

LiveWell Privacy Notice

Last Updated/Effective Date: June 10, 2025

LiveWell Partners and its affiliates and subsidiaries (“**LiveWell**” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Notice describes the processing of Health information subject to our HIPAA Notice of Privacy Practices (see Part 1 below) and Personal Information (defined below) that is provided, collected, or disclosed in the course of providing our products or services to you (“**Services**”) and on the websites, applications, social media pages, and other platforms that link to this Privacy Notice, including when you apply for a job with us. It also describes rights you may have under applicable laws.

1. HIPAA Notice Of Privacy Practices

To learn how we collect and use health information protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), and your rights and choices under HIPAA, please review our [HIPAA Notice of Privacy Practices](#).

2. Personal Information We Collect

We may collect a range of Personal Information. “**Personal Information**” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

Contact Information – If you submit an inquiry, register for an account, or provide information on or through our Services, we may collect your contact information. This may include your name, address, email address, demographic information, company name, job title, and phone number.

Usage Information – When you use our website, our LiveWell servers and our servers hosted by other vendors may automatically record information, including your Internet Protocol address (IP Address), geolocation of your device, browser type, referring URLs (e.g., the website you visited before coming to our website), domain names associated with your internet service provider, or other information regarding your interaction with our website.

Professional or Employment-related Information – If you apply for a job with us, we will collect your employment and work history, as well as other Personal Information related to your potential employment. This may include your education and employment history, address and contact information, demographic information, and any other information included in your resume or application.

Communication Information – We may collect the contents of your communications with us, whether via email, social media, telephone or otherwise, and inferences we may make from other Personal Information we collect. Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality.

3. How We Collect Personal Information

Directly From You – We collect Personal Information that you provide to us, for example, if you choose to contact us or request or purchase Services or information from us.

From Third Parties – We may collect Personal Information from third parties, including business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.

Through Online Tracking Technologies – We use cookies and similar technologies such as pixels and web beacons to collect Personal Information related to online activities. For additional information regarding our use of these technologies, see the *Cookies and Other Tracking Technologies* section below.

4. How We Use Personal Information

To the extent permitted by applicable law, we use Personal Information:

To provide and personalize our Services, such as providing customer service, maintaining or servicing accounts, and undertaking or providing similar services.

For internal research and development, such as testing and verifying the quality of our Services, improving the quality of our Services, and creating new Services.

For marketing, such as sending information about our Services or those of our affiliates, business partners, or other third parties. This may include using your information to send you notices, newsletters, surveys, promotions, or news about events.

For communicating with you, including through our service providers, such as responding to your questions and comments, confirming alerts and alarms received from your connected products, and notifying you of updates to our Services.

For legal, security, or safety reasons, such as protecting our and our users' safety, property, or rights, complying with legal requirements, enforcing our terms, conditions, and policies, detecting, preventing, and responding to security incidents, and protecting against malicious, deceptive, fraudulent, or illegal activity.

As part of a corporate transaction, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business' assets, or another corporate transaction, including bankruptcy.

If you are applying for a position with us, we use your Personal Information for the following purposes. Please note that this Privacy Notice does not form part of any contract of employment offered to job applicants hired by LiveWell.

To Manage the Application Process. We use your Personal Information to process your job application, to verify the information you have provided in your application, to communicate with you regarding your application, to answer your questions regarding the application process and to confirm your eligibility for a position. We may also save your information for future job openings within LiveWell.

To Manage the Hiring Process. We may use your Personal Information in the hiring process to conduct interviews. We may also use your Personal Information to perform background and reference checks, with your consent, if you are offered a position.

Recruiting. We may use Personal Information to communicate with you regarding the recruiting process, to learn where you heard about LiveWell to evaluate and improve our recruiting process.

To Communicate with You. We may use your Personal Information to provide information to you, to respond to your questions, or to notify you of any changes or updates.

5. How We Disclose Personal Information

We may disclose your Personal Information in the following circumstances:

Service Providers – We disclose your Personal Information with third party service providers as necessary to enable them to support our Services or other aspects of our business.

Affiliates and Subsidiaries – We may disclose your information to the LiveWell family of companies for their and our business purposes and for marketing purposes, including to provide you information about the products or services we think may interest you.

Business Partners – We may disclose Personal Information with trusted business partners or corporate affiliates. For example, we may disclose your Personal Information with a company whose products or services we think may be of interest to you or who we co-sponsor a promotion or service with.

