

This Privacy Statement explains our practices, regarding the collection, use, and disclosure of certain information, including your personal information in connection with the VIVIDA Escape Room.

Contacting Us

If you have general questions about your account or how to contact VIVIDA for assistance, please email us at servicesupport@vivida.io. For questions specifically about this Privacy Statement, or for our use of your personal information, cookies or similar technologies, please contact our Data Protection Officer/Privacy Office by email at servicesupport@vivida.io. The data controller of your personal information is the company ("Customer") purchasing the service VIVIDA acts only as a Data Processor on behalf of the Customer. Please note that if you contact us to assist you, for your safety and ours we may need to authenticate your identity before fulfilling your request.

Collection of Information

We receive and store information about you such as:

- **Information you provide to us:** We may collect information you provide to us which can include:
 - First name, last name, job title, email. We collect this information in a number of ways, including when you enter it while using our Escape Room, interact with our customer Escape Room, or participate in surveys or marketing promotions;
 - information when you choose to provide surveys, taste preferences, account settings (including preferences set in the "Account" section of our website), or otherwise provide information to us through our Escape Room or elsewhere.
- **Information we collect automatically:** We may also collect information about you and your use of our Escape Room and your interactions with us, as well as information regarding your network, network devices, and your computer or other VIVIDA devices you might use to access our Escape Room (such as mobile devices and other streaming media devices). This information may include:

- o your activity on the VIVIDA Escape Room, such as learning selections, activities within a learning experience, and search queries;
 - o your interactions with email notifications.
 - o details of your interactions with our customer Escape Room, such as the date, time and reason for contacting us, transcripts of any chat conversations, and if you call us, your phone number and call recordings;
 - o device IDs or other unique identifiers, including for your network devices, and devices that are VIVIDA capable on your Wi-Fi network;
 - o resettable device identifiers (also known as advertising identifiers), such as those on mobile devices, tablets, and streaming media devices that include such identifiers (see the "Cookies and Internet Advertising" section below for more information);
 - o device and software characteristics (such as type and configuration), connection information including type (wifi, cellular), statistics on page views, referring source (for example, referral URLs), IP address (which may tell us your general location), browser and standard web server log information;
 - o information collected via the use of cookies, web beacons and other technologies, including ad data (such as information on the availability and delivery of ads, the site URL, as well as the date and time).
- **Information your company may choose to collect:** Additional information your company may choose to collect is controlled by your company's Escape Room Client Admin as this is beyond the scope of what data VIVIDA collects or has control of. Please refer to your company's Escape Room Client Admin to understand what additional data they may choose to collect.
 - **Information from partners:** We may collect information from other companies with whom you or VIVIDA have a relationship ("Partners"). These Partners might include (depending on what Escape Room you use): your internet provider, your company, or other streaming media device providers who make our Escape Room available on their device. The information Partners provide us varies depending on the nature of the Partner Escape Rooms, and may include:

- o search queries and commands applicable to VIVIDA that you make through Partner devices or voice assistant platforms;
 - o Escape Room activation information such as your email address or other contact information;
 - o IP addresses, device IDs or other unique identifiers, as well as associated pre-paid promotion, billing and user interface information, that support user authentication, the VIVIDA Escape Room registration experience, Partner payment processing, and the presentation of VIVIDA content to you through portions of the Partner user interface.
- **Information from other sources:** We also may obtain information from other sources. We protect this information according to the practices described in this Privacy Statement, plus any additional restrictions imposed by the source of the data. These sources vary over time, but could include:
 - o Escape Room providers that help us determine a location based on your IP address in order to customise our Escape Room and for other uses consistent with this Privacy Statement;
 - o security Escape Room providers who provide us with information to secure our systems, prevent fraud and help us protect the security of VIVIDA accounts;
 - o payment Escape Room providers who provide us with payment or balance information, or updates to that information, based on their relationship with you;
 - o online and offline data providers, from which we obtain aggregated demographic, interest based and online advertising related data;
 - o publicly-available sources such as publicly available posts on social media platforms and information available through public databases associating IP addresses with internet Escape Room providers (ISPs).

