

BELLA Health Privacy Policy	
<u>About BELLA Health</u>	BELLA Health is a transformative digital health application (“app”) that helps guide you through various health use cases and includes testing assistance, instructions, FAQs and related content via the BELLA Health digital conversational assistant. You can read more about us <u>here</u> . We provide the Service on behalf of companies and other entities that elect to offer the BELLA Health Service to customers, employees, consultants, and other stakeholders.
<u>Types of Data BELLA Health Collects and How We Collect It</u>	We collect certain basic information, including personal data, from you in order to provide our digital health application to you.
<u>How BELLA Health Uses Data</u>	The information you provide to BELLA Health is used at the direction of the Brand using our services (which may be your employer) to guide you through certain health use cases, provide you testing assistance, to comply with health regulatory requirements, to share with medical research or other studies if you choose to participate in them, and to communicate with you about the Service and as disclosed to you in any Brand-specific disclosure.
<u>Data Security and Storage</u>	We use reasonable and appropriate security features to help protect and secure your data and prevent misuse. Please remember that BELLA Health is not responsible for third party data security.
<u>When BELLA Health Shares Data</u>	We may share your information with that Brand that chooses to use the Service, third party technology providers that help support BELLA Health, to help provide or support our business or the Service, features or functionality to you or that provide additional functionality or integrations, with our corporate affiliates or third parties involved in a corporate transaction, or to meet our legal obligations or enforce our legal rights.
<u>How BELLA Health Uses Cookies</u>	We may use Cookies and other tracking technologies to collect information that we use to enhance your experience and remember your preferred settings. You can view and manage Cookies using your browser settings.
<u>Rights & Choices About How We Use Your Data</u>	We collect, use, and share personal data as directed by the Brand that chooses to use the Service. You can submit a request to export a copy of your personal data or review, correct, or delete it by contacting the Brand; alternatively, you can contact us, and we will pass along your request to the Brand. We will make any updates to your personal data that the Brand asks us to make.
<u>Data Transfers</u>	BELLA Health operates on servers based in the US, so we may need to transfer your data outside of the country where you live.
<u>Children</u>	BELLA Health is intended for users over the age of 18. If you are not over the age of 18, please do not use BELLA Health.
<u>Changes to this Policy</u>	We may modify the Privacy Policy from time to time and we’ll publish the changes in the app and <u>here</u> on our website if we do.

App Privacy Policy

BELLA Health, provided by LivePerson Inc. or its delegated affiliate(s) (“**BELLA Health**,” “**us**,” “**our**” or “**we**”) values your privacy and we work hard to protect your information. This App Privacy Policy (“**App Privacy Policy**”) explains how we collect, use and share information about you (“**you**” or “**your**”) when you use BELLA Health’s technology, software, services and messaging application (“**Service**”). This App Privacy Policy does not apply to your use of the BELLA Health website or social media pages, which are subject to a separate privacy policy that is available on our website. By using our Service, you agree to this App Privacy Policy, so please read it carefully. Please note that the summary table above provides a high-level overview of BELLA Health’s App Privacy Policy and practices. Please review this entire App Privacy Policy for a full understanding of our privacy practices. Additionally, depending on your location or certain jurisdictional requirements, you may have additional rights related to your personal data. Please review the Section entitled “Rights And Choices About How We Use Your Data” below for more information.

Please also carefully review the BELLA Health [Terms of Use](#). They explain how you can use the Service. If you do not accept the Privacy Policy or the Terms of Use, then you may not use the Service.

About BELLA Health

What is the Service? BELLA Health is a transformative digital health application that helps guide you through various health use cases and includes testing assistance, instructions, FAQs and related content via the BELLA digital conversational assistant. BELLA Health provides guidance and answers your questions via both automated, video, and human-facilitated conversations.

Service Offered on Behalf of Brands. BELLA Health provides the Service to individuals as a data processor and service provider acting on behalf of test manufactures (such as Quidel), companies or other entities that elect to offer the Service to their customers, employees, consultants, and other individuals (collectively, “Brands”). If BELLA Health shares information with your Brand as outlined in this App Privacy Policy, this App Privacy Policy does not apply to the Brand’s collection, use or sharing of your personal data and the Brand’s collection, use, and disclosure of your personal data will be subject to the Brand’s own privacy policy and practices.

