

# DATA PRIVACY POLICY

This Data Privacy Policy (“Privacy Policy”) governs the manner in which Bilingual Bridges, LLC, an Indiana limited liability company (“Bilingual Bridges,” “us,” or “we”), collects, uses, maintains, and discloses information when you use the Bilingual Bridges Platform, [www.bilingualbridges.com](http://www.bilingualbridges.com) (the “Site”), including all content, information, and functionality available through the Site, and any other Bilingual Bridges products or offerings (hereinafter referred to as the “Services”). Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is to not use our Services, including this Site. By accessing or using our Services, including this Site, you agree to this Privacy Policy.

## **Collection, Use, and Sharing of Information**

In order to provide our Services and to fulfill other purposes as outlined below, we need to collect and process some information. “Personal information” is information that can be used to identify you, and we have provided specific examples of the Personal Information we may have collected about you below.

Personal Information does not include de-identified or aggregated information, which is information in which identifiable information is removed and that cannot reasonably be used to identify an individual. We may use de-identified or aggregated information for any purpose, and we may share de-identified or aggregated demographic information not linked to any Personal Information with our business partners, trusted affiliates, and advertisers.

Categories of personal information we collect:

- Identifiers, such as name, birth date, gender, mailing address, phone number, and email address.
- Education information, such as school name, grade, and standardized testing scores.
- Internet and other similar network activity, including Google Sign-On information.
- Professional or employment information, such as payroll information for teachers.

Categories of sources for personal information we have collected:

- We have received Personal Information from users of our Services through their direct interactions with our Services, including by signing up for and creating accounts on our Site.

- We may collect Personal Information from publicly available data or third-party services to supplement or ensure the accuracy of Personal Information.
- We have collected Personal Information such as technical data, usage data, and internet and other similar network activity through automated technologies and users' interactions with our Services and from service providers.
- We may collect Personal Information from mission-aligned partners, sponsors, and licensees, including educational institutes, in connection with requests to deliver certain Services, including Services offered by our partners.

Our business or commercial purposes for collecting personal information and categories of third parties to whom the information was disclosed:

- Identifiers are collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to administer your account and process your requests related to the Services, and to respond to direct inquiries. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Demographic information is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to administer your account and process your requests relating to the Services, and to respond to direct inquiries. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Commercial information is collected to market to adult individuals, provide users with our Services, to improve quality, safety, and security of the Services, to customize and improve our Services, and to respond to direct inquiries. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.

- Professional or employment information is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to administer your account and process your requests related to the Services, and to respond to direct inquiries. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Geolocation data is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to detect security incidents, and to protect against malicious, deceptive, fraudulent or illegal activity. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Audio, video, or similar information is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to administer your account, and to process your requests related to the Services. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Internet or other similar network activity is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to detect security incidents, and to protect against malicious, deceptive, fraudulent or illegal activity. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations. We may share internet or similar network activity with advertising service providers to

serve relevant advertisements and obtain analytics information concerning our advertising and use of the Site.

- Education Information is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, to administer your account, and to process your requests related to the Services. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.
- Profile Information is collected to market to adult individuals, provide users with our Services, to improve the quality, safety, and security of the Services, to customize and improve our Services, and to administer your account and process your requests related to the Services. We may share this Personal Information with affiliates and service providers that assist us to provide users with the Services such as website hosting, information technology and infrastructure, email service, credit card processing, order fulfillment, auditing, and other services, and with mission-aligned partners, sponsors, and licensees, including educational institutions and foundations.

In addition, where consistent with applicable laws and regulations, we may disclose Personal Information in all categories above:

- To prepare, negotiate, or perform a contract with you;
- To respond to subpoenas, court orders, or other legal process otherwise required by law or the competent government or judicial authorities;
- To enforce our Terms and Conditions;
- To establish or preserve a legal claim or defense;
- As part of corporate restructuring, sale of assets, merger, or divestiture; or
- To prevent fraud or other illegal activities, such as willful attacks on our information technology systems.

