

Privacy Policy Notice

The policy: This privacy policy notice is served by Circle Cardiovascular Imaging Inc. having its head office at 1100, 800 5th Ave SW, Calgary, Alberta, Canada, T2P 3T6 under the website; www.circlecvi.com (“Website”). The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

1. "I", "our", "us", or "we" refer to the business, Circle Cardiovascular Imaging Inc. and its subsidiaries Circle Cardiovascular Imaging UK Ltd., Circle Cardiovascular Imaging B.V. and/or Circle Cardiovascular Imaging USA Inc.
2. "you", "the user" refer to the person(s) using this website.

1. Collection, Processing and Use of Your Personal Data

1.1 Anonymous Usage of our Website

You are welcome to visit our Website while remaining anonymous and without revealing any of your personal data. However, when you first visit our Website we will ask for your consent to place cookies on your device and to track your website usage behaviour. This helps us to better understand how our customers use our Website and to improve our website offering and services, which includes providing you with a more personalized website experience and targeted offers. Please see Sections 2.2, 2.4 and 2.5 below for a detailed description of the cookies and website analysis tools we use for this purpose and your rights to change your choices.

If you do not agree with the above practices and wish to remain fully anonymous, you can indicate not to provide your consent, or withdraw your consent with effect for the future, by using the opt-out mechanisms available (see Sections 2.2, 2.4 and 2.5 below). In this case, we will only collect certain anonymous information which does not directly relate to your person. For example, we may collect the number of visitors to our Website, browsing patterns and areas of interest. We analyze this information to understand how our customers use our Website, and to assess trends, statistics and our customers’ needs, which help us to improve our Website and to better serve our customers.

Other than as indicated above, we will only collect your personal data if you voluntarily decide to share such information with us, such as registering (via our signup form) or requesting a specific service. Unless you have provided your explicit consent, and unless indicated otherwise in this Privacy Policy, we will use the personal data that you have shared with us only as necessary for enabling your use of our Website, including handling your requests and providing the requested services. Apart from that, we may use any personal data we receive only in

anonymized form (i.e., in a non-personally identifiable form which does not allow for any conclusions as to your identity) for statistical purposes and for internal evaluation how to improve our products and services. Your data will not be processed for other purposes or beyond the scope of this Website Privacy Policy, except where expressly permitted or required by applicable law.

1.2 Using our Signup Form

We collect the personal data you voluntarily disclose when you signup for a download through the signup form on our Website, for example, if you download a trial. Unless indicated otherwise in this Website Privacy Policy, your data will not be used without your consent other than to handle your request/enquiry, e.g., to provide you with the download and service information you asked for, and not be used for any other purpose, unless expressly permitted or required by applicable law.

Your request/enquiry will be handled by us or, as necessary, by one of our affiliated group companies or authorised distributor responsible for handling the topics addressed in your request/enquiry for your jurisdiction.

1.3 Information for Users with Accounts

If you create an account, we require some basic information at the time of account creation. You will submit a valid email, your name, your address, your corresponding institution and create your own password. You also have the option to give us your phone number if you want to. All this information shall consist of your “User Personal Information”.

“User personal Information” is any information about one of our users which could, alone or together with other information, personally identify him or her. Information such as an email address, a real name, are examples of “User Personal Information”.

We will only use this information for managing your Website account, statistical analysis, and providing customer service.

2. Cookies

2.1 Essential cookies

Cookies are small text files that our Website asks to place on your computer or other internet enabled devices, such as tablets or smartphones. If your browser is set to accept cookies, then your browser adds the text in a small file.

Except as indicated otherwise in this Website Privacy Policy, the cookies used by us are essential for the functioning and performance of our Website, such as by making our Website work more efficiently and facilitating your use of the functionalities and services provided; these functionality and/or performance cookies will be deleted from your device once your browser

session has ended (session cookies). We will not use the information stored in essential cookies for any other purpose than as strictly necessary to provide you with the services and functionalities requested.

2.2 Cookie Consent & Personalised Tracking

When you access our Website, we will ask for your consent to place additional cookies on your device by displaying a cookie banner ("Cookie Consent"). These cookies will not be strictly necessary for the functioning and performance of our Website but will help us to collect some of your personal data relating to your website usage behaviour in order to improve our Website offering and services and/or to provide you with more personalised information and services, including targeted offers (see below Sections 2.4 and 2.5 for the corresponding cookies placed for website analysis and remarketing purposes). In case you have signed up for a download of the software (see Section 1.3 above), we will use such website usage information also to provide you with more personalized communications with regard to our software products and relevant events we believe you would be interested in.

The cookie banner informs you about the main purposes of the additional cookies and provides you with information about your choices and where you may access further information. Your continued use of our Website after having been displayed with the cookie banner will signify your consent to the described practices.

At all times, you have the right to withdraw your Cookie Consent and individually opt-out from the placement of cookies and any collection of your information for the different purposes at any time with effect for the future, as further explained in the respective Sections 2.3, 2.4, 2.5 and 3 below.

