

VIVID – Website Privacy Policy

Last updated: February 6, 2019

Institute of Valvular Research, Inc. ("**VIVID** ") values your privacy, and has therefore created this privacy policy (the "**Privacy Policy**") to let you know what information is retained about you, how it is shared and with whom. This Privacy Policy forms part of VIVID's term of service (the "**Terms**"). Any capitalized but undefined term in this Privacy Policy shall have the meaning given to it in the Terms. This Privacy Policy explains the privacy practices of VIVID with respect to VIVID's Calculator (as defined below), website (<https://valveinvalve.org> and/or <https://valveinvalve.com>; the "Website"), products, applications and services (collectively referred to as the "**Services**"). This Privacy Policy describes the ways VIVID collects, uses and discloses your information and the rights and options available to you. On our Website we provide guidance for operators regarding the valve in valve candidate defines PPM conditions and describes scenarios at risk for residual stenosis after the procedure in addition to suggesting optimal THV sizing and conditions in which bioprosthetic valve ring fracture may be considered (the "**VIVID Calculator**").

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

If you do not agree with this policy, do not use our Services or provide VIVID with your information.

General

Users can access the Services through various Devices. A "**Device**" is any computer used to access the Services, including without limitation a desktop, laptop, mobile phone, tablet, or other consumer electronic device. This Privacy Policy governs your access of the Services, regardless of how you access them, and by using our Services you consent to the collection, transfer, processing, storage, disclosure and other uses described in this Privacy Policy.

Children's Privacy

The Service is not intended for children under the age of 16. We do not knowingly or intentionally collect information about children who are under 16 years of age.

IF YOU ARE UNDER THE AGE OF 16 YOU MAY NOT USE THE SERVICE IN ANY WAY.

Collection of Information

[Contact Us](#)

On our Website, you may contact us while providing your full name, email address and message content.

Leave a Reply

You may leave replies on the articles and presentations provided on our Website, while providing your name, email address and comment content.

Logging in to the Calculator

In order to register to our Services you must log in, and we may ask you to provide username and your e-mail address. VIVID Calculator may later request additional information, in order to verify your log in details, or in order to provide additional Services or as may be required from time to time pursuant to applicable law or the requirements of third parties.

Medical Data

In order to use the VIVID Calculator, you are required to provide certain anonymous, unidentified medical data. That data may not, in any case whatsoever be connected and/or linked to you or to the candidate.

Please note: medical information is considered "**Sensitive Information**". As such, it shall not be collected unless you provide explicit consent to the collection of it. By using our Services, you hereby provide your explicit consent to the collection of Sensitive Information. Our processing of Sensitive Information is carried out in the course of our legitimate activities, while we maintain appropriate safeguards on connection with such information.

From this point, information from which you can be personally identified, including, *inter alia*, Sensitive Information, shall be referred to as "**Personal Information**".

You are not required by law to provide us with any of the above information; however, if you do not provide certain information, you may not be able to use the Services.

Use of Information:

We use information we have collected on our Services for the following purposes:

- Anonymous statistical purposes;
- Provide, maintain and operate our Services;
- To contact you when we are asked to by you or we believe it is necessary;
- We may provide you with some promotional materials, such as events invitations;
- We may also use information collected on the Services based on our legitimate interest.

Sharing Information with Others:

We may use certain trusted third party companies and individuals to help us provide, analyze, and improve the Services, and for the purposes described in this Privacy Policy. These third parties may be located in countries other than your own, and we may send them

information we receive. These third parties may have access to your Personal Information only for purposes of performing these tasks on our behalf and under obligations similar to those in this Privacy Policy. In such cases, these third parties must abide by our data privacy and security requirements and are not allowed to use Personal Information they receive from us for any other purpose. We may also disclose Personal Information as part of a corporate transaction such as a merger or sale of assets. When we transfer Personal Information, we use a variety of legal mechanisms, including contracts, to help ensure your rights and protections travel with your data. We will transfer Personal Information within assuring appropriate and suitable safeguards.

In addition, VIVID may share your Personal Information with others, without your explicit consent, for the following purposes and to the extent necessary in VIVID's good-faith discretion:

- When it is necessary to facilitate the functionality of the Services and to provide you with the Services, or to protect our customers;
- If VIVID reasonably believes that you have breached the Terms, or abused your rights to use the Services, or performed any act or omission that VIVID reasonably believes to be violating any applicable law, rules, or regulations. VIVID may share your information in these cases, with law enforcement agencies and other competent authorities and with any third party as may be required to handle any result of your wrongdoing;
- If disclosure is necessary in order to comply with applicable law or respond to valid legal process, including from law enforcement or other government agencies.
- In any case of dispute, or legal proceeding of any kind between you and VIVID, or between you and other users with respect to, or in relation with the Services;
- In any case where VIVID reasonably believes that sharing information is necessary to prevent imminent harm, physical damage or damage to property;
- If VIVID organizes the operation of the Services within a different framework, or through another legal structure or entity, or if VIVID and/or any of its business is acquired by, or merged into or with another entity, or if VIVID enters bankruptcy, provided, however, that those entities agree to be bound by the provisions of this policy, with respective changes taken into consideration;
- To help our merchants and partners target the audience they want to reach and to provide you with potentially interesting offers.
- VIVID may also share Personal Information with companies or organizations connected, or affiliated with VIVID, such as subsidiaries, sister-companies and parent companies, and other partners, with the express provision that their use of such information must comply with this policy.

Your Rights and Data Retention

You can request the deletion of some of the Personal Information VIVID has collected or withdraw your consent to the processing of such information, and disable its future collection by contacting us via registry@valveinvalve.org. From that point, we shall not have the right to process this information, and you will not be allowed to use our Services.