QueVue App. If you are using the QVue App, you acknowledge that Quidel has partnered with BELLA Health and certain of its affiliates to provide you with the Services via the QVue App. By using the QVue App, you expressly agree to your information being transferred, used, disclosed, stored, and processed by BELLA Health and its third parties (including subcontractors) as described in this App Privacy Policy.

No Medical Advice. Please note that BELLA Health does not provide medical health advice, diagnosis, or treatment, nor does BELLA Health provide guidance on public safety protocols. Because the accuracy of each test coordinated through BELLA Health depends on various factors, we aren’t able to make guarantees about the accuracy or usefulness of each test. Test results shouldn’t be considered a definitive diagnosis. You may wish to consult a medical care provider for any medical guidance or follow-up testing to confirm a result. Please see the Limitations on Use section of our [Terms of Use](#) for more information.

Types of Data BELLA Health Collects and How We Collect It

Through your use of the Service and your communication with us, we may collect and maintain certain information about you, including personal data. We may collect this information on behalf of a Brand that directed you to the Service. When we use the term “personal data,” we mean information that we directly or indirectly associate with a specific person, or that can reasonably be used to identify a specific person. As explained in more detail below, personal data includes: (i) information you provide through your use of the Service; (ii) information you provide in communications with us outside the Service; and (iii) information we collect automatically from your use of the Service.

Information You Provide Through Use of the Service. You may provide us with information when you use the Service, including but not limited to:

- Your name;
- Your contact information such as an email address, phone number, and mailing address;
- Your location and country;
- Employment information (where a Brand is your employer), which may include the name of your employer, state and location where you work, and employee ID number;
- Your communications with us, which may include transcripts of your messaging activity, activity within the Service (such as pages visited or links clicked on), and other usage information;
- Diagnostic information, such as the date you take any at-home tests and your test results;
- Health assessments questions and vaccination status, including dates and type of vaccination;
- Location information, such as IP address and your work location; and
- Other data elements needed for the provision of the Service.

Information You Provide In Communications Outside of the Service. When you interact with us outside of the Service, such as when you email us, you may provide us your contact information and information relating to your use of the Service. Any information you provide to representatives during these contacts may be collected and stored.

Information We Collect Automatically Through the Service. When you use the Service, we collect certain information automatically about your activity in the Service such as pages visited and features used, in-app errors, and crash analytics. We may also collect information directly from the device on which the Service is running, such as IP address, device identifier, country, language, and whether the device is connected through the cloud. For additional information, please review **How BELLA Health Uses Cookies** below.

You acknowledge and agree that it is your responsibility to ensure that any information that you provide to BELLA Health is accurate and up-to-date.

How BELLA Health Uses Data

Because you are using the Service in connection with a Brand that has elected to use BELLA Health for its customers, employees, consultants or other stakeholders, we use your personal data as directed by the Brand and as disclosed to you via the Service or in any applicable Brand-specific disclosures. As explained in more detail below, this includes (i) to provide and improve the Service; (ii) as directed by the Brand; (iii) to create non-identifiable data; (iv) to communicate with you through push notifications or other messaging; (v) to facilitate payments through Maven Pay (where applicable); and (vi) as may be required for our contractual obligations or to protect our legal rights.

Information collected to Provide and Improve the Services. If you elect to use BELLA Health, we use the information we collect to provide our Service to you, to improve the Service, and for legally required notifications and regulatory compliance. We also use your information to build your user profile so we can remember you and optimize your BELLA Health experience. We may use information we collect to help us improve and enhance our services as well as to develop new services.

As Directed by the Brand. In providing the Service on behalf of a Brand, BELLA Health will use your personal data as directed by the Brand, including providing the Brand with aggregated or anonymized results as well as more specific information about your use of the Service, where requested.

Creation of Non-Identifiable Data. We may create non-identifiable data based on your personal data by anonymizing or aggregating the data. We may use such information for the purposes permitted in this App Privacy Policy and reserve the right to use and share non-identifiable information to third parties at our discretion.

