



FOR RELEASE:
IR CONTACT:

NEW HARTFORD, NY – OCTOBER 7, 2026
Christopher R. Byrnes
(315) 743-8376 cbyrnes@partech.com

Bridg Strengthens Proprietary Identity Graph, Expanding the Data Foundation Behind PAR Intelligence

Powered by 255 million verified U.S. consumer identities, the enhanced platform helps brands expand marketing reach, improve profile accuracy, and maintain customer visibility as contactless payments reshape the in-store journey, giving brands a more complete view of every customer

NEW HARTFORD, N.Y. (October 7, 2026) – Bridg, a [PAR Technology Corporation](#) (NYSE: PAR) company, today announced significant enhancements to its identity resolution platform, including a rebuilt proprietary identity graph, advanced matching capabilities, and a modernized data foundation behind [PAR Intelligence](#), PAR's agentic intelligence layer. Its multi-source graph contains 255 million verified U.S. consumer identities, representing more than 90% of the U.S. adult population.

Bridg helps brands connect anonymous transactions to customer profiles with greater scale, accuracy, and confidence to enable more intelligent customer segmentation and broader marketing reach. Those resolved identities can feed PAR Intelligence, which combines identity, transaction, and loyalty signals to help brands decide what to do next for each customer.

"Identity resolution is becoming more challenging at the exact moment it is becoming more important," said Savneet Singh, CEO of PAR Technology. "As consumer behaviors and payment technologies evolve, brands need a more durable way to recognize and understand their customers. These enhancements strengthen the quality of our identity graph and our ability to connect customer signals in ways that help brands make smarter decisions with greater confidence. Identity is the foundation of PAR Intelligence. The more customers we can recognize, the smarter and more valuable the intelligence becomes for brands."

The announcement reflects PAR's continued investment in PAR Intelligence and the data foundation that powers it, helping retailers and restaurants understand their customers beyond the limits of traditional loyalty programs and point-of-sale systems. As customer identification becomes increasingly complex, brands need identity infrastructure capable of adapting to changing consumer behaviors without sacrificing accuracy or scale. Bridg's enhanced platform is designed to provide that foundation.

As contactless and mobile payments continue to gain adoption, many of the traditional signals retailers and marketers have relied on to identify their customers are becoming less available. More than half of in-store transactions now occur through contactless payment methods, which do not consistently carry the same identifying signals as traditional card transactions. This creates a growing challenge for brands seeking to understand who their customers are and how they engage across channels. Bridg's enhanced identity resolution capabilities help restore that visibility by connecting fragmented transactions and customer signals to more complete profiles.

"Brands today face a growing gap between the customers they know and the customers actively shopping their stores," said Jake Kiser, General Manager of PAR Retail. "Bridg helps change that by creating loyalty-like attribution for non-loyalty shoppers and making more of those customers addressable. That gets brands closer to knowing and engaging nearly every consumer who shops their stores."

At the center of the platform is Bridg's proprietary identity graph, which combines first-party customer and loyalty data, third-party identity data, and transaction-level purchase signals into a unified source of truth. Identities are validated through corroboration across multiple data sources before entering the graph, creating a more accurate and durable foundation for individual identity resolution. This multi-source approach helps brands enrich customer profiles, activate larger audiences, and strengthen analytics to deliver more relevant personalization.

The enhancements include a rebuilt identity graph, machine learning-powered matching capabilities, and a modernized processing architecture designed to improve data quality, increase match confidence, and create more stable customer identities over time. Together, these advancements enable Bridg to better connect fragmented customer signals while maintaining the transparency and traceability required for responsible identity resolution.

To learn more about PAR Intelligence, please [visit the PAR website](#) and request a demo.

About PAR Technology

PAR Technology Corporation (NYSE: PAR) delivers an agentic operating platform that enables smarter, more consistent operations for multi-unit brands across restaurant, retail, and high-volume commerce. PAR's platform brings together mission-critical software—point of sale, digital ordering, loyalty, payments, and back-office systems—along with hardware and data to orchestrate decisions and workflows across systems, locations, and guest touchpoints in real time. Designed to drive measurable outcomes, PAR helps brands improve efficiency, deliver better experiences, and make every store more profitable. Learn more at partech.com.

###

Media Contact: Sydney.schultice@partech.com, 609-238-6663