

# Viva Privacy Notice

Last Modified: 6/20/2025

This Privacy Notice explains how Viva Health, Inc. (“**Viva**,” “**we**,” “**our**” or “**us**”) collects, uses and discloses personal information about you when you access or visit our website at <https://www.getviva.ai/> (the “**Site**”) or when you otherwise interact with us, such as through our mobile app with our services offered in connection with the Site (collectively with the Site, the “**Services**”).

Viva is a business-to-business company that provides products and services to healthcare businesses. This Privacy Notice applies to our collection, use, and disclosure of personal information relating to our healthcare business customers and prospective business customers (“**Customers**” or “**you**”). This Privacy Notice does not cover or apply to our processing of information about our employees, contractors, or applicants or to our Customers’ processing of information relating to their own patients or customers or our processing of such information on behalf of our Customers. Our Customers’ respective privacy policies govern their privacy practices, and so, customers and patients of our Customers should refer to those privacy policies to learn about how our Customers process their personal information. For example, if you are a patient of a dental office, please refer to the dental office’s notice of privacy practices for information about how your dental office collects and uses your personal information.

We may change this Privacy Notice from time to time. If we make changes, we will notify you by revising the date at the top of this Notice and, in some cases, we may provide you with additional notice (such as adding a statement to our website or sending you a notification). We encourage you to review this Privacy Notice regularly to stay informed about our information practices and the choices available to you.

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## Information We Collect

We collect information that you provide in connection with the Services as well as information that is collected automatically such as through the use of cookies and other technologies.

### Information That You Provide

We collect personal information you provide us. The types of information we collect can include: your name, email address, mailing address, phone number, professional role, business name, or any other personal information you choose to provide to us.

### **Information We Collect Automatically**

We automatically collect certain information about your interactions with us or our Services, including:

- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version.
- **Activity Information.** We also collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and those who perform work for us) use tracking technologies, such as cookies and web beacons, to collect information about your interactions with the Services. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that we use on our Services and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see the Your Choices section below.

### **How We Use Personal Information**

We use the information we collect to provide, maintain, and improve our Services. We also use the information we collect to:

- Personalize and improve your experience on our Services;
- Send you technical notices, security alerts, and support and administrative messages;
- Respond to your comments and questions and provide customer Services;
- To communicate with you and respond to your requests, such as to respond to your questions and contact you about changes to the Services;
- For marketing and advertising purposes, such as to market to you or offer you with information and updates on our products or services we think that you may be interested in (see the Your Choice section below for information about how to manage your communication preferences at any time);
- For analytics and research purposes, including to monitor and analyze trends, usage, and activities in connection with our Services;

- To personalize the advertisements you see on third-party platforms and websites (for more information, see the [Advertising and Analytics](#) section below);
- To detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Viva and others;
- To comply with contractual and legal obligations and requirements;
- To create de-identified, anonymized, or aggregated information; and
- For any other lawful purpose, or other purpose described to you at the time the information was collected or to which you consent.

## How we Disclose Personal Information

We may disclose your personal information in the instances described below. For further information on your choices regarding your information, see Your Choices.

- *Service Providers and Vendors.* We disclose personal information to third party service providers and vendors who perform services on our behalf, which may include, web hosting service providers, technology support providers, email communications providers, advertising and analytics providers, and data storage providers.
- *Corporate Transaction.* We may transfer any information we collect in the event we sell or transfer all or a portion of our business or assets (including any shares in the company) or any portion or combination of our products, services, businesses and/or assets. Should such a transaction occur (whether a divestiture, merger, acquisition, bankruptcy, dissolution, reorganization, liquidation, or similar transaction or proceeding), we will use reasonable efforts to ensure that any transferred information is treated in a manner consistent with this Privacy Notice.
- *Legal Requirements.* We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements. We may disclose personal information if we believe that your actions are inconsistent with our user agreements or other policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, or safety of Viva, our Customers, visitors, or others.
- *Advisors.* We may disclose personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- *With Your Consent.* We may disclose your information publicly or with another third party with your consent or at your direction.

We may also disclose it with others in an aggregated or otherwise anonymized form that cannot reasonably be used to identify you.

## Your Choices

- *Modifying or Deleting Your Account Information.* You may update and correct certain information relating to your account at any time by logging into your account, emailing us at [info@getviva.ai](mailto:info@getviva.ai). If you wish to delete your account, please contact us at [info@getviva.ai](mailto:info@getviva.ai), but note that we may retain certain information as required by law or for our legitimate business purposes.
- *Emails and Notifications.* You can also modify how we communicate with you by logging into your account and adjusting the notification settings or, for some promotional emails, follow the steps included within the correspondence. We make every effort to promptly process all requests pertaining to communication preferences. We may, however, continue to send you certain transactional or relationship messages and communications.
- If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using the Services, as some features and services on our sites may not work properly. Depending on your mobile device and operating system, you may not be able to delete or block all cookies. You may also set your e-mail options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our e-mail and performed certain functions with it.

## Advertising & Analytics

We allow others to provide analytics services and serve advertisements on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other similar tracking technologies to collect information about your use of the Services, including your IP address, web browser, mobile network information, pages viewed, time spent on pages, click stream information, browser type, time and date you visited the site, and conversion information. This information may be used by Viva and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices).

## Transfer of Information to the United States and Other Countries

Viva is headquartered in the United States, and we have operations and service providers in the United States. Therefore, we and our service providers may transfer your personal information

to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. We will take steps to ensure that your personal information receives an adequate level of protection in the jurisdictions in which we process it.

## **Contact us**

For additional inquiries about this Privacy Notice, please send us an email at [info@getviva.ai](mailto:info@getviva.ai).