

Users of Online Services, Visitors to Our Websites and Physical Locations, and Senders of Inquiries

We may process your Personal Data when you: (1) visit our websites and our physical locations; (2) submit inquiries to us both online (e.g., via email) or offline (e.g., by written letters); (3) sign up for our newsletters or other informational or marketing materials; and/or (4) register for, visit, or use our online Products and Services.

*Examples of the types of data we process (Personal Data that may be considered sensitive is noted with a “**”)*

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| Identity and contact information, such as: | <ul style="list-style-type: none">• first and last name or unique pseudonym• honorifics and titles, preferred form of address• email address• postal address• phone number• customer number• company ID number such as account number |
| Other personal information, such as: | <ul style="list-style-type: none">• age• gender• disability*• date of birth |
| Visual and audio information, such as: | <ul style="list-style-type: none">• still images• video (including via CCTV)• recordings of your calls with our customer service representatives• voicemails |
| Technical Information, such as: | <ul style="list-style-type: none">• Internet Protocol (IP) addresses (which may identify your general geographic location or company)• browser type and browser language• device type• advertising IDs associated with your device (such as Apple’s Identifier for Advertising (IDFA) or Android’s Advertising ID (AAID))• date and time you use our Products and Services• Uniform Resource Locators, or URLs (i.e., website addresses) visited prior to arriving and after leaving our Products and Services• activity on our Products and Services and referring websites or applications• data collected from cookies or other similar technologies*** |
| De-identified Data: | <ul style="list-style-type: none">• De-identified data is data for which your individual personal characteristics have been removed such that you are not identified and the information is no longer considered Personal Data under data protection laws**** |

Where do we get the data?

- you directly
- those authorized to provide on your behalf such as your caregiver or authorized representative
- your devices
- our security systems (including CCTV)
- third parties that provide access to information you make publicly available, such as social media
- companies conducting non-clinical research such as market research companies

*Why do we process the data? (Purposes for the processing of Personal Data that may be considered sensitive are noted with a “**”)*

- to provide you with our Products and Services*
- to communicate with you and respond to your requests
- to administer our relationship with your organization*
- to send you information about our Products and Services, including press releases, product news and updates*
- to notify you of new Liquidia Products and Services
- to respond to reports about our Products and Services
- to identify and authenticate you*
- to ensure we have up-to-date contact information
- to customize content for you*
- to detect security incidents*
- to protect against malicious or illegal activity*
- to ensure the appropriate use of our Products and Services*
- to monitor the safety of our Products and Services
- to improve our Products and Services*
- to improve our Online Services, including digital design or content*
- for short-term, transient use*
- for administrative purposes *
- to monitor and analyze trends, usage and activities in connection with our Products and Services*
- for marketing, internal research, data analysis, and development*
- for quality assurance and to assist in training and development of our representatives*
- to operate our business, including for auditing
- advertising and product promotion, including to contact you regarding programs, events, products, services, and topics that may be of interest or useful to you*
- to comply with legal and regulatory obligations*

*Who receives the data? (Parties that may receive Personal Data that may be considered sensitive are noted with a “**”)*

- Liquidia, our affiliates, and related companies
- third parties who assist with fraud prevention, detection and mitigation
- third parties who assist with our information technology and security programs and our loss prevention programs
- partners that assist us in providing the Products and Services or help us improve our marketing or administration**
- Liquidia's lawyers, auditors and consultants