

PRIVACY NOTICE

Last updated: November 14, 2025

This privacy notice for Vivid Labs Sp. z o. o. NIP: 9191840200 ("Company", "we", "us", or "our") describes how and why we may collect, store, use, and/or share ("process") your data when you use our services ("Services"), such as:

- Visiting our website at <http://vivids.ai> or any other site that links to this privacy notice.
- Downloading and using our mobile application ("Vivid Home") or any other application that links to this privacy notice.
- Interacting with us in any other related way, including during sales, marketing activities, or events.

Questions or concerns? Reading this privacy notice will help you understand your rights and choices regarding privacy. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at designer@vivids.ai.

SUMMARY OF KEY POINTS

This summary highlights key points from our privacy notice, but you can find more details below.

- **What personal data do we process?** When visiting or using our Services, we may process personal data depending on your interaction with Vivid Labs Sp. z o. o., your choices, and the products and features you use.
- **Do we process any sensitive data?** We do not process sensitive data.
- **Do we receive any information from third parties?** We do not receive any information from third parties.
- **How do we process your data?** We process your data to provide, improve, and manage our Services, communicate with you, ensure security, prevent fraud, and comply with legal obligations. We may also process your data for other purposes with your consent. We process your data only when we have a valid legal reason to do so.
- **In what situations and with whom do we share personal data?** We may share data in certain situations with selected third parties.
- **What are your rights?** Depending on your location, applicable data protection laws may grant you specific rights regarding your personal data.
- **How can you exercise your rights?** The easiest way to exercise your rights is to fill out our request form available here or contact us. We will review each request in accordance with applicable data protection laws.

1. WHAT INFORMATION DO WE COLLECT?

Personal data you provide to us. *In short:* We collect personal data that you provide to us.

We collect personal data that you voluntarily provide when you express interest in information about us, our products, and Services, when you participate in activities related to the Services, or when you otherwise contact us.

Sensitive information. We do not process sensitive personal data.

All personal data you provide to us must be truthful, complete, and accurate, and you must inform us of any changes to such personal data.

2. HOW DO WE PROCESS YOUR DATA?

In short: We process your data to provide, improve, and manage our Services, communicate with you, ensure security, prevent fraud, and comply with legal requirements. We may also process your data for other purposes with your consent.

We process your personal data for various reasons, depending on how you use our Services, including:

- To protect the interests of an individual. We may process your data when necessary to protect the vital interests of a person, such as to prevent harm.

3. ON WHAT BASIS DO WE PROCESS YOUR DATA?

In short: We process your personal data only when we consider it necessary and have a valid legal reason ("legal basis") under applicable law, such as based on your consent, to meet legal requirements, fulfill contracts, protect your rights, or our legitimate business interests.

If you are in the EU or the UK: The General Data Protection Regulation (GDPR) and the UK GDPR require us to explain the legal bases on which we rely for processing your personal data. Therefore, we may rely on the following legal bases:

- **Consent.** We may process your data if you have given us consent for a specific purpose. You can withdraw your consent at any time.
- **Legal obligations.** We may process your data when we deem it necessary to fulfill our legal obligations, such as cooperating with law enforcement or regulatory agencies, protecting our rights, or disclosing data as evidence in legal proceedings.
- **Vital interests.** We may process your data if we consider it necessary to protect your vital interests or the interests of another person, such as in situations involving potential threats to safety.

If you are in Canada: We may process your data if you have given explicit consent (i.e., consent provided directly) or in situations where your consent may be implied (i.e., implied consent). You can withdraw your consent at any time.

