Privacy Policy

Effective date: October 29, 2026

At TicketLabs Inc., a Delaware corporation with offices located at 14 Erb Street West, Unit 1017, Waterloo, ON N2L 1S7 (together, with our affiliates, "Hive"), we take your privacy seriously. Please read this Privacy Policy to learn how we treat your personal data. **BY USING OR ACCESSING OUR WEBSITE(S), PRODUCTS, SERVICES AND APPLICATIONS (THE "SERVICES") IN ANY MANNER, YOU ACKNOWLEDGE THAT YOU ACCEPT THE PRACTICES AND POLICIES OUTLINED BELOW, AND YOU HEREBY CONSENT THAT WE WILL COLLECT, USE AND DISCLOSE YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.**

Depending on the jurisdiction where you live, such as certain U.S. states, the European Union, the United Kingdom, Switzerland, Australia or New Zealand, we may have additional practices applicable to the processing of your Personal Data, and you may have additional rights, in accordance with the privacy laws in those jurisdictions. The additional practices and rights that apply are set out in specific sections below. If there are any conflicts between a jurisdiction-specific section below that applies to you and any other provision of this Privacy Policy, the provision that is more protective of your Personal Data shall control to the extent of such conflict.

Remember that your use of Hive's Services is at all times subject to our End User Terms of Use, our Enterprise Terms and Conditions and/or any other additional terms, policies, rules, or conditions applicable to your use of certain Services (as applicable, the "Terms of Use"), which incorporate this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Use.

As we continually work to improve our Services, we may need to change this Privacy Policy from time to time. We will alert you to any material changes by placing a notice on the Hive website, by sending you an email and/or by some other means. Please note that if you've opted not to receive direct electronic marketing emails from us, we may still provide notice of the material change to this Policy via email. Any notices we provide in accordance with this section will still govern your use of the Services and our collection, processing, and disclosure of Personal Data, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes.

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What this Privacy Policy Covers

This Privacy Policy covers how we treat Personal Data that we gather when you access, use, or otherwise provide Personal Data in connection with our Services. "Personal Data" means any information that identifies or relates to a particular individual and also includes information referred to as "personally identifiable information" or "personal information" or "sensitive personal information" under applicable data privacy laws, rules or regulations. This Privacy Policy does not cover the practices of companies we don't own or control or people we don't manage, nor our processing of Personal Data on behalf of our customers where Hive is acting as a processor.

Personal Data

Categories of Personal Data We Collect

This chart details the categories of Personal Data that we may collect, depending on your relationship with Hive:

Category of Personal Data (and Examples)	Categories of Third Parties To Whom We Disclose this Personal Data:	Commercial or Business Purpose for Collection:
Profile or Contact Data such as first and last name, email, and account identifiers	• Service Providers • Business Partners • Advertising Partners • Parties You Authorize, Access or Authenticate	• Providing, Customizing and Improving the Services • Marketing the Services • Corresponding with You
Payment Data such as last 4 digits of payment card, billing address, phone number, and email.	• Service Providers (specifically our payment processing partner, currently Chargebee Inc.)	• Providing, Customizing and Improving the Services
Commercial Data such as purchase history and consumer profiles.	• Service Providers • Business Partners • Parties You Authorize, Access or Authenticate	• Providing, Customizing and Improving the Services • Marketing the Services • Corresponding with You
Device/IP Data such as IP address, device ID, domain server, email client, IP address-based location information, and type of device/operating system/browser used to access the Services.	• Service Providers • Business Partners • Advertising Partners	• Providing, Customizing and Improving the Services • Marketing the Services

