

WEBSITE PRIVACY NOTICE

The motivepartners.com website (the “Website”) is operated by Motive Partners located at 250 Greenwich Street, FL47, World Trade Center, New York, NY 10007, United States. Motive Partners and its global affiliates (“Motive Partners”, “we” or “us”) are committed to ensuring the integrity, security, and confidentiality of Personal Data (defined below) that we process. This Website Privacy Notice explains how we collect, use, share, and safeguard Personal Data obtained through the Website in accordance with applicable data protection laws, including the UK GDPR, EU GDPR, and relevant U.S. privacy laws.

This notice provides an overview of the practices of Motive Partners with respect to its processing of Personal Data in relation to the Website.

We do not use tracking cookies, profiling technologies, or other forms of invasive analytics on this Website.

I. Personal Data

Personal Data is any information relating to an identified or identifiable individual (“Personal Data”).

Below are the types of Personal Data relating to you that we may process through the Website:

- Name;
- Email address;
- Telephone number;
- Limited technical information automatically captured by our hosting providers for security and operational purposes (e.g. IP address, system logs).

We operate a cookie-less analytics environment and use Plausible Analytics, which does not use cookies or collect personally identifiable data. Analytics are generated through anonymised, aggregated data solely for understanding overall traffic and page usage.

The only third-party integration on this Website is Vimeo, used for hosting and displaying video content. Vimeo tracking and analytics have been disabled, meaning no cookies or personal identifiers are set by Vimeo when you view embedded videos on our pages.

If this configuration changes in future (for example, if additional analytics or third-party tracking is introduced), the Website Privacy Notice will be updated accordingly, and appropriate consent mechanisms will be implemented.

II. Legal Basis and Purposes for Processing of Personal Data

We process limited Personal Data through the Website only to the extent necessary to operate, secure, and maintain its functionality.

No cookies, behavioural analytics, or automated decision-making tools are used.

Legal Basis	Purposes	Recipients	Retention Period
Performance of our contract with the Data Subject	To provide you with access to and ensure the technical delivery and availability of the Website.	Motive Partners; Hosting providers (e.g., Google Cloud, Microsoft Azure).	Up to 12 months
Legitimate interests	To maintain and protect the security and integrity of the Website; to record limited server and system logs for diagnostic purposes; and to respond to enquiries submitted through direct email links.	Motive Partners; Hosting providers (e.g., Google Cloud, Microsoft Azure).	6 months

We do not use cookies, tracking technologies, or third-party marketing tools. Website metrics are collected solely through Plausible Analytics, which operates without cookies and does not store personally identifiable information.

Embedded videos are hosted on Vimeo, with all tracking functionality disabled.

III. International Transfers

European Union (“EU”) and United Kingdom (“UK”) residents should be aware that we process your Personal Data in jurisdictions outside of the European Economic Area (“EEA”) and the UK (including the United States), for example where our group entities or hosting/IT providers are located. We implement appropriate safeguards to ensure an essentially equivalent level of protection for your Personal Data.

Intra-group access and sharing are governed by our Intra-Group Data Sharing Agreement (IGDSA), which requires recognised international transfer mechanisms and documented controls. Depending on the transfer pathway, we may rely on one or more of the following: the EU-US Data Privacy Framework and/or the UK Extension (where applicable), the EU Commission-approved Standard Contractual Clauses (SCCs), and/or the UK International Data Transfer Agreement (IDTA). We also conduct transfer impact assessments and apply supplementary measures where necessary.

Access to Personal Data by personnel outside the UK/EEA via centralised platforms (e.g. hosting or collaboration tools) is treated as a restricted transfer and protected accordingly.

For information about these safeguards (including a copy or summary of the relevant transfer mechanism, where appropriate), please send an enquiry to the email address below.

IV. Rights

Depending on where you are located, you may have certain rights in relation to your Personal Data under the UK GDPR, EU GDPR, and other applicable privacy laws (such as the California Consumer Privacy Act (CCPA/CPRA) and the New York SHIELD Act). You can exercise these rights by submitting a request to the email address below. Rights are subject to conditions and exemptions under applicable law.

- Right to Access
- Right to Rectification
- Right to Erasure (in certain circumstances)
- Right to Restriction of Processing (under certain situations)
- Right to Data Portability (where processing is based on consent or contract and carried out by automated means)
- Right to Object (including to processing based on legitimate interests)
- Right to Withdraw Consent (where processing is based on consent)
- Right to Lodge a Complaint with a Supervisory Authority (e.g. the ICO in the UK, your local EU data protection authority, or the relevant U.S. regulator such as the FTC or State Attorney General)

V. Contact

If you have any questions about this Website Privacy Notice or questions or complaints about the processing of your Personal Data by us, please contact:

Privacy Officer, Motive Partners

Email: privacy@motivepartners.com

If you are dissatisfied with our handling of any privacy-related request or complaint, you have the right to lodge a complaint with your local data protection authority.

- UK: Information Commissioner's Office (ICO)
- EU: Your national data protection authority
- US: Federal Trade Commission (FTC) or your State Attorney General

VI. Revisions

Motive Partners may, from time to time, make changes to this Website Privacy Notice. This notice will be updated on the Website whenever changes are made.

This notice takes effect on 1st November 2025 and will show the "Last Updated" date at the top. Where material changes are made (for example, changes to the categories of Personal Data we collect, how we use it, or your rights), we will provide additional notice on the Website or by direct communication where appropriate.