To Communicate with You. We will use the information you provide to communicate with you, which may include a messaging and/or live video conversation, and if requested, to assist you in your use of the Service and guide you through health use cases, including testing assistance. We may also use your information to communicate with you in the following ways:

- Push Notifications. If you elect to enable push notifications within the Service, you agree that we may provide periodic notifications to you from time to time regarding the Service.
- Email and SMS Communications. If you share an email address and/or phone number with us, you are also agreeing, to the extent permitted under applicable law, that BELLA Health can contact you by email or SMS from time to time with information about BELLA Health, the Service and your usage. If we contact you via email, email communications will contain an unsubscribe link, unless we are not required to include that, such as for emails sent as part of an ongoing commercial or other business relationship. We will also offer you the ability to unsubscribe from any campaign or event-based messaging we send to you.

Third Parties. Please remember we do not control how third parties may use your personal data. Use of your information by a third party is governed by its privacy policies.

Maven Pay. If you elect to utilize Maven Pay to pay for Services within the BELLA Health app, you agree we can share your personal data with Maven Pay to facilitate payments. Maven will collect certain personal data directly from you, including your credit card information, and may use and share that information as needed with a third party payment processor to facilitate payments for the Services.

Data Security and Storage

Taking into account the cost of implementation and the nature, scope, context and purposes of processing as well as your rights and freedoms about BELLA Health's processing of your personal data, we work hard to implement and maintain reasonable security measures that are designed to protect your personal data against unauthorized access, use, modification, deletion, loss, misuse or abuse. Please be aware that although we endeavor to secure personal data, no system can prevent all potential security incidents.

Data and conversation records are stored and backed up on the servers we use, where access to data is protected by multiple layers of controls, such as role-based access controls, authentication mechanisms and monitoring. We may retain your personal data for the period of time consistent with the original purpose of collection and as needed for us to pursue our legitimate business interests, such as to conduct

audits, comply with our legal obligations, resolve disputes and enforce our agreements and the Terms of Use. Please remember that we do not control data security or data privacy practices of third parties such as a Brand that chooses to offer this Service to you, and we recommend that you review the privacy practices of these third parties.

When BELLA Health Shares Data

BELLA Health does not sell, trade or license your personal data for direct marketing or similar business purposes except as permitted within this App Privacy Policy or pursuant to consent you may have provided. We only use your information as disclosed in this App Privacy Policy or with your consent.

With the Brand. If you are using the Service with a Brand that has elected to use BELLA Health for its customer, employees, consultants, or other stakeholders, we share your personal data with the Brand at their election or request, including pursuant to any consent you may have provided us, the Brand, or any third party.

To Provide the Service. We may work with third party service providers to help provide the Service, features or functionality (such as payment processors and partners to answer your messages or analytics technology providers), or to offer integrations or additional functionality, for BELLA Health. Recipients of your personal data include these service providers or, in the case of integrations or additional functionality, the provider of such integration or additional functionality.

On Behalf of Brands that Use BELLA Health. If you are using the Service through a Brand, we may share your personal data as directed by the Brand as disclosed to you via the app, with your consent and, if applicable, as described in the Brand's disclosure. Because we do not control the privacy practices of any Brand, we are not responsible for them, and you should read and understand the applicable Brand's privacy policies.

For Research Purposes. We and/or a Brand may partner with third parties, such as universities, hospitals, health systems, government institutions, regulators, or private companies, to develop, validate, or improve technologies or processes, for research purposes, and/or to provide or enhance Service to you. By using and providing information to BELLA Health, you agree that we may use your aggregate or anonymized information for such purposes.

Legal Reasons. We may share your information with third parties, such as government authorities, courts, regulators, or law enforcement officials, for legal reasons if we reasonably believe that we need to do so in order to comply with our obligations or exercise our rights, including to:

- Comply with a legal or regulatory requirement (such as a reporting requirement), a legal process (such as a court order or subpoena), or other governmental request;
- Defend ourselves in an actual or potential lawsuit;
- Seek insurance coverage in connection with an actual or potential claim;
- Enforce this App Privacy Policy or the BELLA Health Terms of Use;
- Investigate and prevent harmful or illegal activities; and/or
- Protect our rights or property or prevent harm to the rights, property or safety of our users.

To Improve Our Services. We may aggregate or anonymize your personal data, which we may then use and share for our legitimate business purposes. Such purposes may include training and quality assurance, delivering and improving our services and products, internal and external research and analysis and third-party service providers who provide services to support such functions.