Web Analytics such as web page interactions, referring webpage/source through which you accessed the Services, non-identifiable request IDs, statistics associated with the interaction between device or browser and the Services, and browsing or search history.	● Service Providers ● Business Partners ● Advertising Partners	● Providing, Customizing and Improving the Services ● Marketing the Services
Social Network Data such as email, phone number, user name, IP address, and device ID.	● Service Providers ● Advertising Partners ● Parties You Authorize, Access or Authenticate	● Providing, Customizing and Improving the Services ● Marketing the Services
Consumer Demographic Data such as age and/or date of birth, zip code, and gender.	● Service Providers ● Business Partners ● Advertising Partners	● Providing, Customizing and Improving the Services ● Marketing the Services
Inferences Drawn From Other Personal Data Collected such as interferences reflecting user attributes, behavior, and preferences.	● Service Providers ● Business Partners	● Providing, Customizing and Improving the Services ● Marketing the Services
Other Identifying Information that You Voluntarily Choose to Provide such as emails, letters, texts or other communications you send us.	– Service Providers – Business Partners	● Providing, Customizing and Improving the Services ● Corresponding with You
Categories of Data Considered "Sensitive Personal Data" or Similar Terms Defined Under Applicable Privacy Laws such as the contents of a consumer's text messages where Hive is not the intended recipient of the communication.	● Service Providers ● Business Partners	● To perform Services on behalf of our enterprise customers and to improve, upgrade, or enhance such services. We do not collect Sensitive Personal Data for the purposes of inferring characteristics about you.

Categories of Sources of Personal Data

We collect Personal Data about you from the following categories of sources:

- **You**
    - When you provide such information directly to us.
        - When you create an account or use our interactive tools and Services.
        - When you voluntarily provide information in free-form text boxes through the Services or through responses to surveys or questionnaires.
        - When you send us an email or otherwise contact us.
    - When you use the Services and such information is collected automatically.
        - Through Cookies (defined in the "Tracking Tools, Advertising and Opt-Out" section below).
        - If you use a location-enabled browser, we may receive information about your location.
        - If you download and install certain applications and software we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant Services, such as information regarding when you are logged on and available to receive updates or alert notices.
- **Third Parties**

- Vendors
    - We may use analytics providers to analyze how you interact and engage with the Services, or third parties may help us provide you with customer support.
    - We may use vendors, including data brokers, to obtain information to create user profiles.
- Advertising Partners
    - We receive information about you from some of our vendors who assist us with marketing or promotional services related to how you interact with our websites, applications, products, Services, advertisements or communications.
- Social Networks
    - If you provide your social network account credentials to us or otherwise sign in to the Services through a third-party site or service, some content and/or information in those accounts may be transmitted into your account with us.
- Business Partners
    - If you access the Services through a business that you have a relationship with, such as your employer or a Hive customer, we receive information about you from that business to help provide you with the products, services or information you request from the business.

Our Commercial or Business Purposes for Collecting or Disclosing Personal Data

- **Providing, Customizing and Improving the Services**
    - Creating and managing your account or other user profiles.
    - Processing orders or other transactions; billing.
    - Providing you with the products, services or information you request.
    - Meeting or fulfilling the reason you provided the information to us.
    - Providing support and assistance for the Services.
    - Improving the Services, including testing, research, internal analytics and product development.
    - Personalizing the Services, website content and communications based on your preferences.
    - Doing fraud protection, security and debugging.
    - Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020, the Colorado Privacy Act, the Connecticut Data Privacy Act, the Delaware Personal Data Privacy Act, the Indiana Consumer Data Protection Act, the Iowa Consumer Data Protection Act, the Kentucky Consumer Data Protection Act, the Maryland Online Data Privacy Act, the Minnesota Consumer Data Privacy Act, the Montana Consumer Data Privacy Act, the Nebraska Data Privacy Act, the New Hampshire Privacy Act, the New Jersey Privacy Act, the Oregon Consumer Privacy Act, the Rhode Island Data Transparency and Privacy Protection Act, the Tennessee Information Protection Act, the Texas Data Privacy and Security Act, the Utah Consumer Privacy Act, or the Virginia Consumer Data Protection Act (collectively, the "U.S. State Privacy Laws").
- **Marketing and Targeted Advertising**
    - Marketing and selling the Services and/or our customer's services.
    - Showing you advertisements, including interest-based, online behavioral or targeted advertising.

- **Corresponding with You**
    - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about Hive or the Services.
    - Sending emails and other communications according to your preferences or that display content that we think will interest you.

