



# Privacy Policy

**Last Updated: 6/30/26**

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 16**

Our website is not intended for children under the age of 16. Individuals under 16 are prohibited from submitting any personal information on or through the Website. We do not knowingly collect Personal Information from children under 16. If you are under 16, 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 16 without verified parental consent, we will promptly delete that information. If you believe we may have information from a child under 16, please contact us at 615-583-7001.

## **CHANGES TO THIS PRIVACY POLICY**



We may update this policy from time to time, and we will provide notice of any such changes to the policy as required by law. The date the privacy policy was last updated is identified at the top of the page. We will notify you of changes to this policy by updating the "last updated" date and posting the updated policy on the Services. We may email or otherwise communicate reminders about this policy, but you should check our Services periodically to see the current policy and any changes we have made to it.

## INFORMATION COLLECTION CATEGORIES

"Personal Information" is information that identifies, relates to, or describes, directly or indirectly, you as an individual, such as your name, email address, telephone number, home address, or payment information (for example, account information such as name, postal address, and email address, payment card number, social security number, or any other identifier we may use to contact you online or offline).

The types and categories of personal data we collect or process include:

- Account and contact information, including name, address (such as home address, work address, or other address), email address, phone number, and other contact information you provide us.
- Payment information, including credit card or debit card information and information about the payment methods and services (such as PayPal or Venmo) you use in connection with the Services.
- Demographic information, including your age, gender, income level, education, or family or marital status, if you have consented to such information collection.
- Device information, including your IP address, device identifiers, operating system and version, preferred language, hardware identifiers, browser type and settings, and other device information.
- Identity document information, such as Social Security and driver's license numbers, if you have consented to such information collection.

We also collect:

- **Statistics or aggregated information.** Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal data. For example, we may aggregate personal data to calculate the percentage of users accessing a specific Services feature.
- **Technical information.** Technical information includes information about your internet connection and usage details about your interactions with the Services, such as clickstream information to, through, and from our Services (including date and time), products that you view or search for; page response times, download errors, length of your visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), or methods used to browse away from a page.

If we combine or connect non-personal statistical or technical data with personal data so that it directly or indirectly identifies an individual, we treat the combined information as personal information.



## HOW WE COLLECT YOUR PERSONAL AND OTHER DATA

### Information you provide to us:

While using the Website or as you interact with our services, 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. Additional Personal Information may be provided when submitting inquiries, requesting information, or applying for a job.

### Automatically through our Services

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect information that may include personal data. Information collected automatically may include usage details, IP addresses, operating system, and browser type, and information collected through cookies, web beacons, and other tracking technologies including details of your interactions with our Services, such as traffic data, location data, logs, and other communication data, and which resources and Services features that you access and use.

Using automatic collection technologies helps us to improve our Services and to deliver a better and more personalized experience.

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

- **Cookies.** A cookie is a small file placed on your device when you interact with the Services. You may refuse to accept or disable cookies by activating the appropriate setting on your browser or device. However, if you select this setting, you may be unable to access certain features of the Services.
- **Web Beacons.** Some parts of the Services 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 us (or our service providers), for example, to count users who have visited those parts or opened an email and for other related statistics (for example, recording the popularity of certain content and verifying system and server integrity).
- **Local Stored Objects.** 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. LSOs are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for LSOs cookies, see "Choices About How We Use and Disclose Your Information."

To the extent any of these automated technologies are considered a personal data sale, targeted advertising, or profiling, under applicable laws, depending on where you live, you may opt out from use of these automated technologies for such uses by following the instructions in the "Choices About How We Use and Disclose Your Information" section below. Please note that some Services features may be unavailable as a result.