2.3 Managing your cookie settings

Most browsers are initially set to accept cookies. If you prefer, you can change your settings to generally refuse cookies, to delete cookies that have already been placed on your device, or to warn you before a cookie is placed. Please refer to your browser instructions or to www.aboutcookies.org or www.allaboutcookies.org to learn more about how to adjust or modify your browser settings.

If you choose not to accept cookies, this may impair the usability of the Website and you may not be able to take advantage of some of our features and services offered.

If you use different devices to access our Website (e.g., smartphone, tablet, computer, etc.) you will need to ensure that each browser on each device is adjusted to reflect your cookie preferences.

2.4 Use of Google Universal Analytics

This Website uses Google Universal Analytics ("Google Analytics"), a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyse how

users use our Website, including the number of visitors to our Website, the websites our visitors have come from, and the pages they visit. This information is used by us to improve our Website offer and services. As a rule, any information generated by the cookie about your use of our Website will be transmitted to and stored by Google on servers in the United States.

Google will use this information as our commissioned data processor to help us evaluate the use of our Website, to compile reports on website activity and to provide other statistical and analytical services relating to usage of our Website. The IP address transmitted by your browser within the framework of Google Analytics will not be associated with any other data held by Google.

You may prevent the collection of data generated by the cookie about your use of this Website (including your IP address) and opt-out of being tracked by Google Analytics across all websites by downloading and installing a browser-plugin which is available [here](#).

In this case, an opt-out cookie will be placed on your browser that prevents any further tracking of your use of this Website by Google Analytics. Please remember that you will have to opt-out again if you delete all cookies stored on your device. You will also have to opt-out for each device you use to visit our Website.

For an overview of privacy at Google, please click [here](#).

2.5 Other Third-Party Cookies

Some content or applications, including advertisements, on the Website may be served by unaffiliated third parties. These may place cookies on your device for their own purposes. We do not control these third parties' tracking technologies or how they may be used.

You may prevent the placement of and tracking by such third-party cookies by adjusting or modifying your browser settings accordingly. For further information, please refer to your browser instructions.

3. YouTube

This Website also embeds videos provided by YouTube LLC (“YouTube”). Using YouTube’s offering requires a connection to be established to YouTube’s servers in the US. During this process, certain information is transmitted to YouTube. For all YouTube videos embedded in our Website we have enabled the Privacy-enhanced mode offered by YouTube. This means that YouTube stores information about a visitor to our Website only if he or she chooses to play an embedded video. We do not control the collection, storage and use of any of your information by YouTube and does not have access to any information collected. You should read YouTube’s Privacy Policy carefully before you use any YouTube features.

Further information about how your data are collected and used by YouTube and your rights in relation to this can be found in [YouTube's privacy policy](#).

4. Storage of your Personal Data and Data Security

Your data will be stored on servers in Canada. In addition, Circle and/or, as applicable, may use cloud service providers located in countries outside Canada and the EU/EEA, including the United States of America (USA), to host and process your personal data for storage, communication and marketing purposes. While the laws of those countries may not provide for the same level of data protection as considered adequate in the EU/EEA, we have taken the necessary measures to ensure your personal data will be handled and protected appropriately and only be processed on our behalf and in accordance with our instructions.

We will treat your personal data confidential. We have implemented appropriate technical and organizational security measures to protect your personal data against unauthorized disclosure or access, alteration, misuse, accidental or unlawful destruction or loss.

5. Your Rights / How to Contact Us

As per the provisions of applicable local data protection law, you have the right to request information as to what data we hold about you. In addition, where appropriate, you have the right to request the correction, deletion and/or blocking of your personal data and/or to object to the processing of your personal data for legitimate reasons.

You may further at any time, with effect for the future, withdraw any consent you have given. For this purpose, please make use of the opt-out mechanisms provided for the different services (please see the respective descriptions in the corresponding Sections of this Website Privacy Policy) or, with respect to our software and product updates, you can also contact us per email as indicated below.

In case of any questions about the collection, processing and/or use of your personal data or to exercise your rights please send us an email at privacy@circlecvi.com.

6. Changes to this Website Privacy & Cookie Policy

We reserve the right to make changes to this Website Privacy Policy at any time with effect for the future. The then current version of this Website Privacy Policy will be made available on the Website. While we do not intend to make changes to this policy very often, it is always a good idea to double check our most current policy statement when you visit us to be sure that you have read and agree with what information we collect, how we use it and under what circumstances we disclose it.

Annex: Consent declarations

To be fully transparent about its practices, Circle makes the content of consent declarations obtained through its Website available for access by its users. In the context of your use of our Website, you may have expressly given one or more of the following consent declarations:

Cookie Consent

We would like to use cookies to analyse your usage of our website and to allow the best experience possible whenever you visit our website, including providing you with targeted advertising and personalized services which reflect your interests and preferences. Please note: By closing this banner or continuing using this website, such as by clicking on content or opening other subpages, you are giving your consent to these practices and the related processing of your personal data. You can change your cookie settings, and/or withdraw your consent, at any time.

You may at any time, with effect for the future, withdraw any consent you have given. For this purpose, you can make use of the unsubscribe or opt-out mechanisms provided.