

<b>BELLA Health Website Privacy Policy</b>	
<a href="#"><u>About BELLA Health</u></a>	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 <a href="#"><u>here</u></a> . 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.
<a href="#"><u>Types of Information BELLA Health Collects and How We Collect It</u></a>	We collect certain basic information from you in order to provide the Site and to communicate with you.
<a href="#"><u>How BELLA Health Uses Data</u></a>	The information you provide to BELLA Health will be used to make the Site available to you and to communicate with you regarding BELLA Health or our other offerings.
<a href="#"><u>Data Security and Storage</u></a>	We use reasonable and appropriate security features to help protect and secure your data and prevent abuse. Please remember that BELLA Health is not responsible for third-party data security.
<a href="#"><u>When BELLA Health Shares Data</u></a>	We may share your information with third party technology providers that help support BELLA Health, to help provide or support our business or the Site, 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.
<a href="#"><u>How BELLA Health Uses Cookies</u></a>	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.
<a href="#"><u>Data Privacy</u></a>	You can submit a request to export a copy of your data or review, correct, or delete it.
<a href="#"><u>Data Transfers</u></a>	BELLA Health operates on servers based in the US, so we may need to transfer your data outside of the country where you live.
<a href="#"><u>Children</u></a>	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.
<a href="#"><u>Changes to this Policy</u></a>	We may modify the Privacy Policy from time to time and we’ll publish the changes <a href="#"><u>here</u></a> on our website if we do.

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### Privacy Policy

BELLA Health, provided by LivePerson Inc. or its delegated affiliate (“BELLA Health,” “us,” “our” or “we”) values your privacy and we work hard to protect your information. This Privacy Policy (“Privacy Policy”)

explains how we collect, use and share information about you (“you” or “your”) when you use the BELLA Health website or social media pages (the “Site”). This Privacy Policy does not apply to use of the BELLA Health mobile app, which is governed by a separate privacy policy available within the app.

By using our Site, you agree to the Privacy Policy, so please read it carefully. Please also carefully review the BELLA Health Terms of Use. They explain how you can use the Site. If you do not accept the Privacy Policy or the Terms of Use, then you may not use the Site. Please note that the summary table above provides a high-level overview of BELLA Health’s Privacy Policy and practices. Please read the entire 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 **Data Privacy** below for additional information.

## 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. The BELLA Health app provides guidance and answers your questions via both automated, video, and human-facilitated conversations.

No Medical Advice. Please note that BELLA Health does not provide medical 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 Information BELLA Health Collects

Through your use of the Site 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 Site. 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 Site; (ii) information you provide in communications with us outside the Site; and (iii) information we collect automatically from your use of the Site.

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

- Your name;
- Your contact information, such as your email address, and phone number; and
- If you are visiting a BELLA Health social media site, any content or information that you choose to make available or post to the BELLA Health social media site.

Information We Collect Automatically Through the Site. When you use the Site, we collect certain information automatically about your activity in the Site such as pages visited, features used, Site errors and crash analytics. We may also collect information directly from the device on which the Site is running, such as device type, IP address, device identifier, 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**

If you elect to use the Site, we use the information we collect to provide the Site to you, to improve the Site and our offerings, to develop new Sites or offerings, and for any legal requirements. As explained in more detail below, this includes: (i) to display advertisements to you or to send you marketing or promotional communications; (ii) to communicate with you through push notifications or other messaging; (iii) to enforce the Terms of Use you agreed to; (iv) to provide and improve the Site; and (v) to create non-identifiable data.

To Communicate with You. We will use the information you provide to communicate with you, which may include a messaging conversation, and if requested, to assist you in your use of the Site. 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 Site, you agree that we may provide periodic notifications to you from time to time regarding the Site.
- 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 Site, 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.

Information collected to Provide and Improve the Site. If you elect to use the BELLA Health Site, we use the information we collect to provide the Site to you, to improve the Site, 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 the Site as well as to develop new services.

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 Privacy Policy and reserve the right to use and share non-identifiable information to third parties at our discretion.

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

### **Data Security and Storage**

Taking into account the cost of implementation and the nature, scope, context and purposes of processing as well as the risks of varying likelihood and severity for your rights and freedoms posed by the processing of your personal data, we work hard to ensure that the Site will be a safe and trusted environment for you, and we are committed to protecting the personal information you share with us. Please be aware that although we endeavor to secure personal data, no system can prevent all potential security incidents.

We may retain your information 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, 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 information for direct marketing or similar business purposes except as permitted within this policy. We only use your information as disclosed in this Privacy Policy or with your consent.

To Provide BELLA Health. We may work with third party service providers (such as 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.

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 the 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 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 Site. We may anonymize information so that it does not identify you and use and share the anonymized information for our legitimate business purposes, such as for training and quality assurance, delivering and improving our services and products, and 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 Site.

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 information with the third parties involved in such a transaction.

For Business Support and Professional Advice. We may share your information 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 Site available to you. 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 Privacy Policy.

### **How BELLA Health Uses Cookies**

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

First and Third-Party technologies. We may use first-party Cookies or other tracking technologies described below. These Cookies or technologies originate from the same domain as the website you’re currently visiting. We may also use third-party service providers who are authorized to place cookies, pixel tags, or similar technologies within the Site with our permission. These technologies help us compile metrics and analytics to help improve the Site. 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 browsing easier by performing functions such as saving passwords and maintaining lists of personal preferences regarding use of the website. The Site may use the below types of cookies:

- Strictly Necessary Cookies – these cookies are essential to allow you to browse our website and use the available features.
- Performance or Functionality Cookies -- these cookies allow our website to remember choices you make while browsing, such as geographic location and preferences such as text size and fonts.
- Statistics or Performance Cookies -- these cookies collect information about how you use our website. For instance, these cookies track which pages you visit most. This data may be used to help optimize our website and make it easier for you to navigate within them.
- Analytics or Marketing Cookies -- these cookies track your activity on our website to help advertisers deliver and track relevant marketing and advertising to you.

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 web browsers and apps to accept or deny Cookies or to request your permission each time a site attempts to set a Cookie. 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](http://www.youronlinechoices.com).

### **Data Privacy**

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 information you provide through the Site, or withdraw any previously provided consent to BELLA Health processing your personal data, by contacting us at [privacy.health@bellaloves.me](mailto:privacy.health@bellaloves.me). If you believe that we have not been able to assist you with your inquiry and you are located in the European Economic Area, you have the right to file a complaint with the relevant supervisory authority.

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

**European Privacy Rights.** 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, BELLA Health is the data Controller. 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](mailto: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 Site, BELLA Health is acting as a “Business.” If you wish to exercise your rights under the CCPA, please contact us at [privacy.health@bellaloves.me](mailto:privacy.health@bellaloves.me) and we will respond as promptly as we can, but within no less than thirty (30) days, and at no cost to you.

**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 Site 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 Site, 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 Site is meant for people who are over the age of 18. If you are under the age of 18, you may not use the Site or provide any personal information to us without valid consent from your parent or legal guardian. We do not knowingly collect personal information 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 information to us, you may email [privacy.health@bellaloves.me](mailto: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 Privacy Policy from time to time, as we may change it. You can review the most current Privacy Policy by clicking on the "Privacy Policy" link on the [BELLA Health website](#). Changes to the Privacy Policy will be effective immediately upon posting and you agree to the changes by continuing to use the Site.

### **Contact Us**

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

**Launch Date:** February 1, 2021

**Last Updated:** September 20, 2021