

## Privacy Policy

Bridgewater is committed to protecting your privacy. This Bridgewater Statement of Privacy applies to websites and governs data collection and usage at all Bridgewater sites and services. Please read the complete Bridgewater Statement of Privacy below and also click the links following this paragraph to learn additional details about how some of Bridgewater's sites and services protect your personal information.

### COLLECTION OF YOUR PERSONAL INFORMATION

At some sites, Bridgewater collects personally identifiable information, such as your email address, name, home or work address, or telephone number. Bridgewater does not associate sensitive data, such as your race, religion, or political affiliations, with personally identifiable information. Bridgewater takes precautions to segregate any sensitive data you may provide on Bridgewater sites and services that reference your race, religion, sexual orientation, ethnicity, or political affiliations.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Bridgewater public online forums, this information may be collected and used by others. Note: Bridgewater does not read any of your private online communications. Your Bridgewater forum submissions, chats, conversations, and messages are accessible by others and therefore not completely confidential.

Bridgewater encourages you to review the privacy statements of websites you choose to link to from Bridgewater so that you can understand how those websites collect, use, and share your information. Bridgewater is not responsible for the privacy statements or other content on websites outside of the Bridgewater websites.

There may also be information about your computer hardware and software that is automatically collected by Bridgewater and may be shared with others. This information can include: your IP address, browser type, domain names, access times, and referring website addresses. This information is used by Bridgewater for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Bridgewater websites.

### USE OF YOUR PERSONAL INFORMATION

Bridgewater websites and their operational service partners collect and use your personal information to operate Bridgewater websites and deliver the services you have requested. Bridgewater sites also use your personally identifiable information to inform you of other products or services available from Bridgewater and its affiliates. Bridgewater may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Bridgewater does not sell, rent, or lease its customer or subscriber lists to third parties. Bridgewater may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party. In addition, Bridgewater may share data with trusted partners to help us perform statistical analysis. All such third parties are prohibited from using your personal information except to provide these services to Bridgewater, and they are required to maintain the confidentiality of your information.

Bridgewater keeps track of the websites and pages our customers visit within Bridgewater websites, in order to determine what Bridgewater websites and services are the most popular. This data may be used to deliver customized content to customers that are interested in a particular subject area.

Bridgewater websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Bridgewater or the site; (b) protect and defend the rights or property of Bridgewater, a Bridgewater website; and, (c) act under exigent circumstances to protect the personal safety of users of Bridgewater, its websites, or the public.

### USE OF COOKIES

Bridgewater websites use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can be read only by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize Bridgewater web pages, or register with Bridgewater websites or services, a cookie helps to recall your specific information on subsequent visits. This simplifies the process of recording your

personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Bridgewater website, the information you previously provided can be retrieved, so you can easily use the Bridgewater features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Bridgewater services or websites you visit.

#### **USE OF WEB BEACONS**

Bridgewater web pages may contain electronic images known as web beacons — sometimes called single-pixel gifs — that allow Bridgewater to count users who have visited those pages and to deliver co-branded services. Bridgewater may include web beacons in promotional email messages or Bridgewater newsletters in order to count how many messages have been opened and acted upon. Web beacons are not used to access your personally identifiable information on Bridgewater websites and services; they are a technique used to compile aggregated statistics about Bridgewater website usage.

Web beacons collect only a limited set of information including a cookie number, time and date of a page view, and a description of the page on which the web beacon resides.

#### **BRIDGEWATER NEWSLETTERS**

When you subscribe to a Bridgewater newsletter, Bridgewater requests your name and email address. Bridgewater uses your email address to send you the newsletter(s) you have requested. Bridgewater does not share its newsletter subscribers' email addresses with third parties except as required to deliver the service.

You may subscribe to Bridgewater newsletters by completing the Stay Connected opt-in form. You may unsubscribe by clicking on the unsubscribe link at the bottom of the newsletter.

#### **CONTROL YOUR PERSONAL INFORMATION**

You may stop the delivery of future promotional email from Bridgewater websites by following the specific instructions in the email you receive. The instructions explain how to stop receiving such emails.

There are some websites, including Bridgewater Maintenance and Support Services, which send out periodic emails informing you of technical service issues, product surveys, new feature announcements, and news about Bridgewater products and services. These emails are considered essential to the provision of the service you have requested. You will not be able to choose to unsubscribe to these mailings, as they are considered a part of the service you have chosen.

#### **SECURITY OF YOUR PERSONAL INFORMATION**

Bridgewater secures your personal information from unauthorized access, use, or disclosure. Bridgewater secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. Personal information (such as a credit card number) is transmitted to other websites through the use of Secure Socket Layer (SSL) encrypted protection.

#### **CHANGES TO THIS STATEMENT**

Bridgewater will occasionally update this Statement of Privacy to reflect company and customer feedback. When Bridgewater posts changes to this Statement, you will see the word "updated" next to the Privacy Statement link on the various pages of Bridgewater websites. If there are material changes to this Statement or in how Bridgewater will use your personally identifiable information, Bridgewater will prominently post such changes prior to implementing the change. Bridgewater encourages you to periodically review this Statement to be informed of how Bridgewater is protecting your information.

#### **Contact Information**

Bridgewater welcomes your comments regarding this Statement of Privacy. If you believe that Bridgewater has not adhered to this Statement, please contact us by telephone, email, or postal mail.

Bridgewater Privacy  
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Ottawa, Ontario  
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Email: [privacy@bridgewater.com](mailto:privacy@bridgewater.com)

#### **About Bridgewater Systems**

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data

services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatum, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at [www.bridgewater.com](http://www.bridgewater.com).

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