In certain exceptional cases, we may be legally authorized to process your data without your consent, including for example:

- When the collection of data is clearly in the interest of the individual, and obtaining consent is not possible in a timely manner.
- For conducting investigations and preventing fraud.
- In connection with business transactions, provided certain conditions are met.
- When the data is included in a witness statement, and its collection is necessary to assess, process, or settle an insurance claim.
- For identifying injured, ill, or deceased individuals and contacting their families.
- When there are legitimate grounds to believe that an individual may have become a victim of financial abuse.
- When the collection and use of data with consent could threaten the availability or accuracy of the information, and its collection is justified for purposes related to investigating violations of Canadian law or provincial regulations.
- If disclosure of data is required to comply with a court order, subpoena, court regulations, or other requirements related to evidentiary proceedings.
- If the data was created by an individual during their employment, business, or professional activity, and its collection is consistent with the original purpose of the information.
- When the data is collected solely for journalistic, artistic, or literary purposes.
- When the data is publicly available and specified in regulatory provisions.

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL DATA?

In short: We may share information in specific situations described in this section and/or with selected third parties.

We may need to share your personal data in the following situations:

- **Business transfers.** We may share or transfer your data in connection with a merger, sale of company assets, financing, or acquisition of all or part of our business by another company, or during negotiations of such transactions.

5. HOW LONG DO WE KEEP YOUR DATA?

In short: We keep your data for as long as necessary to fulfill the purposes described in this privacy notice, unless a longer retention period is required by law.

We will retain your personal data only for as long as necessary to achieve the purposes outlined in this privacy notice, unless a longer retention period is required or permitted by law (e.g., tax, accounting, or other legal requirements). When we no longer have a legitimate business need to process your personal data, we will delete or anonymize it. If deletion or anonymization is not

possible (e.g., because your data is stored in backup archives), we will securely store and isolate it from further processing until deletion becomes possible.

6. WHAT ARE YOUR PRIVACY RIGHTS?

In short: In certain regions, such as the European Economic Area (EEA), the United Kingdom (UK), and Canada, you have rights that provide greater access to and control over your personal data. You can review, modify, or delete your account at any time.

In certain regions (e.g., EEA, UK, and Canada), applicable data protection laws grant specific rights, which may include:

- The right to request access to and obtain a copy of your personal data.
- The right to request correction or deletion of your data.
- The right to restrict the processing of your personal data.
- Where applicable, the right to data portability.

In certain circumstances, you may also have the right to object to the processing of your personal data. You can submit such a request by contacting us using the contact details provided in the "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" section below.

If you are in the EEA or UK and believe that we are processing your personal data unlawfully, you also have the right to file a complaint with your local data protection authority:

https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm

If you are in Switzerland, the contact details for the data protection authorities are available here:

<https://www.edoeb.admin.ch/edoeb/en/home.html>

Withdrawal of Consent: If we process your personal data based on your consent, you have the right to withdraw it at any time. You can do this by contacting us using the contact details provided in the section "HOW YOU CAN CONTACT US ABOUT THIS INFORMATION?" below. However, withdrawing consent does not affect the lawfulness of processing that took place before withdrawal, nor – in cases permitted by applicable law – the processing based on other legal grounds.

If you have any questions regarding your privacy rights, email: designer@vivids.ai

7. CONTROL OF THE DO-NOT-TRACK FEATURE

Most web browsers, operating systems, and mobile applications include a Do-Not-Track (DNT) feature or setting to signal privacy preferences, indicating that your online activity data should not be monitored or collected. Currently, there is no uniform technological standard for recognizing DNT signals. Therefore, we do not respond to DNT signals. If a standard is adopted in the future, we will update this notice.

8. DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In short: Yes, California residents have specific rights regarding access to personal data.

Under Section 1798.83 of the California Civil Code ("Shine The Light" law), users may request once a year free information about personal data disclosed to third parties for direct marketing and the names/addresses of those third parties.

If under 18, reside in California, and have an account, you may request removal of unwanted publicly posted data. Submit requests with your account email and California residence statement. Note: backup copies may remain.

9. DO WE UPDATE THIS PRIVACY NOTICE?

In short: Yes, we update the notice when necessary to comply with laws.

The updated version will have a "Last Updated" date. Significant changes may be notified directly or posted. Review this notice regularly.

10. HOW YOU CAN CONTACT US ABOUT THIS INFORMATION?

Email: designer@vivids.ai

Mail: Vivid Labs Sp. z o. o. Polska

11. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

You may request access, correction, or deletion of your personal data according to applicable laws.