Other Permitted Purposes for Processing Personal Data

- **Meeting Legal Requirements and Enforcing Legal Terms**
    - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
    - Protecting the rights, property or safety of you, Hive or another party.
    - Enforcing any agreements with you.
    - Responding to claims that any posting or other content violates third-party rights.
    - Resolving disputes.
- **Business Transfers**
    - In connection with a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business.
- **Aggregating, De-Identifying, Anonymizing Data**
    - We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice. If you are a California resident, please note that we only use or disclose your sensitive personal information for the purposes set forth in section 7027(m) of the CCPA regulations and we do not collect or process sensitive personal information with the purpose of inferring any characteristics about California residents.

How We Disclose Your Personal Data

We disclose your Personal Data to the categories of service providers and other parties listed in this section. If certain U.S. State Privacy Laws are applicable to you, some of these disclosures may constitute a "sale" of your Personal Data. For more information, please refer to the "U.S. State Privacy Rights" section below.

- **Service Providers.** These parties help us provide the Services or perform business functions on our behalf. They include:
    - Hosting, technology and communication providers.
    - Analytics providers for web traffic or usage of our Services.
    - Security and fraud prevention consultants.
    - Support and customer service vendors.
    - Product fulfillment and delivery providers.
    - Payment processors.
        - Our payment processing partner Chargebee Inc. ("Chargebee") collects your voluntarily-provided payment card information necessary to process your

payment.
        - Please see Chargebee's terms of service and privacy policy for information on its use and storage of your Personal Data.
- **Advertising Partners**. These parties help us market our services and provide you with other offers that may be of interest to you. They include:
    - Ad networks.
    - Data brokers.
    - Marketing providers.
    - Analytics providers that assist with our Targeted Ads (as defined below).
- **Business Partners.** These parties partner with us in offering various services. They include:
    - Businesses that you have a relationship with and access the Services through in order to request products, services or information from those businesses.
- **Parties You Authorize, Access or Authenticate**
    - Third parties you access through the services.
    - Social media services.

Legal Obligations

We may disclose any Personal Data that we collect with third parties in conjunction with any of the activities set forth under "Meeting Legal Requirements and Enforcing Legal Terms" in the "Our Commercial or Business Purposes for Collecting Personal Data" sections above.

Business Transfers

Your Personal Data may be provided or transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part).

Data that is Not Personal Data

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and disclose it to third parties for our lawful business purposes, including to analyze, build and improve the Services and promote our business, provided that we will not disclose such data in a manner that could identify you. We will not attempt to re-identify any aggregated, de-identified or anonymized data except for re-identification solely for the purpose of determining whether our de-identification processes satisfy the requirements of applicable law.

Tracking Tools, Advertising and Opt-Out

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, "Cookies") to enable our servers to recognize your web browser, tell us how and when you visit and use our Services, analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data– usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that

have placed their own Cookies on your device(s).

We use the following types of Cookies:

- Essential Cookies. Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- Functional Cookies. Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Performance/Analytical Cookies. Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services' content for those who engage with our advertising. For example, Google LLC ("Google") uses cookies in connection with its Google Analytics services. Google's ability to use and disclose information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google's use of Cookies by visiting the Google advertising opt-out page at www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at https://tools.google.com/dlpage/gaoptout/.
- Retargeting/Advertising Cookies. Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled "Targeted Advertising."

You can decide whether or not to accept Cookies through your internet browser's settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You may also be able to delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you or to modify your preferences with respect to Cookies, you can access your Cookie preference settings by clicking the cookie icon in the bottom left corner of hive.co. To find out more information about Cookies generally, including information about how to manage and delete Cookies, please visit http://www.allaboutcookies.org/ or https://ico.org.uk/for-the-public/online/cookies/ if you are located in the European Union.

Session Replay Technology

We may use session replay technology in order to identify and resolve customer issues, to monitor and analyze how you use our Services, to better understand user behavior, and to improve our Services. By continuing to use the Services, you consent to the use of session replay technology. If you would like to change your settings with respect to session replay technology, you can access your Cookie preference settings by clicking the cookie icon in the bottom left corner of hive.co.