Note, however, that you may withdraw consent at any time, without affecting the lawfulness of data processing we carried out based on your consent before such withdrawal.

Please note that as some of the information collected is considered a 'medical record', as defined under your local legislation, we might not be able to delete such information, based on mandatory medical records retention periods.

VIVID does not retain information longer than required to provide the Services features and for reasonable business needs, or for other essential purposes such as complying with our legal obligations (such as retention of medical records, as described above), resolving disputes, and enforcing our agreements. Because these needs can vary for different data types in the context of different products, actual retention periods can vary significantly.

VIVID may at all times review, retain and disclose any other information as VIVID deems necessary to satisfy any applicable law, regulation, legal process or governmental request and VIVID's needs and necessities. By doing so VIVID does not either expressly or impliedly endorse, affirm or in any manner assume any responsibility for such communications.

Cookies

A cookie is a small piece of information that is stored on a computer or device and may contain a device identifier for the purpose of recognizing your browser as you interact with websites. Device identifiers may be randomly generated or assembled from available system elements such as IP address, browser version, OS type and version, device type and settings, mobile device and advertising identifiers, wireless mobile subscriber ISDN numbers, public switched telephone network information, mobile network information or software data.

YOU CAN CHOOSE TO CHANGE YOUR BROWSER SETTINGS TO DISABLE COOKIES IF YOU DO NOT WANT US TO ESTABLISH AND MAINTAIN FOR YOU A UNIQUE USER ID. BE AWARE THAT COOKIES MIGHT BE REQUIRED TO COMPLETE CERTAIN FUNCTIONS ON OUR WEBSITE.

VIVID may use cookies and similar technologies in combination with other information we maintain for a number of purposes, including to:

- Deliver advertisements and content relevant to your interests, including retargeting campaigns;
- Provide analytics and reporting;
- To increase our website's functionality and user-friendliness;
- Maintain information in both identifiable and de-identified forms;
- To support security measures;
- To assist in identifying possible fraudulent or abusive activities.

We may use “persistent cookies” to save your registration ID and login password for future logins to the website. We may use “session ID cookies” to enable certain features of the website, to better understand how you interact with the website and to monitor aggregate usage and web traffic routing on the Website.

Some of the cookies may expire when the session ends and you exit your browser. Other cookies are saved on your browser's memory.

We use cookies for to remember users’ settings and for authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

Log Files

As is true of most websites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data.

We do not link this automatically collected data to other information we collect about you.

HTML5 Local Storage

We use Local Storage Objects (LSOs) such as HTML5 to store content information and preferences. Third parties with whom we partner to provide certain features on our site based upon your Web browsing activity use LSOs such as HTML 5 to collect and store information. Various browsers may offer their own management tools for removing HTML5 LSOs.

Tracking Technologies / Cookies

Technologies such as: cookies, beacons, tags and scripts are used by VIVID and our advertising partners, affiliates, or analytics or service providers. These technologies are used in analyzing trends, administering the site, tracking users’ movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

Google Analytics

As instructed by us, Google will use the information for the purpose of analyzing your use of our Site, to compose reports on the activities of our Site and to provide further services to us related to the use of the website and the internet. The IP address that is transferred by your browser and that is shortened before storing for the purposes of Google Analytics will not be added to other Google data. You can prevent the storage of the cookies through browser settings, however we remind you that, in certain instances, this may cause a reduction in the functionality of the Site. More information about Google Analytics’ use of your data can be on the Google Privacy Policy: <https://www.google.com/policies/privacy/>. Google provides a

browser-add on which allows users to opt-out of Google Analytics across all websites which can be downloaded here: <https://tools.google.com/dlpage/gaoptout>.

Links

Our Website may contain links to other websites, such as partner or vendor websites. Please note that the privacy policies of these websites may differ from that of VIVID. We encourage you to read the privacy policy of any website you may visit.

Information Security

VIVID considers information security to be a top priority, and is committed to protecting the security of your Personal Information. VIVID implements systems, applications and procedures to secure Personal Information, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information, in particular where the processing involves the transmission of data over a network, and against all other unlawful forms of processing. When we transmit highly confidential data over the Internet, we protect it through the use of encryption. However, these measures are unable to provide absolute assurance.

Personal Information collected by VIVID may be stored and processed in a various locations, such as mailchimp.com and SPD Hosting Ltd., which are chosen in order to operate efficiently, to improve performance, and to create redundancies in order to protect the data in the event of an outage or other problem. We take steps to ensure that the data we collect under this Privacy Policy is processed according to the provisions of this Policy and the requirements of applicable law (such as the GDPR) wherever the data is located.

Therefore, although VIVID takes great efforts to protect your Personal Information, VIVID cannot guarantee and you cannot reasonably expect that VIVID's databases will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse.

Questions about the security of Personal Information can be directed to our Data Manager at: registry@valveinvalve.org

Contact VIVID/ Abuse Reports

If you have a privacy concern, complaint, or a question or believe that your privacy has been compromised by any person, in the course of using the Services, or any other requests, responses, questions and complaints, then please contact VIVID via "Contact Us" under the settings section in the Application.

Institute of Valvular Research, Inc., **Address:** 3670 172nd Ave NE, Redmond, WA 98052, USA,
Phone Number: 1-425-6287765

Changes to this Privacy Policy

We may change this Privacy Policy from time to time, when necessary to reflect customer feedback and changes in our Services. When we post changes to this Privacy Policy, we will

revise the "last modified" date at the top of the policy. If we make a change to this Privacy Policy that we believe materially reduces your rights, we will provide a notice prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. We may provide notice of changes in other circumstances as well. By continuing to use the Services after those changes become effective, you agree to be bound by the revised Privacy Policy.