

Privacy Notice

Last Updated: August 20, 2026

Tive, Inc. (“Tive,” “we,” “our,” or “us”) respects your privacy and the protection of information we collect that can be used to identify you or that we can link to or associate with you (“Personal Data”). This Privacy Notice (“Notice”) explains how we collect, store, use, share, transfer, delete, and otherwise process your Personal Data.

Please review this Notice carefully to understand our policies and practices regarding your Personal Data and how we will treat it.

This Notice is available to persons with disabilities. To access this Notice in an alternative, downloadable format, please [click here](#).

Purpose of this Privacy Notice

This Notice describes the types of Personal Data that Tive may collect or process, how we may use and disclose that Personal Data, how you may exercise any rights you may have regarding your Personal Data, and how you can contact us if you would like to exercise those rights or if you have any questions or concerns.

This Notice applies to Personal Data we collect or process (1) through www.tive.com and all sub-sites and micro-sites controlled by us, including any related smartphone or mobile applications; and (2) in any other circumstances where we provide you with this Notice (collectively, the “Services”). This Notice does not apply to any other information collected by Tive by or through any other means, such as information collected offline. Tive may provide you with a different privacy notice in certain specific situations, in which case that privacy notice or policy will apply to the Personal Data collected or processed in that specific situation, rather than this one.

In some instances, we may collect or process Personal Data as a service provider at the direction of our business-to-business customers, such as your employer. In those instances, you should consult the customer’s applicable privacy notice or reach out to the customer for information regarding how they process your Personal Data.

If you provide us with Personal Data related to anyone other than yourself, please note that you are responsible for complying with all privacy and data

protection laws prior to providing that information to Tive (including obtaining consent, if required).

Personal Data Collected, Purposes, and Recipients

We may collect or process your Personal Data when you engage with the Services, including by creating an online account, submitting an inquiry, using Tive tracking devices and related applications, applying for employment with us, or otherwise utilizing our Services. Below, we describe the types of Personal Data we collect or process, how we obtain your Personal Data, the purposes for which we process your Personal Data, the lawful bases for the processing, and the types of third parties who may receive your Personal Data.

The categories of Personal Data we may collect can be found below. Personal Data that may be considered sensitive under some data protection laws is noted with a “^”.

Identity and contact information, such as:

- username and password^
- first and last name or unique pseudonym
- honorifics and titles, preferred form of address
- employer/company
- personal/business email address
- personal/business postal address
- personal/business phone number

Video, Audio, and Recorded Information, such as:

- still images^
- video^
- recordings of your interactions with our Services

Commercial Information, such as:

- payment information, such as a credit card number, expiration date, and CVV^
- purchasing and transaction history

Geolocation Information, such as:

- general location based on your Internet Protocol (IP) addresses

Technical or electronic network activity information, such as:

- Internet Protocol (IP) addresses (which may identify your general geographic location or the geographic location of your company)
- browser type and browser language
- device identifiers
- device type
- date and time you use our Services
- Uniform Resource Locators, or URLs (i.e., website addresses) visited prior to arriving at our Services and after leaving our Services
- activity and online behavior while on our Services and referring websites or applications, including forms and other information submitted, videos watched, and your clicks on our site pages
- data collected from cookies or other similar technologies

Employment information, such as:

- Personal Data related to and included in your application for potential employment
- education and employment history
- demographic information

Communication information, such as:

- Personal Data contained within your communications with us via email, chat functionality, social media, telephone or otherwise

Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality.

Where do we get your Personal Data?

- you directly, such as when you choose to contact us, sign up to receive updates, or otherwise utilize our Services

- Tive devices, including, but not limited to, real-time trackers and passive loggers
- those you have authorized to provide Personal Data on your behalf
- business partners, service providers, and other third parties that assist us in providing and improving our Services
- through online tracking technologies, such as cookies and similar technologies.

For additional information regarding Personal Data collected through online tracking technologies, please see our *Cookies and Tracking Technologies* section below.

Why do we process your Personal Data?

To the extent permitted by applicable law, we use Personal Data:

- to provide you with our Services
- to communicate with you
- to administer our relationship with your organization
- to identify and authenticate you
- to detect security incidents
- to protect against malicious, fraudulent, or illegal activity
- to ensure the appropriate use of our Services
- to improve our Services
- for short-term, transient use
- for administrative purposes
- for marketing, internal research, and development
- for quality assurance
- to comply with legal and regulatory obligations
- as part of a corporate transaction, such as in connection with the sale, transfer, acquisition, financing, or reorganization of all or part of our business or assets

- to fulfill any other purpose for which you provide it, including purposes described when you provide the information or give your consent

If you are applying for employment with us, we also use Personal Data to process your job application, to verify the information you have provided in your application, conduct interviews, perform background and reference checks, communicate with you and answer your questions, confirm your eligibility for employment, and improve our recruiting processes. We may also save your Personal Data for future employment opportunities with us.