Targeted Advertising

We may serve advertisements and allow third-party ad networks, including third-party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements through the Services. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors ("Targeted Ads"). Information for Targeted Ads (including Personal Data) may be provided to us by you or derived from the usage patterns of particular users on the Services and/or services of third parties. Such information may be gathered through tracking users' activities across time and unaffiliated properties, including when you leave the Services.

Data Security

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure.

Data Retention and Deletion

We retain Personal Data about you for as long as necessary to provide you with our Services or to perform our business or commercial purposes for collecting your Personal Data. When establishing a retention period for specific categories of data, we consider who we collected the data from, our need for the Personal Data, why we collected the Personal Data, and the sensitivity of the Personal Data. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

For example:

- We retain your profile information and credentials for as long as you have an account with us.
- We retain your payment data for as long as we need to process your purchase or subscription.
- We retain your device/IP data for as long as we need it to ensure that our systems are working appropriately, effectively and efficiently.

You may have the right to request that we delete your Personal Data under applicable privacy laws. You may submit a request to delete your Personal Data by emailing your request to us (with sufficient information for us to verify you and your relationship with us) to privacy@hive.co. Please note that if we are processing your Personal Data on behalf of another entity (such as a Hive customer), then we may need to seek their approval before deleting your Personal Data. Also, your right to delete may be subject to further conditions and exceptions depending on applicable privacy laws.

Personal Data of Children

As noted in the Terms of Use, we do not knowingly collect or solicit Personal Data from children under 18 years of age; if you are a child under the age of 18, please do not attempt to register for or otherwise use the Services or send us any Personal Data. If we learn we have collected Personal Data from a child under 18 years of age, we will delete that information as quickly as possible. If you believe that a child under 18 years of age may have provided Personal Data to us, please contact us at privacy@hive.co.

U.S. State Privacy Rights

If you reside in certain U.S. states such as California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia, you may have certain rights afforded to you, as set forth in this section, depending on your state of residence. Please see the "Exercising Your Rights under U.S. State Privacy Laws" section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers' end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data.

Please note that your rights may be subject to certain conditions or exceptions in accordance with applicable U.S. State Privacy Laws.

If you have any questions about this section or whether any of the following rights apply to you, please contact us at privacy@hive.co.

- *Access*: You may have the right to request confirmation of or access to the Personal Data that we process about you. You can also request access to a portable copy of your Personal Data. If you are a Minnesota or Oregon resident, you also have the right to request a list of specific third parties, other than natural persons, to whom we have disclosed your Personal Data (subject to exceptions in accordance with applicable law).

- *Deletion*: You may have the right to request that we delete the Personal Data that we have collected about you.

- *Correction*: You may have the right to request that we correct any inaccurate Personal Data we have collected about you.

- *Portability*: You may have the right to request a copy of your Personal Data in a machine-readable format, to the extent technically feasible.

"Selling," "Sharing," or "Targeted Advertising"

Depending on your state of residence, you may have the right to opt out from the "sale," "share," or disclosure of your Personal Data for the purposes of targeted advertising. These or similar terms may be defined differently depending the applicable U.S. State Privacy Law.

You have the right to opt-out of the sale or share of your Personal Data by following the instructions in the "Exercising Your Rights under U.S. State Privacy Laws" section. Once you have submitted an opt-out request, we will not ask you to reauthorize the sale of your Personal Data for at least 12 months.

As described in the "Tracking Tools, Advertising and Opt-Out" section above, we have incorporated Cookies from certain third parties into our Services. These Cookies allow those third parties to receive information about your activity on our Services that is associated with your browser or device. Those third parties may use that data to serve you relevant ads on our Services or on other websites you visit. Under certain U.S. State Privacy Laws, disclosing your data through third party Cookies for targeted advertising or cross-contextual behavioral advertising may be considered a "sale" and/or "share" of your Personal Data. You can opt out of these activities by following the instructions in this section. Please note that we do not sell Personal Data for monetary consideration.

We sell or share your Personal Data for the purposes of advertising our Services to our Advertising Partners (including for cross-contextual behavioral advertising purposes).