Use of Information

We may use information to provide, analyse, administer, enhance and personalise our Escape Rooms and marketing efforts, we use such information to:

- o determine your general geographic location, provide localised content, provide you with customised and personalised viewing

recommendations for learning experiences we think will be of interest to you, determine your ISP to support network troubleshooting for you (we also use aggregated ISP information for operational and business purposes), and help us quickly and efficiently respond to inquiries and requests;

- coordinate with Partners on making the VIVIDA Escape Room available to members and providing information to non-members about the availability of the VIVIDA Escape Room, based on the specific relationship you have with the Customer or Partner;
- secure our systems, prevent fraud and help us protect the security of VIVIDA accounts;
- prevent, detect and investigate potentially prohibited or illegal activities, including fraud, and to enforce our terms (such as determining whether and for which VIVIDA signup offers you are eligible and determining whether a particular device is permitted to use the account consistent with our Terms of Use);
- analyse and understand our audience, improve our Escape Room (including our user interface experiences and Escape Room performance) and optimise content selection, recommendation algorithms and delivery;
- communicate with you concerning our Escape Room so that we can send you news about VIVIDA, details about new features and content available on VIVIDA, special offers, promotional announcements, consumer surveys, and to assist you with operational requests such as password reset requests. These communications may be by various methods, such as email, push notifications, text message, online messaging channels, and matched identifier communications (described below).
- Our legal basis for collecting and using the personal information described in this Privacy Statement will depend on the personal information concerned and the specific context in which we collect and use it. We will normally collect personal information from you where we need the personal information to perform a contract with you (for example, to provide our Escape Rooms to you), where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms (for example, our direct marketing activities in accordance with your preferences), or where we have your consent to do so (for example, for you to participate in certain consumer insights activities like specific surveys and focus groups). In some cases, we may also have a legal obligation to

collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person (for example, to prevent payment fraud or confirm your identity). For questions about our use of your personal information (including legal bases and transfer mechanisms we rely on), cookies or similar technologies, please contact our Data Protection Officer/Privacy Office by email at privacy@vivida.io. Please email us at servicesupport@vivida.io for more information about these topics.

Disclosure of Information

We disclose your information for certain purposes and to third parties, as described below:

- **Escape Room Providers:** We may use other companies, agents or contractors ("Escape Room Providers") to perform Escape Rooms on our behalf or to assist us with the provision of Escape Rooms to you. For example, we engage Escape Room Providers to provide communications, security, infrastructure and IT Escape Rooms, to customise, personalise and optimise our Escape Room, to provide bank account or balance information, to process credit card transactions or other payment methods, to provide customer Escape Room, to analyse and enhance data (including data about users' interactions with our Escape Room), and to process and administer consumer surveys. In the course of providing such Escape Rooms, these Escape Room Providers may have access to your personal or other information. We do not authorise them to use or disclose your personal information except in connection with providing their Escape Rooms (which includes maintaining and improving their Escape Rooms).
- **Partners:** As described above, you may have a relationship with one or more of our Partners, in which case we may share certain information with them in order to coordinate with them on providing the VIVIDA Escape Room to members and providing information about the availability of the VIVIDA Escape Room. For example, depending on what Partner Escape Rooms you use, we may share information:
 - in order to facilitate Partner pre-paid promotions or collection of payment for the VIVIDA Escape Room for distribution to us;
 - with Partners who operate voice assistant platforms that allow you to interact with our Escape Room using voice commands;

- o so that content and features available in the VIVIDA Escape Room can be suggested to you in the Partner's user interface. For members, these suggestions are part of the VIVIDA Escape Room and may include customised and personalised viewing recommendations.
- **Promotional offers:** We may offer joint promotions or programs that, in order for your participation, will require us to share your information with third parties. In fulfilling these types of promotions, we may share your name and other information in connection with fulfilling the incentive. Please note that these third parties are responsible for their own privacy practices.
- **Protection of VIVIDA and others:** VIVIDA and its Escape Room Providers may disclose and otherwise use your personal and other information where we or they reasonably believe such disclosure is needed to (a) satisfy any applicable law, regulation, legal process, or governmental request, (b) enforce applicable terms of use, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address illegal or suspected illegal activities (including payment fraud), security or technical issues, or (d) protect against harm to the rights, property or safety of VIVIDA, its users or the public, as required or permitted by law.
- **Business transfers:** In connection with any reorganisation, restructuring, merger or sale, or other transfer of assets, we will transfer information, including personal information, provided that the receiving party agrees to respect your personal information in a manner that is consistent with our Privacy Statement.

Whenever in the course of sharing information we transfer personal information to other countries, we will ensure that the information is transferred in accordance with this Privacy Statement and as permitted by the applicable laws on data protection.

You may also choose to disclose your information in the following ways:

- certain portions of our Escape Room may contain a tool which gives you the option to share information by email, text message and social or other sharing applications, using the clients and applications on your smart device;
- social plugins and similar technologies allow you to share information.

Social plugins and social applications are operated by the social networks themselves, and are subject to their terms of use and privacy policies.

Access to Account and Profiles

- **“Remember me” function:** For ease of access to your account, we automatically remember your user login accounts when you log in to the website. This function uses technology that enables your browser to remember your email address so that you do not have to re-enter this each time.
- **Profiles:** Profiles allows you to have a distinct, personalised VIVIDA experience, built around the learning experiences you have shown interest in based on viewing histories.

