My Bridge Now's Cookie Notice

Effective Date: May 9, 2024

Last Updated on: June 11, 2024

The Cookie Notice

My Bridge Now respects the privacy of visitors using www.mybridgenow.com (our "Sites"). This Cookie Notice applies to www.mybridgenow.com and is associated with our Privacy Notice and provides you with clear and detailed information about the cookies and other technologies we use and our purposes for using them.

Like most other sites, our Sites use cookies in combination with other code such as pixels, scripts, tags, and beacons (collectively referred to herein as "cookies") to distinguish you from other users of our Sites. You can find out more about the different types of cookies used on our Sites below. You should be aware that refusing certain types of cookies may impact your experience of our Sites. You can change your preferences at any time by visiting our Cookie Preferences Center.

What is a Cookie?

A cookie is a small file of letters and numbers a website asks your browser to store on your device. Cookies store bits of information to help make our Sites work. Cookies set by My Bridge Now are called "first-party cookies" (i.e., cookies placed by www.mybridgenow.com). We also use third-party cookies, which are cookies set by a domain other than the current site you are visiting. Additional information about cookies is available at: www.whoishostingthis.com.

Your Choices Regarding Cookies

Cookie Preferences Selection

You have the option of selecting your cookie preferences when you first visit My Bridge Now's Sites through our Cookie Preferences Center. When you visit our Sites, strictly necessary cookies will be placed on your device so our Sites are able to function. You will be asked to consent or agree to other cookies via the Cookie Preferences Center. You can give consent by clicking on the appropriate button, or by setting your preferences when prompted. My Bridge Now does not assume consent and do not use cookies other than strictly necessary cookies if consent is not expressly given.

Browser Settings

You may also alter your cookie settings on your Internet browser to set a "Do Not Track" signal. Note, if your browser settings block all cookies (including strictly necessary cookies), you may not be able to access all or parts of our Sites. Internet browser cookie settings are usually found in the "settings," "preferences," or "options" menu of your browser. In order to understand more about these settings, the following links may be helpful. You can also use the "Help" option in your browser for more details.

- Cookie settings in Internet Explorer
- Cookie settings in Firefox
- Cookie settings in Safari
- Cookie settings in Chrome

Industry Programs

You can also take advantage of industry-sponsored programs allowing you to better manage how some companies advertise to you, including but not limited to the following resources:

- Global Privacy Control — Take Control Of Your Privacy
- The Network Advertising Initiative's Opt-Out page Opt Out - NAI: Network Advertising Initiative (thenai.org)
- The Digital Advertising Alliance's WebChoices tool WebChoices: Digital Advertising Alliance's Consumer Choice Tool for Web US (aboutads.info)

Additional information on cookies and online advertising choices are offered by：

- **Adobe Marketing Cloud**: If you would like more information on how to remove yourself from the tracking and reporting functions performed by Adobe Marketing Cloud, please visit the Opt-Out page at https://www.adobe.com/privacy/marketing-cloud.html
- **Google**: For information on how Google Analytics uses data, please visit "How Google uses information from sites or apps that use our services," located at https://policies.google.com/technologies/partner-sites.

How Long Do Cookies Last?

Except for Strictly Necessary cookies, the cookies we run on our Sites and apps will expire as follows:

- **Session cookies**: They allow site operators to follow a user's actions through a browser session. A browser session begins when a user opens the browser window and ends when the browser window is closed. Session cookies are temporary. Once the browser is closed, all session cookies are deleted.

- **Persistent cookies**: These remain on a visitor's device for a time period set by the cookie. They are activated each time a user visits the site that created that cookie.

What Cookies Does My Bridge Now Use & Why?

The cookies used on our Sites are categorized as follows:
- Strictly necessary
- Functional
- Analytics
- Targeting

Strictly Necessary Cookies
These cookies are necessary for the Sites to function and cannot be switched off in our systems. They allow you to move around the Sites and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

We use Strictly Necessary Cookies to:

- Identify and/or authenticate a user as being logged into the Sites;
- Ensure a user connects to the right service if a change is made; and
- Security purposes.

You can set your browser to block or alert you about these cookies. However, if they are blocked, My Bridge Now cannot guarantee performance of the Sites or security during a visit.

Functional Cookies
Functional cookies are used to enable enhanced functionality and personalization. Such cookies may be set by third-party providers whose services are added to our Sites. Although important, these cookies are not required for your use of the Sites. Without these cookies, certain functionality may become unavailable.

Analytics Cookies
Analytics cookies collect information about how you use our Sites including pages visited and any errors experienced during your visit. Analytics cookies typically do not collect information that could specifically identify you and are used to improve the Sites, understand the interests of our users, and measure the effectiveness of content.

Analytics cookies are used for:

- Web analytics: to provide anonymous statistics on how the Sites are used; and
- Error management: Improves the Sites by measuring errors.

If you do not allow these cookies, we will not know when you have visited our Sites nor be able to monitor their performance. Some analytics cookies are managed by third parties, such as Google Analytics.

Targeting Cookies

Targeting cookies are used to help attract customers with targeted ads and can be shared with other advertisers so the performance of the ads themselves can be monitored and measured. Targeting cookies can be used to

build user profiles, and offering our customers the best suited ads for their needs. These cookies follow users across websites (e.g., from Amazon to here, and back to Amazon) to show ads in banners or other sites online even after you have left this Site and moved to another.

- Social media cookies and tags are used by us and social media platforms to enable users of the platforms to share content across our Sites. We also work with social media platforms to deliver ads to you when you use these platforms. **This targeting is done by the platform under its own terms of use**.

- Advertising cookies and tags are used by us, our service providers, and third parties to personalize the ads delivered to you on our Sites and on other sites. These cookies collect data about your online activity and allow ads to be displayed that may be of relevant interest to you. These cookies also record which ads you have seen and whether you engaged with the ad. These cookies help make sure the ads you see are valuable to you and not repetitive.

If you do not add these cookies, then some of these services may not function properly.

Note: My Bridge Now does not request, require, or knowingly allow such third parties to use cookies for purposes other than those identified above. You can manage the delivery of certain cookies in our Cookie Preferences Center.