Within Our Corporate Organization. We may share your information with our subsidiaries, affiliates (including delegated affiliates), and parent companies in order to provide the Service.

For a Corporate Business Transaction. If we are involved in a merger, reorganization, dissolution, or other fundamental corporate change; sell a portion or all of our business; or if our business, assets, or stock are acquired by a third party, we may share your personal data with the third parties involved in such a transaction.

For Business Support and Professional Advice. We may share your personal data with professional advisors needed to support our business, such as attorneys, tax advisors, and auditors to the extent that we are legally required to do so or have a legitimate interest in sharing your personal data.

For External Processing. We may use third party service providers to assist us in making the Service available to our users. For example, we may share personal data with third parties who provide analytics, data storage and support services. When we share data with these third parties, they must process the data based on our instructions and in compliance with this App Privacy Policy.

How BELLA Health Uses Cookies

We may use Cookies and other tracking technologies (collectively, “Cookies”) to deliver and improve the Service and to enhance your experience.

First and Third-Party Technologies. We may use first-party cookies or other tracking technologies described below. We may also use third-party service providers who are authorized to place Cookies, pixel tags, or similar technologies within the Service with our permission. These technologies help us compile metrics and analytics to help improve the Service. Third-party cookies and technologies are covered by the third party’s privacy policy.

Cookies and Other Tracking Technologies. Cookies are small text files stored on a visitor’s web browser and mobile apps. Cookies are often used to make the user’s experience easier by performing functions such as saving passwords and maintaining lists of personal preferences. The Service may use the types of Cookies listed below:

- *Strictly Necessary Cookies* – allow you to browse our app and use the available features.
- *Performance or Functionality Cookies* – allow our app to remember choices you make, such as geographic location and preferences such as text size and fonts.
- *Statistics or Performance Cookies* – collect information about how you use our app, such as the pages you visit most. This data may be used to help optimize our app and make it easier for you to navigate within it.

Software Development Kits (SDKs) - We may also use SDKs, which function like pixels and cookies, but operate in the mobile application context where pixels and cookies cannot always function. The application developer can install pieces of code (the SDK) into the application to collect certain information about user interaction with the application and information about the user device and network information.

How to Control Cookies. If you prefer not to receive Cookies, you can modify your settings in most browsers and apps to accept or deny Cookies or to request your permission each time a site attempts to set a Cookie. You can also restrict tracking in the app settings on your device. Note that if you choose to

disable Cookies, not all functionality offered by BELLA Health may be available or work as effectively for you.

For further information about Cookies, including how to see what Cookies have been set on your device and how to manage and delete them, you can visit www.youronlinechoices.com.

Your Rights and Choices

Depending on your jurisdiction and as otherwise provided by law, you may have certain rights and choices regarding the personal data about you that we collect, use, share, and otherwise process. This may include the right to review, correct, delete, transfer, or receive a copy of the personal data you provide through the Service, or request to withdraw any previously provided consent to the processing of your personal data. We recommend that you contact the Brand directly with any requests about the data they control. However, you may also contact us at privacy.health@bellaloves.me (please make sure to include the name of the Brand through which you are using the Service), and we will pass your data privacy request to the relevant Brand.

Marketing Opt-Out. As described earlier, we may send you email communications related to your use of the Services. We may also send you other messages or updates about the Services and BELLA Health. If you do not wish to receive these promotional communications please contact us at privacy.health@bellaloves.me and include “Unsubscribe” in the subject line or follow the prompts to unsubscribe in the email you receive

European Privacy Rights. Brand as the Data Controller and the Business. If you are located in the European Economic Area (“**EEA**”), [Switzerland], or the United Kingdom (“**UK**”), you have certain rights to your personal data that is processed by a “**Controller**,” including the right of access, portability rectification, correction, deletion (in certain circumstances), and to restrict processing, object to processing, withdraw consent, and lodge a complaint with your local data protection authority. For purposes of applicable European data protection laws, the Brand is the data Controller. Please review the Brand’s privacy policy that governs the Brand’s use of your personal data. The service may include additional Brand-specific disclosures that also govern the Brand’s use of your personal data. If you wish to obtain the name and address of the legal entity serving as the Controller or exercise your rights, please contact the Brand directly or you can contact us at privacy.health@bellaloves.me (please make sure to include the name of the Brand through which you are using the Service), and we will pass along your request to the Brand. The Brand will respond to you in its role as the Controller processing your personal data.

