phone number, email, or any usernames. If we discover that we have collected personal information from a child under 13 without verified parental consent, we will promptly delete that information. If you believe we may have information from a child under 13, please contact us at 615-583-7001.

## INFORMATION COLLECTION AND METHODS

We collect several types of information from and about users of our website, including:

- *Information You Provide Voluntarily:* While using the Website, you may choose to share personal information such as your name, mailing address, email address, date of birth, phone number (home or mobile), or any other identifiable information (“Personal Information”). Additional Personal Information may be provided when submitting inquiries, requesting information, or applying for a job. While sharing Personal Information is optional, certain features or content on the Website may be inaccessible without it. We may collect the information you provide, utilize pseudonymous identifiers, aggregate data, and/or depersonalize it for our purposes.
- *Non-Identifiable Information:* We may collect information about you that does not personally identify you, such as your political or religious beliefs, education level, age, gender, and other similar demographic details.
- *Technologically Gathered:* We may automatically collect certain information as you navigate the Website. The information may be combined with data about other users to create aggregated insights about visitor behavior. Additionally, we may collect and store data about your internet connection and the equipment you use to access our Website, including but not limited to pages you view, websites visited prior to ours, frequency of visits, click patterns, browser type, operating system, organization name, articles or presentations viewed, time spent viewing pages or features, server location, cookies on your device, search terms used and results, date and time of access, connection speed, and other non-identifiable technical information. This data may be analyzed and compiled into reports to help us understand user preferences and patterns.

We, along with third parties like Facebook, may use cookies, web beacons, and other storage technologies to recognize you or gather information about your interactions with the Website and other parts of the internet. The information collected may be combined with other data to enhance your website experience, provide analytics, or deliver targeted advertisements based on legitimate interests.

**The technologies we use for this automatic data collection may include:**

- *Cookies (or browser cookies)*. When you visit the Website, whether or not you register for an account, we may send one or more cookies. “Cookies” are small text files containing a string of alphanumeric characters that may be placed on your web browser. Cookies make it easier for you to navigate our Website by, among other things, “remembering” your identity so that you do not have to input your password multiple times as you navigate between web pages on the Website and/or as you access certain services we may provide. This use of cookies for authentication (i.e., verifying that you are who you say you are) is an essential component of site security. You can set your web browser to inform you when cookies are set or to prevent cookies from being set.
- *Flash Cookies*. Certain features of our website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- *Web Beacons*. Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We collect this information in the following ways:

- Directly from you when you provide it to us.
- Automatically as you browse our website, which may include usage data, IP addresses, and information gathered through cookies, web beacons, and other tracking tools.
- From third parties, such as our business partners.

## USE OF COLLECTED INFORMATION

We primarily use the information collected through the Website to enhance and personalize your experience, communicate with you via email, and to improve, manage, customize, and maintain the Site. This helps us better understand user preferences and behaviors, fulfill our obligations, and enforce our rights. Depersonalized information may be utilized for market research and analysis, either internally or for third parties, and to share demographic or usage insights in a way that does not identify individuals.

Personal information provided on the Site, such as through messaging or chat features, is used to process inquiries and connect customers with suitable care. Additionally, we may use your Personal Information to send service updates or marketing messages about our services or those of our affiliates. For job applicants, we use submitted Personal Information to assess their suitability for employment. Personal information is not used for automated decision-making.

## EMAIL COMMUNICATIONS

We regularly send email newsletters to our registered users. Registered users may subscribe or unsubscribe to an email newsletter at any time by changing their email preferences. On occasion, we may send emails to individuals such as Website visitors who have provided us with their email address, informing them of events, developments, and various other activities we think might be of interest to them. Email recipients may always opt out of any email category at any time by following the unsubscribed instructions included in the email message.

Emailing Us: When you contact us via email, your message and email address may be directed to the appropriate department within our organization to ensure a timely and accurate response. While we strive to reply to all inquiries in accordance with our internal procedures, we cannot guarantee a specific response timeframe. We may retain your message and any related correspondence for documentation or operational purposes.

Please note that any information, ideas, proposals, business concepts, or other materials submitted via email will be considered non-confidential and non-proprietary. Accordingly, we assume no liability for any delays, omissions, or failure to respond to such communications.

## THIRD- PARTY CONTENT AND TRACKING TECHNOLOGIES

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you

use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the provider responsible directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

## **HOW INFORMATION HELPS BOTH YOU AND US**

Information about you plays a key role in our ability to succeed in this mission. Amongst other things, it also helps us service your accounts and effectively promote the organization. For example, we use information about you to:

- Present our website and its contents to you;
- Respond more accurately and efficiently to your requests;
- Identify opportunities to give you more convenience and control by developing new services that may benefit you;
- Provide you with information you request from us;
- Fulfill any other purpose for which you provide;
- Notify you about changes to our website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.

We may also use your information to contact you about certain topics, issues, and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. For more information, see [Choices About How We Use and Disclose Your Information](#).

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audience. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## **SOCIAL MEDIA FEATURES**

Our website may include Social Media Features such as the Facebook Like button, Twitter, and share buttons. These Features are interactive mini-programs and may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the Privacy Policy of the company providing them.

## **THIRD-PARTY DISCLOSURES**

We may disclose aggregated information about our users, as well as information that does not personally identify any individual, without restriction. Additionally, we may share personal information that we collect or that you provide, as described in this Privacy Policy, with third parties in limited circumstances to support our operations, deliver services, fulfill legal obligations, or for other legitimate business purposes.