Your Information and Rights

You can request access to your personal information, or correct or update out-of-date or inaccurate personal information we hold about you. You may also request that we delete personal information that we hold about you.

For other requests, or if you have a question regarding our privacy practices, please contact our Data Protection Officer/Privacy Office at privacy@vivida.io.

We respond to all requests we receive from customers wishing to exercise their data protection rights in accordance with applicable data protection laws.

As a user of the service you can object to processing of your personal information by contacting the Data Controller (your organisation), and asking the Data Controller to restrict, remove or change processing of your personal information or request portability of your personal information; if we have collected and processed your personal information with your consent, then you can withdraw your consent at any time; withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent; note withdrawal of your personal data will result in deletion of your account by the Data Controller; you have the right to complain to a data protection authority about our collection and use of your personal information (for the UK, the office of the UK Information Commissioner).

Please email support@vivida.io for more information about these topics.

We may retain information as required or permitted by applicable laws and regulations, for our billing or records purposes and to fulfil the purposes described in this Privacy Statement. We take reasonable measures to destroy or de-identify personal information in a secure manner when it is no longer required.

Security

We use reasonable administrative, logical, physical and managerial measures to safeguard your personal information against loss, theft and unauthorised access, use and modification. These measures are designed to provide a level of security appropriate to the risks of processing your personal information.

Other Websites, Platforms and Applications

The VIVIDA Escape Room may be provided through and/or utilise features (such as voice controls) operated by third party platforms, or contain links to sites operated by third parties whose policies regarding the handling of information may differ from ours. For example, you may be able to access the VIVIDA Escape Room through platforms such as smart TVs, mobile devices, laptops and a number of other Internet connected devices. These websites and platforms have separate and independent privacy or data policies, privacy statements, notices and terms of use, which we recommend you read carefully. In addition, you may encounter third party applications that interact with the VIVIDA Escape Room.

Children

You must be at least 18 years of age or older to use the VIVIDA Escape Room. Minors may only use the Escape Room with the involvement, supervision, and approval of a parent or legal guardian.

Changes to This Privacy Statement

We will update this Privacy Statement from time to time in response to changing legal, regulatory or operational requirements. We will provide notice of any such changes (including when they will take effect) in accordance with law. Your continued use of the VIVIDA Escape Room after any such updates take effect will constitute acknowledgement and (as applicable) acceptance of

those changes. If you do not wish to acknowledge or accept any updates to this Privacy Statement, you may cancel your use of the VIVIDA Escape Room. To see when this Privacy Statement was last updated, please see the "Last Updated" section below.

Cookies and Other Technologies

We and our Escape Room Providers use cookies. We want you to be informed about our use of this technology, so this section explains the types of technologies we use, what they do, and regarding their use.

Cookies are small data files that are commonly stored on your device when you browse and use websites and online Escape Rooms. We use other technologies such as browser storage and plugins (e.g., HTML5 and IndexedDB.). Like cookies, these other technologies may store small amounts of data on your device. Web beacons (also known as clear gifs or pixel tags) often work in conjunction with cookies. In many cases, declining cookies will impair the effectiveness of web beacons associated with those cookies.

If you use the VIVIDA app on a mobile device, tablet, or streaming media device, we may in the future collect a resettable device identifier from your device. Resettable device identifiers (also known as advertising identifiers) are similar to cookies and are found on many mobile devices and tablets (for example, the "Identifier for Advertisers" (or IDFA) on Apple iOS devices and the "Google Advertising ID" on Android devices), and certain streaming media devices. Like cookies, resettable device identifiers are used to make online advertising more relevant and for analytics and optimization purposes.

Why does VIVIDA use these technologies?

We use these types of technologies for various reasons, like making it easy to access our Escape Rooms by remembering you when you return; to provide, analyse, understand and enhance the use of our Escape Rooms; to enforce our terms, prevent fraud; to improve site performance; monitor visitor traffic and actions on our site; and to understand interactions with our emails.

To help you better understand how we use cookies and resettable device identifiers, please see the information below:

- **Essential cookies:** These cookies are strictly necessary to provide our website or online Escape Room. For example, we and our Escape Room Providers may use these cookies to authenticate and identify our members when they use our websites and applications so we can provide our Escape Room to them. They also help us to enforce our

Terms of Use, prevent fraud and maintain the security of our Escape Room.

- **Performance and functionality cookies:** These cookies help us to customise and enhance your online experience with VIVIDA. For example, they help us to remember your preferences and prevent you from needing to re-enter information you previously provided (for example, during member sign up). We also use these cookies to collect information (such as popular pages, conversion rates, viewing patterns, click-through and other information) about our visitors' use of the VIVIDA Escape Room so that we can enhance and personalise our website and Escape Room and conduct market research. Deletion of these types of cookies may result in limited functionality of our Escape Room.

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