Legal Obligation or Safety Reasons – When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of any agreement you have with us, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of LiveWell, its users, or the public against harm.

Merger or Change of Control – If we are involved in a merger, acquisition, or any other transaction involving a change of control in our business including but not limited to a bankruptcy or similar proceeding, Personal Information may be transferred along with the business. Where legally required, we will give you prior notice prior to such a transfer.

6. Cookies and Other Tracking Technologies

We and our service providers may use cookies and similar technologies such as pixels, web beacons, and local storage to collect usage and browser information about how you use our website. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our website, to enhance your experience through personalization, and to help us better understand the features of our website that you and other users are most interested in.

We allow or enable third parties to collect Personal Information in order to provide their interest-based advertising services, and we use Google Ads and other third parties to serve ads for our Services across various websites. To opt-out of this type of advertising by Google, to customize your ad preferences, or to limit Google's collection or use of your data, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow [Google's personalized ad opt-out instructions](#). Opting out will not affect your use of our Services.

We use analytics services, including Google Analytics, to assist us with analyzing our website traffic. These services utilize cookies and other technologies that collect your Personal Information. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "How Google uses information from sites or apps that use our services." You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

Most browsers provide you with the ability to block, delete, or disable cookies, and your mobile device may allow you to disable transmission of unique identifiers and location data. If you choose to reject cookies or block device identifiers, some features of our Services may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings. We do not respond to Do Not Track ("DNT") signals sent to us by your browser at this time.

7. How Long Do We Keep Personal Information

We will retain each category of your Personal Information for as long as necessary to fulfill the purposes described in the *How We Use Personal Information* section above, unless otherwise required by applicable laws. Criteria we will use to determine how long we will retain your Personal Information include whether we need your Personal Information to provide you with our Services you have requested; we continue to have a relationship with you; you have requested information or Services from us; we have a legal right or obligation to continue to retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your

Personal Information; we have an interest in providing you with Personal Information about our Services; and we have another business purpose for retaining your Personal Information.

8. How We Protect Personal Information

We use commercially reasonable efforts to protect the confidentiality and security of Personal Information we process. However, despite these efforts to store Personal Information in a secure operating environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems.

9. International Use of our Services

Our website is hosted in the United States. If you are visiting our website from outside of the United States, please note that by providing your Personal Information, it is being transferred to, stored, collected, or processed in the United States, where our data center and servers are located and operated.

10.Children's Privacy

We do not knowingly collect or solicit any Personal Information from children under the age of 16. In the event that we learn that we have collected Personal Information from a child, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at privacy@livewellpartners.com or contact us using the information listed in the *Contact Us* section below.

11.Links to Third-Party Websites

We are not responsible for the practices employed by any websites or services linked to or from our Services, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be subject to the applicable third party's privacy notice.

12.California Residents

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties' direct marketing purposes, if any. To make such a request, please contact us using the information in the *Contact Us* section below. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

13.Your Privacy Rights and How to Exercise Them

Depending on where you live, you may have the following rights with respect to your Personal Information under applicable data protection laws:

Access – You may have the right to know what Personal Information we have collected about you and to access such data.

Data portability – You may have the right to receive a copy of your information in a portable and readily usable format.

Deletion – You may have the right to delete your Personal Information that we have obtained, subject to certain exceptions.

Correction – You may have the right to correct inaccuracies in your Personal Information.

Opt out of certain processing – You may have the right to: (a) opt out of the processing of your Personal Information for purposes of targeted advertising, (b) opt out of the sale or sharing of your Personal Information; (c) limit the use of your Sensitive Personal Information (if applicable), and (d) opt out of the processing of your Personal Information for profiling in furtherance of decisions that produce legal or similarly significant effect concerning you.

To opt out of marketing emails, please email us at privacy@livewellpartners.com or follow the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing of your Personal Information, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our Services to you.

To exercise any of the privacy rights afforded to you under applicable data protection laws, please email us at privacy@livewellpartners.com.

14.Changes to this Privacy Notice

Please note that we may modify or update this Privacy Notice from time to time, so please review it periodically. We will notify you if material changes are made. Unless otherwise indicated, any changes to this Privacy Notice will apply immediately upon posting to our website.

15.Contact Us

If you have any questions about our practices or this Privacy Notice, please contact us at privacy@livewellpartners.com. You may also write to us at:

LiveWell Partners
8008 Carondelet
Clayton, MO 63105