### **Categories of Disclosures may Include:**

- *Service Providers and Operational Support:* We may share your personal information with contractors, service providers, business partners, and other third parties who assist us in operating our website, delivering services, or supporting our internal functions. These parties are bound by contractual obligations to protect your information and use it only for the purposes for which it was disclosed.
- *Legal and Compliance Obligations:* We may disclose your personal information when required to do so by law, such as in response to a subpoena, court order, or legal process, or to cooperate with law enforcement or other governmental authorities. We may also disclose information when we believe it is necessary to:
  - Enforce our rights or defend against legal claims.
  - Investigate, prevent, or take action regarding suspected illegal activities, fraud, threats to safety, violations of our terms, or breaches of this Privacy Policy; and
  - Comply with applicable laws and regulations.
- *Business Transfers:* In the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or sale or transfer of all or part of our assets, whether as a going concern or as part of bankruptcy or a similar

proceeding, your personal information may be transferred to the acquiring entity. That entity's privacy policy will govern the continued use and protection of your information.

- Purpose-Based Disclosures: We may disclose your information to fulfill the purpose for which you provided it. For example, if you use a feature like "email a friend," we may use your email and message content solely to carry out that request.
- With Your Consent: We may share your personal information with third parties for any purpose you expressly authorize.
- Marketing and Advertising Disclosures: We do not currently sell, rent, or share your personal information with unaffiliated third parties for their direct marketing purposes, except as described in this Privacy Policy. However, some advertising practices we may participate in could be interpreted as a "sale" or "sharing" of personal information under certain state privacy laws. Please refer to the section titled "Your Privacy Choices" for information on how to manage your preferences or opt out.

## CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

We are committed to giving you control over how your personal information is used and shared. To support that commitment, we offer the following options:

- Cookies and Tracking Technologies: You may configure your browser to refuse some or all browser cookies or to alert you when cookies are being placed. For information on managing Flash cookies, please visit Adobe's Flash Player settings page. Please note that disabling cookies may impact the functionality and accessibility of certain features on our website.
- Third-Party Advertising and Marketing Communications: If you prefer that we do not share your personal information with unaffiliated or non-agent third parties for promotional purposes, you may opt out by unsubscribing or adjusting your communication preferences.
- Email Communications: If you receive a promotional email from us and no longer wish to receive such communications, you may respond to the email with your opt-out request or follow the unsubscribe instructions included in the message.
- Interest-Based Advertising: While we do not control the data collection practices of third parties for interest-based advertising, many offer tools to help you opt out of such tracking. You can opt out of targeted advertising from members of the

Network Advertising Initiative (NAI) by visiting the NAI opt-out page at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

## **YOUR STATE PRIVACY RIGHTS**

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com).

**California Consumer Privacy Act of 2018 (CCPA) provides state residents with rights to:**

- Right to know about personal information a business collects about them and how it is used and shared.
- Right to delete personal information collected from them (with some expectations).
- Right to opt out of the sale or sharing of their personal information.
- Right to non-discrimination for exercising their CCPA rights.
- Right to correct inaccurate personal information that a business has about them.
- Right to limit the use and disclosure of sensitive personal information collected about them.

**Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:**

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

**Colorado, Connecticut, and Virginia also provide their state residents with rights to:**

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please email [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com). To appeal a decision regarding a consumer rights request please email [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com)

Nevada provides its residents with a limited right to opt-out of certain personal information sales. However, please know we do not currently sell data triggering that statutes opt-out requirements.

## **DATA SECURITY**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide for us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

## **OPT-OUT POLICY**

We may at times send you email communications with informational or promotional materials. If you prefer not to receive such marketing or promotional emails from us, you may unsubscribe completely by emailing us at: [info@crossbridge.-hospice.com](mailto:info@crossbridge.-hospice.com) Please note that opt-out requests may take up to twenty-four (24) hours to process. Please also note that at times we may need to send you email communications that are transactional in nature such as service or termination announcements or payment confirmations which are communications you will not be able to opt-out of.

If you would like us to remove your Personally Identifiable Information from our database, please send a request to: [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com). We are not responsible for removing your personal information from the lists of any third-party services or other third party who has previously been provided your information in accordance with this notice.

## **GOVERNING LAW AND JURISDICTION**

This Privacy Notice shall be governed by, construed and entered in accordance with the laws of the State of Michigan applicable to contracts deemed to be made within such state, without regard to the choice of law or conflict of law provisions thereof. All disputes with respect to this Privacy Notice shall be brought and heard either in State of Michigan courts or federal courts of proper jurisdiction located in Detroit. You consent to the personal jurisdiction and venue of such courts. **YOU HEREBY WAIVE YOUR RIGHT TO A TRIAL BY JURY WITH RESPECT TO ANY CLAIM, ACTION OR PROCEEDING, DIRECTLY OR INDIRECTLY, ARISING OUT OF, OR RELATING TO, THIS AGREEMENT TO THE FULLEST EXTENT PERMITTED BY LAW.**

## **CHANGES TO THIS PRIVACY POLICY**

We may revise our Privacy Policy at any time. In the event of a change in this Privacy Policy, a revised Privacy Policy will promptly be posted to our website, and the "Updated" date will be changed. Please revisit this page to familiarize yourself with the changes to the Privacy Policy. You agree to accept posting of a revised Privacy Policy as described herein as actual notice to you of such revised Privacy Policy. Your continued use of our website after such posting constitutes consent to the collection and use of your information as described in the then-current Privacy Policy.

## **CONTACT INFORMATION**

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com). To register a complaint or concern, please email our privacy officer at: [compliance@crossbridge-hospice.com](mailto:compliance@crossbridge-hospice.com) or toll-free at (833) 718-5683. We will use reasonable efforts to respond promptly to reasonable requests or questions you may have regarding our use of your Personal Information.