

California Consumer Privacy Act (CCPA)

What it is, and how we're complying

On January 1st, 2020, the California Consumer Privacy Act (CCPA) goes into effect. The CCPA is designed to enhance privacy rights and consumer protection for residents of California, specifically to give them more control over the use of their personal information (PI). Consumers have several rights under CCPA:

- + The right to know: businesses must provide consumers with transparency on the PI they collect and how they use it
- + The right to delete: consumers must be able to delete any PI that is currently held by a business
- + The right to opt out: consumers must be able to request that a business not sell their PI
- + The right to non-discrimination: consumers who exercise their rights under CCPA must be treated equally in terms of a business's goods and services

Here's how BRIDGE is complying with CCPA:

Storage of Data from California Residents

- + Any data that BRIDGE will collect from California residents will be stored for 12 months. Meaning, any data collected after January 1, 2020 will be accessible for the following 12 months.
- + California residents who request their data will be able to export a copy of the same.

Opting Out of Data Collection and Use

- + California residents will have the option to [opt out](#) of data collection by filling out a form on a dedicated opt-out page. They will not be able to update or correct any data that has already been collected without opting back in.
- + California residents who have previously opted in to data collection can request their data be deleted from our database at any time. This will take place within 24-48 hours.
- + Our website will include a 'Do Not Sell My Info' link for California users to opt out of this type of data usage.

Updates to Our Privacy Policy

- + Our [privacy policy](#) currently provides full transparency and disclosure for consumers on BRIDGE's data collection policies. It will be updated to include a section specific to California residents detailing what data is collected, why it's being collected, how the data is used, and with whom we share the data.
- + It will also include a link to a page for California residents to go to delete any data that has been collected.

Updates to our End User License Agreement (EULA)

- + Our EULA is a notification that appears before a consumer downloads an app integrated with BRIDGE's mobile publisher network. For California residents, we will be adding language to our EULA notifying them of their additional rights and information:
 1. the right to delete, but not update, their information from our database and
 2. the definition of personally identifiable information (PII)