*What are the Lawful Bases of Processing your Personal Data?**

- for the purposes of our legitimate interests
- in preparation for or to perform a contract with you
- to comply with legal and regulatory obligations and to establish, exercise, or defend our legal claims and rights
- in circumstances where we have requested and received consent and for other purposes that may be required or allowed by law

*The legal bases relied upon by Tive include those enumerated in Article 6 of the European Union's General Data Protection Regulation (GDPR). When required and allowed, we will seek to obtain your consent or authorization to process your Personal Data and only process your Personal Data upon receiving such consent. In such circumstances, your refusal to provide consent or authorization will have no adverse consequence on you. However, in some circumstances where consent is required, it may be impossible for Tive to manage its relationship with you or provide you with the Services absent your consent to process your Personal Data.

Tive does not intend to collect Special Category Data, such as Personal Information that reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership. Special Category Data also includes genetic data, biometric data, health information, and information about your sex life or sexual orientation. Please do not send us this type of information unless we specifically request it. *Who may receive your Personal Data?*

We may disclose aggregated information about our users, and information that does not identify an individual, without restriction.

We may disclose your Personal Data with your consent, or to the following categories of recipients, as appropriate:

- Tive and our affiliates
- your company / employer
- individuals or entities that you designate or direct us to share your Personal Data with, or as otherwise disclosed to you or reasonably apparent at the time and point at which the Personal Data is collected
- authorized representatives
- 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
- Tive's lawyers, auditors, and consultants
- ad tech companies and other providers, subject to applicable legal requirements, including requirements to provide opt-out mechanisms or other individual rights
- partners and service providers that assist us in providing or improving our Services or help us improve our marketing or administration**

**In limited circumstances, recipients may include (1) in the event of a sale, assignment, merger, consolidation, corporate reorganization, or transfer, to the buyer, assignee, or transferee; and (2) government or regulatory officials, law enforcement, courts, public authorities, or others when permitted by this Notice or required by law.

Personal Data of Children

Tive does not knowingly collect, maintain, disclose, or otherwise process Personal Data from children, as defined under applicable law, without the verified consent of such minor's parents or legal guardians. If you believe we might have any information from or about a child, please contact us at privacy@tive.com.

Cookies and Other Tracking Technologies

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our Services. The technologies we use for this automatic data collection may include cookies and web beacons that permit us to verify system and server integrity and generate statistics around the popularity of certain content. We process the information collected through such technologies, which may include or be

combined with Personal Data, to help operate certain features of our Services, to enhance your experience through personalization, and to help us better understand the features of our Services that you and other users are most interested in.

Website Delivery and Appearance – We may use third-party providers to enable certain customer interaction opportunities, content delivery (like audio or video), or other service capabilities. Examples include, but are not limited to, the following functionality:

- **Content Delivery:** We partner with service providers to host our Services and deliver specific content in support of our Services. For example, we partner with companies like YouTube to deliver specific content delivery like audio and video. For more information about how YouTube collects and uses your data, visit [Google's Privacy Policy](#).
- **Chat-based Customer Support:** We use a live chat feature powered by a third party (HubSpot) to enable live customer service and technical support via our Services. When you engage in the live chat enabled by this service provider, we will automatically collect and share certain information (such as personal identifiers, usage information, and message content) with the vendor to provide the customer service and technical support enabled by the live chat tool.

Website Analytics and Session Replay – We use analytics and session replay services that use cookies and other technologies that collect your Personal Data, to assist us with analyzing our Services traffic and site usage to optimize, maintain, and secure our Services and inform subsequent business decisions (including, e.g., advertising). These include, but are not limited to, the following third-party services:

- **Microsoft Clarity:** We partner with Microsoft Clarity to capture how you use and interact with our Services through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Services usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).
- **Google Analytics:** To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google uses data from sites or apps that use our services](#)." You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you

use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

- **Pixels:** We use Meta and LinkedIn pixels to track user activity on our Services and improve downstream offerings, including interest-based advertising for our services and those of our partners and service providers.

Interest-Based Advertising – We may also allow or enable third parties to collect Personal Data to provide their interest-based advertising on behalf of our products and services, or their own. Interest-based advertising occurs when advertisements are shown to you based on information collected from your online interactions over time and across multiple websites, devices, or online services that you visit or use. Some companies may engage in cross-context behavioral advertising to predict your preferences and show you advertisements that are most likely to be of interest or relevant to you.