CA Data Privacy. The CCPA imposes certain obligations on us and grants certain rights to California residents with regard to your personal data. If you are a California resident, please review the following for additional information about our collection, use, disclosure, and sale of your personal data and your potential rights with regard to your personal data under the CCPA. The rights described herein are subject to exemptions and other limitations under applicable law. Terms used in this section have the meaning ascribed to them in the CCPA. For purposes of the Services, BELLA Health is acting as a “Service Provider” and the Brand is acting as a “Business.” Please review the Brand’s privacy policy that governs the Brand’s use of your personal data. If you have any questions or complaints about our data privacy practices or data transfer mechanisms, you may email us at privacy.health@bellaloves.me or contact our external Data Protection Officer, Prof. Dr. Christoph Bauer, at ePrivacy GmbH at Große Bleichen 21, 20354 Hamburg, Germany. We will respond as promptly as we can, but within no less than thirty (30) days, and at no cost to you.

California Data Privacy Rights. The California Consumer Privacy Act (with any implementing regulations and as may be amended from time to time (“**CCPA**”)) imposes certain obligations on “**Businesses**” that are subject to it and grants certain rights to California residents with regard to your personal data. Under the CCPA, you can request that a Business provide access to your personal data, learn how personal data is processed, request deletion, not be discriminated against for exercising these rights, and opt-out of the sale of personal data (where a sale is taking place). For purposes of the Services, BELLA Health is acting as a “Service Provider” and the Brand is acting as a “Business.” Please review the Brand’s privacy policy that governs the Brand’s use of your personal data. If you wish to exercise your rights under the CCPA, please contact the Brand directly or you can contact us at privacy.health@bellaloves.me (please make sure to include the name of the Brand through which you are using the Service) and we will pass along your request to the Brand. The Brand will respond to you in its role as the Business processing your personal data.

Additional California Privacy Rights. You have the right to ask us one time each year if we have shared personal data with third parties for their direct marketing purposes. Please note, however, that we do not currently disclose any of your personal data to third parties for their direct marketing purposes. Additionally, some web browsers and apps have a “Do Not Track” feature. These features are not yet uniform across browsers. Our sites are not currently set up to respond to those signals

International Data Transfers

BELLA Health is located in the United States (US). We provide the Service globally and store information on our servers located in the US, the EEA, or in Australia depending on where you are utilizing the app. Data protection laws in the US may be different from those of your country of residence. If you reside in a country other than the US and choose to use BELLA Health, we may store and process your personal data on servers that are located outside of the country where you live. By using the Service, you acknowledge and agree to this.

We comply with applicable legal requirements providing adequate safeguards for the transfer of personal data to countries other than the country where you are located. In particular, we may transfer personal data to countries for which adequacy decisions have been issued by the European Commission, the Secretary of State in the UK or other relevant bodies in other jurisdictions, or use contractual protections for the transfer of personal data to third parties, such as the European Commission’s Standard Contractual Clauses. You may contact us using the information in Contact Us to obtain a copy of the safeguards we use to transfer personal data outside the EEA, [Switzerland], or the UK.

Children

The Service is meant for people who are over the age of 18. If you are under the age of 18, you may not use the Service or provide any personal data to us without valid consent from your parent or legal guardian. We do not knowingly collect personal data from anyone under the age of 18. If you are a parent or guardian of an individual under the age of 18 and believe your child has provided personal data to us, you may email privacy.health@bellaloves.me and ask us to remove that data. As permitted by law, we have the right to delete information of anyone we believe is under the age of 18.

Changes to this Policy

We recommend that you review this App Privacy Policy from time to time, as we may change it. You can review the most current App Privacy Policy as available within the BELLA Health app. Changes to the App Privacy Policy will be effective immediately upon posting and you agree to the changes by continuing to use the Service.

Contact Us

If you have any comments or questions about this App privacy policy, you can contact us via email at privacy.health@bellaloves.me or via mail at BELLA Health Legal Department, 530 7th Avenue, Floor M1, New York, NY 10018.

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