Over the past 12 months, we may have sold or shared the following categories of your Personal Data to our Advertising Partners for the purposes of advertising our Services:

- Profile or Contact Data
- Device/IP Data
- Web Analytics
- Social Network Data
- Consumer Demographic Data
- Other Identifying Information that You Voluntarily Choose to Provide

To our knowledge, we do not sell the Personal Data of minors under 18 years of age.

Processing of Sensitive Personal Data

As needed, we may reach out to you to provide us with Personal Data that may be deemed "sensitive" under certain U.S. State Privacy Laws ("Sensitive Personal Data"). The categories of Sensitive Personal Data we collect and our purposes for collecting such Sensitive Personal Data are described in the "Categories of Personal Data We Collect" section above.

Depending on your state of residence, you may either have the right to opt-in, the right to opt-out, or if you are a California resident, the right to limit our use of your Sensitive Personal Data to permitted purposes, by following the instructions in the "Exercising Your Rights under U.S. State Privacy Laws" section. If you are a California resident, please note that our use and disclosure of Sensitive Personal Data is limited to the permitted purposes set forth in section 7027(m) of the CCPA regulations, including: 1) performing the services or providing the goods reasonably expected, 2) preventing, detecting, and investigating security incidents, 3) resisting malicious, deceptive, fraudulent, or illegal actions, 4) ensuring physical safety of natural persons, 5) for short-term transient use, 6) performing services on behalf of the business, 7) verifying or maintaining quality or safety of a product or service, and 8) collecting or processing Sensitive Personal Data but not for the purpose of inferring characteristics. Therefore, we do not offer a way for you to submit such a request.

Anti-Discrimination

We will not discriminate against you for exercising your rights under applicable privacy laws. We will not deny you our goods or services, charge you different prices or rates, or provide you a lower quality of goods and services if you exercise your rights under applicable privacy laws. However, we may offer

different tiers of our Services as allowed by applicable data privacy laws with varying prices, rates or levels of quality of the goods or services you receive related to the value of Personal Data that we receive from you.

Other State-Specific Privacy Rights

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties' direct marketing purposes; in order to submit such a request, please contact us at privacy@hive.co.

Your browser may offer you a "Do Not Track" option, which allows you to signal to operators of websites and web applications and services that you do not wish such operators to track certain of your online activities over time and across different websites. Our Services do not support "Do Not Track" requests at this time. To find out more about "Do Not Track," you can visit www.allaboutdnt.com.

Please note that we do not currently sell your Personal Data as sales are defined in Nevada Revised Statutes Chapter 603A.

Exercising Your Rights under U.S. State Privacy Laws

To exercise the rights described in this Privacy Policy, you or your Authorized Agent (if applicable and as defined below), must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Data (such as your Contact or Profile Data), and (2) describes your request in sufficient detail to allow us to understand, evaluate and respond to it. Each request that meets both of these criteria will be considered a "Valid Request." We may not respond to requests that do not meet these criteria. We will only use Personal Data provided in a Valid Request to verify your identity and complete such Valid Request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within the time period required by applicable privacy laws. We will not charge you a fee for making a Valid Request unless your Valid Request(s) is excessive, repetitive or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing such Valid Request.

Opt-Out of Sale, Share, and/or Targeted Advertising

As applicable, you may opt-out from any "sales," "shares," or targeted advertising through Cookies, by using the following methods:

- By accessing your Cookie preference settings through the Cookie icon at the bottom left of hive.co.
- By implementing the Global Privacy Control or similar universal privacy control that is legally recognized by a government agency or industry standard and that complies with applicable State Privacy Laws. The signal issued by the control must be initiated by your browser and applies to the specific device and browser you use at the time you cast the signal.

Opt-Out from the Processing of Sensitive Personal Data

Depending on your state of residence, you may withdraw your consent or opt-out from our processing of your Sensitive Personal Data if afforded such right under the applicable US Privacy State Law. You can do so by emailing us at privacy@hive.co.

Request to Access, Delete, Correct

As applicable, you may submit a Valid Request for your right to access, delete, correct, or obtain a copy of your Personal Data described in this Privacy Policy by emailing us at privacy@hive.co.