We do not control these third parties' collection or use of your information for these purposes, or the opt-out options they may individually offer you via their terms, conditions, and privacy policies. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. Examples of the third-party service providers we engage to serve interest-based advertisements include Google Ads (including Google Dynamic Remarketing and Google Signals), Meta Ads (including Meta Pixels and Facebook advertising services), LinkedIn marketing solutions (including LinkedIn Ads, Pixels, and Analytics), ZoomInfo, TradeDesk, OpenX, and HubSpot Ads. It is in this context that we may provide advertising networks, data analytics providers, social networks, and video sharing platforms with Personal Data such as your IP address, device information, Internet and other electronic network activity information, and geolocation information in the last twelve months.

Selling Personal Data – While we do not sell Personal Data in exchange for monetary consideration, we do disclose Personal Data for other benefits that could be deemed a “sale” under various data protection laws because it is sometimes broadly defined to include activities such as the delivery of interest-based advertising on websites or allowing third parties to receive certain information, such as cookies, IP address, and/or browsing behavior.

Cookie Choices – To manage your preferences with respect to these technologies, you can:

- Change your cookie preferences on our Services or by customizing your browser settings to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable certain

cookies, please note that some parts of our Services may not function properly. These settings may be lost and require reconfiguration if you delete your cookies.

- Block the collection and use of your information by online platforms and ad tech companies for the purpose of serving interest-based advertising by visiting the opt-out pages of the self-regulatory programs of which those companies are members: [National Advertising Initiative](#) and [Digital Advertising Alliance](#) (or the [European Interactive Digital Advertising Alliance](#), if you are located in the European Economic Area). Please note that even if you opt out of interest-based advertising, you may still see “contextual” ads which are based on the context of what you are looking at on the websites and pages you visit.
- Review and execute any provider-specific instructions to customize your preferences or opt out of certain processing, including interest-based advertising, by third-party service providers. For example, to opt out of this type of advertising by Google, customize your ad preferences, or limit Google’s collection or use of your data, visit [Google’s Safety Center](#) and [Google’s Ad Settings](#) and follow [Google’s personalized ad opt-out instructions](#). Meta also offers an [Ad Preferences center](#) to customize your settings, as well as a [Privacy Policy](#) with additional information on how you can exercise your rights.

Links to Other Websites

Our Services may contain links to other websites, applications, or services that are not owned or operated by Tive. Such links do not imply an endorsement with respect to any third party, any website, or the products or services provided thereby. You should carefully review the privacy policies and practices of other websites and services as we cannot control and are not responsible for privacy policies, notices, or practices of third-party websites, applications, and services.

Your Rights Regarding Your Personal Data

Depending on where you live, you may have the following rights with respect to some or all of your Personal Data, subject to certain exceptions:

- to request information about or explain whether, and how, we process your Personal Data
- to request access to and a copy of your Personal Data, including to provide your Personal Data directly to another organization (called, in some locations, a right to data portability)

- to request that we correct or update your Personal Data
- to request that we delete your Personal Data
- to request that we limit, restrict, suspend, block, object to, or opt out of the processing of your Personal Data, including your sensitive Personal Data***
- to opt out of the sale or sharing of your Personal Data, including sharing for cross-context behavioral advertising, or to opt out of the processing of your Personal Data for targeted advertising, as applicable
- to appeal the denial of a request
- to revoke your consent, where we process your Personal Data with your explicit consent
- to obtain information about certain automated decision-making or profiling involving your Personal Data and, where applicable, to opt out of or provide consent to automated decision-making or profiling used in furtherance of decisions that produce legal or similarly significant effects concerning you****
- to lodge a complaint with the data protection authority in your jurisdiction

***We use and disclose sensitive Personal Data only for purposes permitted by applicable law, such as providing the Services, maintaining the security and integrity of the Services, preventing fraud, and performing other activities reasonably expected in connection with the Services. Because we do not use or disclose sensitive Personal Data for purposes that are subject to a right to limit under applicable law, we do not offer a separate right to limit its use or disclosure.

****We do not process Personal Data for profiling in furtherance of decisions that produce legal or similarly significant effects concerning an individual. Accordingly, we do not currently offer an opt-out right for that type of profiling.

To make a request, submit a complaint about how we process your Personal Data, or to appeal the denial of one of your requests, please contact us using the information at the bottom of this Notice. You may also exercise your opt-out rights by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC). We honor Opt-Out Preference Signals, including GPC. If

you choose to use an Opt-Out Preference Signal, you will need to turn it on for each supported browser or browser extension you use.