## USE OF COLLECTED INFORMATION

We use information that we collect about you or that you provide to us, including any personal data, to:

- Provide you with the Website and services and any contents, features, information, products,



- or services that we make available through the services.
- Fulfill any other purpose for which you provide it. For job applicants, we use submitted Personal Information to assess their suitability for employment.
  - Improve our Services, including by analyzing your information and creating aggregated data derived from your information) to develop, maintain, analyze, improve, optimize, measure, and report on our Services and their features and how users interact with them. Our analysis may include the use of technology like machine learning and large language models, which may include training these models or sharing with third parties for model training.
  - [Promote our services, business, and offerings by publishing advertising on our own services and by placing ads on third parties' services. We may use your information to model, segment, target, offer, market, and advertise our services.
  - Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
  - Notify you when services updates are available and about changes to any products or services we offer or provide through them.
  - In any other way we may describe when you provide the information.
  - For any other purpose with your consent.

The usage information we collect, whether connected to your personal data or not, helps us improve our Website and services and deliver a better and more personalized experience by enabling us to:

- Estimate our audience sizes and usage patterns.
- Store information about your preferences, allowing us to customize the Website according to your individual needs and interests.
- Speed up your searches.
- Recognize you when you return to our Website.

We may also use your information to contact you about goods and services that may be of interest to you. If you do not want us to use your information in this way, you can opt-out by using the instructions in the "Choices About How We Use and Disclose Your Information" section below.

We do not use your Personal Information to perform automated decision-making and any decisions which involve the use of automated technologies will be reviewed by a person before any directive is followed.

## **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.

We may disclosure Personal Information:

- To our subsidiaries, affiliates, and parents.
- To 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.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Crossbridge Hospice's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by Crossbridge Hospice is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "referral" feature of our Website, we will transmit the contents of that email and your email address to the recipients.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal data:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our organization, our members, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

## **CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION**

This section describes mechanisms you can use to control certain uses and disclosures of your information and rights you may have under state law, depending on where you live.

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 can set your browser to refuse all or some browser cookies or other tracking technology files, or to alert you when these files are being sent. You can choose whether or not to allow the services to collect information through other tracking technologies by refusing cookies (except strictly necessary cookies) through the cookie banner made available to you. Some browsers include a "Do Not Track" (DNT) setting that can send a signal to the online services you visit indicating you do not wish to be tracked. Because there is not a common understanding of how to interpret the DNT signal, our Services may not respond to all browser DNT signals. Instead, you can use the range of other tools to control data collection and use, including the cookie controls and advertising controls described in this policy. 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.
- **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. If you prefer not to receive such marketing or promotional emails from us, you may also 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.

- ***Interest-Based Advertising.*** We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. To learn more about opting out of receiving targeted ads from members of the Network Advertising Initiative ("NAI"), including how to add the NAI Global Privacy Control (GPC) extension to your Chrome web browser, see [NAI: How to Opt Out](#)Opens in a new window.

## **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).

Nevada provides its residents with a limited right to opt-out of certain Personal Information sales. Residents who wish to exercise their sale opt-out rights may submit a request to us using the Contact Information below. However, please know we do not currently sell data triggering that statute's opt-out requirements.

## **DATA SECURITY**

We use commercially reasonable administrative, physical, and technical measures designed to protect your personal data from accidental loss or destruction and from unauthorized access, use, alteration, and disclosure. However, no website, mobile application, system, electronic storage, or online service is completely secure, and we cannot guarantee the security of your personal data transmitted to, through, using, or in connection with the Services. In particular, email, texts, and chats sent to or from the Services may not be secure, and you should carefully decide what information you send to us via such communications channels. Any transmission of personal data is at your own risk.

The safety and security of your information also depends on you. You are responsible for taking steps to protect your personal data against unauthorized use, disclosure, and access. 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.

## **HOW WE RETAIN YOUR PERSONAL DATA**

We keep the categories of personal data described in this policy for as long as reasonably necessary to fulfill the purposes described or for as otherwise legally permitted or required, such as maintaining the Services, operating our organization, complying with our legal obligations, resolving disputes, and for safety, security, and fraud prevention. This means that we consider our legal and business obligations, potential risks of harm, and nature of the information when deciding how long to retain



personal data. At the end of the retention period, personal data will be deleted, destroyed, or deidentified.

## **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.

This Website and Privacy Policy are provided by:

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