If you are a California, Colorado, Connecticut, Delaware, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, or Texas resident, you may also authorize an agent (an "Authorized Agent") to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a Valid Request on your behalf.

Appealing a Denial

If you are a Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, or Virginia resident and we refuse to take action on your Valid Request within a reasonable period of time after receipt in accordance with this section, you may appeal our decision. In such appeal, you must (1) provide sufficient information to allow us to verify that you are the person about whom the original Valid Request pertains and to identify the original Valid Request, and (2) provide a description of the basis of your appeal. Please note that your appeal will be subject to your rights and obligations afforded to you under the State Privacy Laws (as applicable). We will respond to your appeal within the time period required under the applicable law. You can submit a Valid Request to appeal by emailing us at privacy@hive.co (title must include "[STATE OF RESIDENCE] Appeal").

If we deny your appeal, you have the right to contact the Attorney General of your State, including through the following links: Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, and Virginia.

European Union, United Kingdom, and Swiss Data Subject Rights

If you are a resident of the European Union ("EU"), United Kingdom ("UK"), Switzerland, Lichtenstein, Norway or Iceland, you may have additional rights under the EU or UK General Data Protection Regulation (the "GDPR") with respect to your Personal Data, as outlined below.

For this section, we use the terms "Personal Data" and "processing" as they are defined in the GDPR, but "Personal Data" generally means information that can be used to individually identify a person, and "processing" generally covers actions that can be performed in connection with data such as collection, use, storage and disclosure. Hive will be the controller of your Personal Data processed in connection with the Services.

If there are any conflicts between this section and any other provision of this Privacy Policy, the policy or portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following applies to you, please contact us at privacy@hive.co. Note that we may also process Personal Data of our customers' end users or

employees in connection with our provision of certain services to customers, in which case we are the processor of Personal Data. If we are the processor of your Personal Data (i.e., not the controller), please contact the controller party in the first instance to address your rights with respect to such data. Please note that your rights may be subject to certain conditions or exceptions in accordance with the GDPR.

Personal Data We Collect

The "Categories of Personal Data We Collect" section above details the Personal Data that we collect from you.

Personal Data Use and Processing Grounds

The "Our Commercial or Business Purposes for Collecting Personal Data" section above explains how we use your Personal Data.

We will only process your Personal Data if we have a lawful basis for doing so. Lawful bases for processing include consent, contractual necessity and our "legitimate interests" or the legitimate interest of others, as further described below.

- *Contractual Necessity*: We process the following categories of Personal Data as a matter of "contractual necessity", meaning that we need to process the data to perform under our Terms of Use with you, which enables us to provide you with the Services. When we process data due to contractual necessity, failure to provide such Personal Data will result in your inability to use some or all portions of the Services that require such data.
    - Profile or Contact Data
    - Payment Data
    - Device/IP Data
- *Legitimate Interest*: We process the following categories of Personal Data when we believe it furthers the legitimate interest of us or third parties:
    - Profile or Contact Data
    - Payment Data
    - Commercial Data
    - Device/IP Data
    - Web Analytics
    - Social Network Data
    - Consumer Demographic Data
    - Inferences Drawn from Other Personal Data Collected
    - Other Identifying Information that You Voluntarily Choose to Provide
    - We may also de-identify or anonymize Personal Data to further our legitimate interests.

  Examples of these legitimate interests include (as described in more detail above):
    - Providing, customizing and improving the Services.
    - Marketing the Services.
    - Corresponding with you.
    - Meeting legal requirements and enforcing legal terms.
    - Completing corporate transactions.
- *Consent*: In some cases, we process Personal Data based on the consent you expressly grant to us at the time we collect such data. When we process Personal Data based on your

consent, it will be expressly indicated to you at the point and time of collection.

- *Other Processing Grounds*: From time to time we may also need to process Personal Data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.

Disclosing Personal Data

The "How We Disclose Your Personal Data" section above details how we disclose your Personal Data to third parties.