Depending on your location, your authorized agent or representative may make a request on your behalf, subject to our verification of the agent's relationship with you. We will not discriminate against you for exercising any of the rights described above, but fulfilling a request may prevent us from continuing to provide you with certain Services or it may otherwise affect the way we are able to interact with you.

We will make reasonable efforts to respond promptly to your requests. We may, after receiving your request, require additional information from you to honor your request and verify your identity. Please be aware that we may be unable to fulfill or honor these requests under certain circumstances, such as if we are legally prevented from doing so.

Safeguarding Personal Data

Consistent with applicable laws and requirements, Tive has put in place commercially reasonable physical, technical, and administrative safeguards designed to protect Personal Data from loss, misuse, alteration, theft, unauthorized access, and unauthorized disclosure consistent with legal obligations and industry practices. However, as is the case with all websites, applications, products, and services, we unfortunately are not able to guarantee security for data collected through our Services. Despite these efforts to store Personal Data in a secure environment, we cannot guarantee the security of Personal Data during its transmission or its storage on our systems.

How Long Your Personal Data Will Be Kept

We generally retain Personal Data for as long as needed for the specific purpose or purposes for which it was collected or obtained, and as outlined in this Notice. In some cases, we may be required to retain Personal Data for a longer period of time as required by law or for other necessary or required purposes. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you; (ii) whether there is a legal obligation to which we are subject that affects the length of time we need to keep your Personal Data; and (iii) whether retention is determined to be necessary for Tive due to limitation periods, litigation, or other legal or regulatory obligations.

International Transfers of Personal Data

We operate in various countries throughout the world, including, but not limited to, the United States, the United Kingdom, Switzerland, the European Union, Australia, Kosovo, China, South Korea, Mexico, and South Africa. Please be aware that Personal Data we collect and process may be transferred and maintained outside your state, province, country, or other jurisdiction where the privacy laws may not be as protective as those in your location, including the United States. Tive has put in place lawful transfer mechanisms and appropriate safeguards, in accordance with its legal requirements, to protect your Personal Data, including but not limited to Standard Contractual Clauses.

California Residents

This section provides additional information regarding Tive's practices pursuant to the California Consumer Privacy Act of 2018 and its implementing regulations, as amended by the California Privacy Rights Act ("**CCPA**"), where "**Personal Information**" has the definition set forth in the CCPA. References to Personal Information in this section correspond to "Personal Data" as that term is used elsewhere in this Notice.

Please see the chart below for detailed information about the categories of Personal Information we have collected from California residents during the twelve months preceding the date on which this Notice was last updated and the categories of third parties to whom we Sell or Share Personal Information (as those terms are defined in the CCPA). For each category of Personal Information set forth in the chart below, the categories of third parties to whom we disclose it for a business or commercial purpose are set forth in the *Personal Data Collected, Purposes, and Recipients* section above.

Personal Information Category set forth in Cal. Civ. Code § 1798.140	Categories of Third Parties to Whom We Sell or Share Personal Information
Personal identifiers , including real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers.	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Services.

Personal Information Category set forth in Cal. Civ. Code § 1798.140	Categories of Third Parties to Whom We Sell or Share Personal Information
California Customer Records Personal Information (Cal. Civ. Code § 1798.80(e)), including name, signature, physical characteristics or description, address, telephone number, education, employment, employment history, etc.	We do not Sell or Share this category of Personal Information.
Characteristics of protected classifications under California or federal law. This may include age, veteran status, accommodations information, gender identity and expression, sexual orientation, and religion.	We do not Sell or Share this category of Personal Information.
Commercial information , including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Services.
Internet and other electronic network activity information , including, but not limited to, browsing history, search history, and information about individual interactions with an Internet website, application, or advertisement.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Services.

Personal Information Category set forth in Cal. Civ. Code § 1798.140	Categories of Third Parties to Whom We Sell or Share Personal Information
Geolocation data , such as your IP address.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Services.
Professional or employment-related information.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Services.
Sensitive Personal Information as set forth in Cal. Civ. Code § 1798.140 , including account access credentials (like usernames or account numbers combined with password or other security/access code to access an account).	We do not Sell or Share this category of Personal Information.

California Shine the Light – Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties’ direct marketing purposes, if any. To make such a request, please contact us at privacy@tive.com. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

Changes to this Privacy Notice

We reserve the right to update this Notice from time to time. When we make changes, we will update the “Last Updated” date at the top of this Notice and provide any additional notice required by applicable law. It is recommended that you periodically revisit this Notice to learn of any changes.

Contact Us

If you have any questions about our practices or this Privacy Notice, please contact us at support@tive.com or by phone at +1 617-631-8483.

If you'd like to have your personal data deleted, just email us at privacy@tive.com.