

# Privacy Notice, General (EEA & UK)

**Effective Date:** 16th April 2026 (UTC/GMT +02:00 - Europe/Brussels)

At LivAssured B.V. we feel that safeguarding, protecting and preserving of your privacy is of paramount importance. This privacy Statement explains how LivAssured B.V. with its registered office at "Schipholweg 103, 2316 XC, Leiden, The Netherlands", collects, use, disclose and otherwise process personal data collected. when you contact LivAssured by phone, email or via the website. We will naturally treat your personal data as strictly confidential. This statement is a general privacy statement. A specific privacy notice applies for the use of the NightWatch Portal.

In Europe we have one of the world's strictest consumer privacy and data security laws that grants rights to individuals in the European Union and European Economic Area over how their personal information gets processed, called the 'General Data Protection Regulation 2016/679 ("GDPR)". The United Kingdom has adopted and revised the European law during Brexit called the UK "GDPR".

## Definitions under the GDPR

**'Personal data'**: Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

**'Processing'** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction

**'consent'** of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;

**'data concerning health'** means personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status; Data concerning health is a **'special category of personal data'** for which stricter rules apply under the GDPR.

## How does LivAssured obtain my data?

We only collect the personal data that you personally provide us with. If this is a special category of personal data, we will expressly ask you for your consent to do so.

**Tracking and Advertising.** Our website uses cookies and similar technologies. When you visit our website for the first time, you will receive a message explaining our use of cookies.

**Google Analytics:** We use Google Analytics to understand how visitors interact with our website. We have a processing agreement with Google to protect this data, and Google is restricted from using this information for other Google services.

**Google Ads.** We use Google Ads conversion tracking to understand how effective our advertisements are. This tool allows us to see if a click on one of our ads led to a specific action on our website, such as a purchase or an inquiry. We do not use your data for remarketing or to show you personalized advertisements based on your browsing history.



## What data does LivAssured collect?

We collect specific categories of personal information to provide our products and services.

Category	Examples of Data Collected
<b>Identifiers</b>	Name, email address, and IP address. For ad measurement, we may share hashed (pseudonymized) email addresses with Google.
<b>Commercial Information</b>	Records of products purchased (e.g., NightWatch+ US), or considered via our webshop.
<b>Internet &amp; Electronic Activity</b>	Information regarding whether a specific ad click led to a purchase on our site (Conversion Tracking)
<b>special category of personal data</b>	Information concerning your health, such as the diagnosis of having epilepsy via our forms or via emails send by you to our customer service team.

## What does LivAssured use my data for?

We only process the personal data we need to provide advice on and sell our products and to support these products. We do not provide personal data to third parties unless this is necessary in the context of the execution of the agreement that you enter into with us or if we have an obligation to do so to comply with legal obligations, such as medical device reporting.

**Customer service.** When you send us emails or other messages, we may store these messages. Sometimes we ask you for your personal data that is relevant for a particular situation. This enables us to process your questions and respond to your requests.

**Improvements.** We are always looking into improving our products and services and therefore if you have purchased one of our products we might approach you once in a while to ask you to voluntarily fill out a survey or answer some questions about our products or services.

**Marketing Analytics.** We use Google Ads conversion tracking to measure the effectiveness of our marketing campaigns. This allows us to understand how users interact with our site after viewing an advertisement, helping us optimize our outreach to those who may benefit from NightWatch. This data is used for aggregate statistical purposes and does not involve tracking individual users across third-party websites for the purpose of serving personalized advertisements.

## To whom does LivAssured disclose my (Personal) Data?

We may disclose the information we collect as follows:

**Service Providers.** We may disclose the information we collect from you to third party service providers, contractors or agents who perform functions on our behalf.

**Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected from you to the other company.

**Legal Process and Regulatory Disclosures.** We may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena. We may also share information with regulators, as required by law or necessary to obtain any regulator approval.



**To Protect Us and Others.** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Statement, and as evidence in litigation in which we are involved.

**Aggregate and De-Identified Information.** We may share aggregate or de-identified information about users with third parties for marketing, research or similar purposes.

## Protecting the personal data

We use technical and organizational measures to protect your data against unauthorized access. In the event of a breach, we will investigate whether this is a personal data breach, and if necessary, report this incident to the Dutch Data Protection Authority (*Autoriteit Persoonsgegevens*) and inform you.

## How long will my data be retained?

We do not retain your personal data longer than necessary due to for instance legal obligations such as the requirements by the EU Medical Device Regulation 2017/745, the European law for medical devices, to which our medical devices need to comply.

## Data Controller, processors and data storage

The Data Controller is LivAssured B.V. Processors may be requested from the Data Controller. LivAssured B.V. is headquartered in the Netherlands. Personal information collected is stored, and processed on secure servers located within the European Economic Area (EEA). Limited pseudonymized identifiers used for ad measurement (Enhanced Conversions) may be processed by our service provider, Google, on their global servers.

**Standards.** By storing data in the EU, we apply the high protection standards of the EU General Data Protection Regulation (GDPR) 2016/679 to your information

## What rights do I have?

Under the General Data Protection Regulation (the GDPR), you can request the following:

- to access your data;
- to correct your data;
- to limit the use made of your data;
- to delete your data (if your data is being processed with your explicit or other consent);
- the transfer of your data (data portability).

If the processing of your personal data is based on your consent, you are also entitled to withdraw your consent. In addition, in certain cases you have the right to object to the processing of your data. There may be reasons why your request cannot be granted. If this is the case, LivAssured will adequately explain this to you.

## Submitting of requests pursuant to the GDPR

There are several ways in which you can submit a request pursuant to the GDPR. You can either send your request by email to [privacy@livassured.nl](mailto:privacy@livassured.nl) or by letter to our office address.

To be sure that it is you who have made this request, we ask you to send a copy of your identity document along with your request. In this copy, black out your photo, the machine-readable zone (the strip with numbers at the bottom of the passport), passport number and citizen service number. We will respond to your request as quickly as possible and in any case within four weeks.



## Do you have a question or complaint?

If you have a question or complaint, you can contact us by sending an email to [privacy@livassured.nl](mailto:privacy@livassured.nl) or by calling +31(0)850601252.

The Dutch Data Protection Authority externally supervises compliance with privacy legislation. You have the right to submit a complaint to the Dutch DPA about the way in which we are handling your personal data. For more information, please go to:

<https://autoriteitpersoonsgegevens.nl/en/submitting-a-tip-off-or-a-complaint-to-the-dutch-dpa>

## Changes to this Privacy Notice

This privacy statement is current as of the Effective Date set forth above. We may change this privacy statement from time to time, so please be sure to check back periodically. We will post any changes to this privacy statement on our website.