EU, UK, and Swiss Data Subject Rights

You have certain rights with respect to your Personal Data, including those set forth below. For more information about these rights, or to submit a request, please email us at privacy@hive.co. Please note that in some circumstances, we may not be able to fully comply with your request, such as if it is frivolous or extremely impractical, if it jeopardizes the rights of others, or if it is not required by law, but in those circumstances, we will still respond to notify you of such a decision. In some cases, we may also need you to provide us with additional information, which may include Personal Data, if necessary to verify your identity and the nature of your request.

- **Access**: You can request more information about the Personal Data we hold about you and request a copy of such Personal Data. If you are a Hive customer, you can also access certain of your Personal Data by logging on to your account.

- **Rectification**: If you believe that any Personal Data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data. If you are a Hive customer, you can also correct some of this information directly by logging on to your account.

- **Erasure**: You can request that we erase some or all of your Personal Data from our systems.

- **Withdrawal of Consent**: If we are processing your Personal Data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.

- **Portability**: You can ask for a copy of your Personal Data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.

- **Objection**: You can contact us to let us know that you object to the further use or disclosure of your Personal Data for certain purposes, such as for direct marketing purposes.

- **Restriction of Processing**: You can ask us to restrict further processing of your Personal Data.

- **Right to File Complaint**: You have the right to lodge a complaint about Hive's practices with respect to your Personal Data with the supervisory authority of your country or EU Member State. A list of Supervisory Authorities is available here:

https://www.edpb.europa.eu/about-edpb/our-members_en. For the UK, please visit: https://ico.org.uk/make-a-complaint/

Transfers of Personal Data

The Services are hosted and operated in the United States ("U.S.") through Hive and its service providers, and if you do not reside in the U.S., laws in the U.S. may differ from the laws where you reside. By using the Services, you acknowledge that any Personal Data about you, regardless of whether provided by you or obtained from a third party, is being provided to Hive in the U.S. and will be hosted on U.S. servers, and you authorize Hive to transfer, store and process your information to and in the U.S., and possibly other countries. Whenever we transfer Personal Data outside of the EU, UK, or Switzerland, we take legally required steps to ensure that appropriate safeguards are in place to protect your Personal Data. This includes the use of Standard Contractual Clauses approved by the European Commission and, for transfers from the UK, the International Data Transfer Addendum (IDTA).

Hive has also certified its compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of Personal Data transferred from the European Union and the United Kingdom (and Gibraltar) to the United States, respectively. We have certified that we adhere to the Data Privacy Framework Principles of Notice, Choice, Accountability for Onward Transfers, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability when processing Personal Data from the EU or UK in the United States. If there is any conflict between the terms in this Privacy Policy and the EU-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework program, and to view our certification, please visit https://www.dataprivacyframework.gov/. You can find out more about our commitment to the EU-U.S. Data Privacy Framework and the UK Extension to the EU-U.S. DPF in our Data Privacy Framework Notice.

Australian Data Subject Rights

We are bound by the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles ("APPs") under that Act. Please note that we may process Personal Data of our customers' end users or employees in connection with our provision of services to our customers. In such cases, we act as a service provider (or "data processor") to our customer and you should refer any queries or requests to the entity that collected your Personal Data. If there are any conflicts between this section and any other provision of this Privacy Policy, the portion that is more protective of your Personal Data shall control to the extent of such conflict. If you have questions about this section or your rights under Australian law, you may contact us at privacy@hive.co.

Access and Correction

If you are a Hive customer, you can access and correct some of your Personal Data by logging on to your account. You have the right to request access to any Personal Data we hold about you, and to request that we correct any inaccurate, outdated, incomplete, irrelevant or misleading information. We will respond to access and correction requests within a reasonable period and provide this information free of charge. If we do not agree with your correction request, you may request that we associate a statement with your Personal Data indicating your disagreement. To request access or correction, please contact us at privacy@hive.co.

Direct Marketing

We may send you direct marketing messages if you have given us your consent, and we provide a simple way for you to opt out of receiving marketing communications. You may also request that we stop sending you direct marketing. You may make these requests at any time by contacting privacy@hive.co or using the unsubscribe options in our communications.