### **Use of Cookies and Other Similar Technologies**

Our website may use cookies and other technologies such as web beacons. A cookie, for example, is a small text file that is placed on your computer when you access our website and allows us to recognize you each time you visit the website. These

technologies help us analyze how visitors use our Site and facilitate and measure the effectiveness of advertisements and web searches. The cookies and web beacons we use collect information about equipment, browsing actions and usage patterns. We may use cookies to: (1) enhance or personalize your website usage and experience; (2) monitor website usage; and (3) improve the website and our services. We may work with service providers or other third parties that help us track, collect and analyze this information. We or our partners may combine the information we collect through cookies with other information that we have collected from you or with information from other sources.

If you choose, you can set your browser to reject cookies or you can manually delete individual cookies or all of the cookies on your computer by following your browser's directions. Please refer to your browser instructions to learn more about how to adjust or modify your browser settings. However, if your browser is set to reject cookies or you manually delete cookies, you may have trouble accessing and using some of the pages and features on our website.

### **Choice and Access**

We give you certain choices regarding our use and disclosure of your Personal Information for promotional purposes. You may opt out from receiving electronic communications from us by contacting us at [hello@bilingualbridges.com](mailto:hello@bilingualbridges.com). If you no longer want to receive promotional-related emails from us, you may opt out according to instructions in such communications. Please note that if you opt out of receiving marketing-related messages, we may still send you important administrative messages.

### **Access, Change, or Deletion of Personal Information**

To the extent applicable law provides you with the right to review, correct, update, or delete Personal Information that you previously have provided to us, please contact us at [hello@bilingualbridges.com](mailto:hello@bilingualbridges.com) to do so. Please note that deletion of Personal Information may be limited by applicable law. For your protection, we may need to verify your identity before implementing your request. We will respond to your request consistent with applicable law.

### **Data Integrity and Retention**

The security of your Personal Information is important to us. We employ a number of organizational, technical, and physical safeguards designed to protect the Personal Information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your Personal Information. If you have a user account for the Services, you are solely responsible for maintaining and

protecting the confidentiality of your account username, password, and other account information in your possession.

We will only retain your information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for your information, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of your information, the purposes for which we process your information and whether we can achieve those purposes through other means, and the applicable legal requirements.

### **Children Under the Age of 13**

In accordance with the Children's Online Privacy Protection Act, ("COPPA") and the Family Educational Rights and Privacy Act ("FERPA"), Bilingual Bridges may collect limited Personal Information from children under the age of 13, provided that verifiable consent is obtained from a parent or legal guardian. This Personal Information may include the child's name, email, birthdate, school, grade, standardizing testing scores, and parent or legal guardian contact information.

We use this Personal Information to provide access to Services offered on our Site, respond to support inquiries, monitor and protect the safety of children using the Services, and operate, maintain, and provide the functionality of the Site. We will not require a child under the age of 13 to provide more Personal Information than necessary to utilize our services and will not condition a child's participation in the Site on the disclosure of unnecessary Personal Information. We will also not incentivize children to provide Personal Information by offering additional features, rewards, or services in exchange for such disclosure.

Parents and legal guardians have the right to review Personal Information obtained from their child or revoke consent for our further use or maintenance of the child's Personal Information at any time. To exercise this right, parents may contact us at [hello@bilingualbridges.com](mailto:hello@bilingualbridges.com). Before we act on any request, we may ask for identify verification from the parent or legal guardian.

Under COPPA, there are limited exceptions where verifiable parental consent is not required before collecting Personal Information from a child. These exceptions may include responding to one-time requests, providing notice to parents, protecting the safety of the child or the security of the site, taking precautions against liability, or complying with legal obligations. In each case, we will collect only the Personal Information necessary for that specific exception and will not retain or make further use of that information.

## **Changes to Our Privacy Policy**

Please note that this Privacy Policy may change from time to time. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. When we do, we will post a notification on our Site and update the effective date at the bottom of this page. We encourage users to frequently check our Site for any changes to our Privacy Policy.

## **Contact Information**

For additional information about this Privacy Policy, please contact us at [hello@bilingualbridges.com](mailto:hello@bilingualbridges.com).

Effective December 22, 2025.