

# Privacy Notice, General (US)

**Effective Date:** 31st March 2026 (UTC/GMT +02:00 - Europe/Brussels)

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

## Definitions under U.S. Law

U.S. state laws define "**Personal Information**" as data that identifies, relates to, or could reasonably be linked with you or your household.

**'Sensitive Personal Information':** Includes personal information concerning your health, which is subject to stricter rules.

## How does LivAssured obtain my data?

We only collect the personal information that you personally provide us with. If this is a special category of personal information, 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>Sensitive Personal Information</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 do not "sell" your personal information for money. However, under some U.S. laws (such as in California and Texas), sharing identifiers or internet activity with third parties like Google for targeted advertising is considered "sharing" or a "sale."

**Advertising Partners.** We do not "sell" your personal information for money. We share limited data (such as a conversion ID) with Google solely to measure the performance of our ads. Because we do not use remarketing or behavioral targeting, we do not believe this constitutes "sharing" for cross-context behavioral advertising under state laws.

We may disclose data to:

**Service Providers.** Third parties who help us with shipping, payment, or website functions.

**Business Transfers.** If we are merged or acquired, your data may be transferred to the new entity.

**Legal Process.** To comply with law, subpoenas, court orders or regulatory inquiry.

## 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 and, if required, notify the relevant U.S. state authorities and you.

## How long will my data be retained?

Data is retained only as long as necessary to provide services or meet legal obligations, such as the U.S. record-keeping requirements or EU Medical Device Regulation (MDR).

## International Data Transfers and Storage

LivAssured B.V. is headquartered in the Netherlands. Personal information collected from U.S. residents is transferred to, 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.

**Consent.** By providing your information, you agree to this international transfer and storage.

## What rights do I have? General U.S. Privacy Protections

All US residents have the following protections:

**Breach Notification.** Residents in all 50 states must be notified if their sensitive personal information is compromised.

**Voluntary Requests.** LivAssured will make a good-faith effort to honor data access or deletion requests for all U.S. customers where feasible.

**Right to Opt-Out of Sharing/M Measurement.** While we do not use your data for remarketing or building advertising profiles, we use Google Ads for conversion tracking (including Enhanced Conversions). You can opt out of this by:

**Google Ad Settings:** Managing your preferences at <https://myadcenter.google.com/>.

**Browser Settings:** Disabling cookies in your browser, though some website features may not function optimally.

**Universal Opt-Out Signals:** Our website is configured to recognize and honor Global Privacy Control (GPC) signals. If you have enabled GPC in your browser, we will automatically treat this as a request to opt-out of any data sharing for measurement or analytics on that browser

**Direct Request:** Emailing us at [privacy@livassured.nl](mailto:privacy@livassured.nl) to request that your data be excluded from our conversion measurement sharing.

## State-Specific rights

As of 2026, if you reside in a state with a comprehensive privacy law including California (CA), Virginia (VA), Colorado (CO), Connecticut (CT), Utah, Texas (TX), Oregon, Montana, Iowa, Delaware, Nebraska, New Hampshire, New Jersey, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island, Florida (FL), and effective July 2026, Arkansas (AR) you have the following rights:

**Right to Access and portability:** You can request a copy of the personal information we have collected about you in a usable format.

**Right to Correction:** You may ask us to fix inaccuracies in your personal data.

**Right to Deletion:** You can request that we delete the personal information we have collected, subject to certain legal exceptions (such as medical device record-keeping).

**Right to Limit Sensitive Data:** You can ask us to limit the use of your health-related data to only what is strictly necessary to provide our services.

**Right to Appeal:** If we deny a request, residents in many states (e.g., CA, VA, CO, CT, TX) have a legal right to appeal.

## Submitting of requests pursuant to U.S. State Laws

To exercise your rights, email [privacy@livassured.nl](mailto:privacy@livassured.nl). We will respond within **45 days**. To protect your privacy, we may ask for identity verification before fulfilling the request.

## Do you have a question or complaint?

Contact us at [privacy@livassured.nl](mailto:privacy@livassured.nl) or **+31(0)850601252**. You may also submit a complaint to your state's Attorney General.

## Changes to this Privacy Notice

We may change this notice periodically and will post updates on our website.