How We Hold Your Personal Data

The Services are hosted and operated in the United States ("U.S.") through Hive and its service providers. Our security arrangements are described in the "Data Security" section above. For more details, refer to the section titled "Transfers of Personal Data" under "Exercising Your Rights under the U.S State Privacy Laws".

Cross-Border Disclosure

Your Personal Data may be disclosed to Service Providers, Business Partners, Advertising Partners, and Parties You Authorize, Access or Authenticate located outside Australia, including in the United States and Canada, and other countries in which our subprocessors operate.

Complaint Handling

If you believe that we have breached the APPs or mishandled your Personal Data, you may submit a complaint by contacting us at privacy@hive.co. We will investigate and respond to your complaint promptly.

If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

New Zealand Data Subject Rights

In relation to Personal Data of individuals based in New Zealand, we comply with the New Zealand Privacy Act 2020 (the "NZ Privacy Act"). If there are any conflicts between this section and any other provision of this Privacy Policy, the provision that is more protective of your Personal Data shall control to the extent of such conflict. If you have questions about this section or your rights under the NZ Privacy Act, you may contact us at privacy@hive.co.

Access and Correction

If you are a Hive customer, you can access and correct some of your Personal Data by logging on to your account. You also have the right to access, or request correction of, any Personal Data we hold about you. We will respond to access and correction requests within the timeframes set out in the NZ Privacy Act. If we do not agree with your correction request, we will take reasonable steps to ensure a statement of correction is attached to the Personal Data in a manner designed to ensure that it will always be read with that data. To make an access or correction request, please contact us at privacy@hive.co.

Direct Electronic Marketing

We may send you direct electronic marketing messages where you have given us your consent. You may request that we stop sending you direct electronic marketing messages by contacting us at

privacy@hive.co or using the unsubscribe options in our communications.

Overseas Disclosure

BY USING OR ACCESSING OUR SERVICES IN ANY MANNER, YOU EXPRESSLY AUTHORIZE US TO DISCLOSE YOUR PERSONAL DATA TO THOSE THIRD PARTIES DESCRIBED IN THE "HOW WE DISCLOSE YOUR PERSONAL DATA" SECTION ABOVE. Those third parties may use that information for their own purposes and may be located in jurisdictions that do not provide safeguards comparable to those under the NZ Privacy Act.

YOU ACKNOWLEDGE THAT: (A) THOSE THIRD PARTIES MAY NOT BE REQUIRED TO PROTECT YOUR PERSONAL DATA IN A WAY THAT, OVERALL, PROVIDES COMPARABLE SAFEGUARDS TO THOSE IN THE NZ PRIVACY ACT; AND (B) THIS MAY MEAN YOU DO NOT HAVE THE SAME RIGHTS OR REMEDIES IN RELATION TO SUCH PERSONAL DATA AS YOU WOULD UNDER THE NZ PRIVACY ACT.

Complaint Handling

If you believe that we have breached the NZ Privacy Act or mishandled your Personal Data, you may submit a complaint by contacting us at privacy@hive.co. We will investigate and respond to your complaint promptly.

If you are not satisfied with our response or have further concerns about the way we handle your Personal Data, you may complain to the New Zealand Office of the Privacy Commissioner at:

PO Box 10-094
Wellington, New Zealand
Online complaints form:
https://www.privacy.org.nz/your-rights/making-a-complaint-to-the-privacy-commissioner/complaint-self-assessment/

Contact Information:

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Data or your choices and rights regarding such collection and use, please do not hesitate to contact us at:

- https://www.hive.co
- privacy@hive.co
- 14 Erb Street West, Unit 1017, Waterloo, ON N2L 1S7

Individuals and the data protection supervisory authorities in the EU/EEA and individuals and the data protection supervisory authority in the UK may also contact our data protection representatives according to Article 27 GDPR:

- EU: DP-Dock GmbH, Attn.: hive.co, Ballindamm 39, 20095 Hamburg, Germany
- UK: DP Data Protection Services UK Ltd., Attn.: hive.co, 16 Great Queen Street, Covent Garden, London, WC2B 5AH, United Kingdom
- www.dp-dock.com

- hive.co@gdpr-rep.com