Privacy Policy

Last updated: August 11, 2024

Your privacy is important to us at Hyve House LLC. Hyve House LLC, a Texas limited liability company, for itself and on behalf of its subsidiaries (collectively, “Company”, “we”, “our”, or “us”) established this privacy policy (“Privacy Policy”) which describes Our policies and procedures on the collection, use and disclosure of Your information when You use (a) www.thehyvehouse.com, our software as a service or other technology platform, and any of our related websites, applications, services, and our downloadable mobile or desktop application(s) (collectively, “the Site”) or (b) our services accessible through the Site (“Services”), including without limitation the information gathered from any email, text, and other electronic messages through the site, and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy. This Privacy Policy may change from time to time. If you choose to use or access our Site or Services after we make changes to our Privacy Policy, your use or access will be deemed an acceptance of those changes, so please check the Privacy Policy periodically for updates.

If you are a resident of California, Colorado, Connecticut, Utah and Virginia, you may be afforded additional rights under these state’s laws. Please see the sections below entitled, “Your California Privacy Rights” and “Additional Information for Colorado, Connecticut, Virginia, and Utah Residents,” below for more information on such rights and how to exercise such rights.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

Account means a unique account created for You to access our Service or parts of our Service.
Affiliate means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
Application refers to Hyve, the software program provided by the Company.
Company (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Hyve House LLC, 5900 Balcones Drive Ste 100 Austin, TX 78731.

Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
Country refers to: United States
Device means any device that can access the Service such as a computer, a cellphone or a digital tablet.
Personal Data is any information that relates to an identified or identifiable individual.
Service refers to the Application or the Website or both.
Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
Website refers to Hyve House, accessible from https://www.thehyvehouse.com
You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. If You use or access certain portions of our Site, or certain Services, we may require you to provide contact and identity information, billing information, and other Personal Information as indicated on forms throughout our Site. Where possible, we indicate the fields you must complete to use our Site or Services and those fields that are optional. You always have the option not to provide your information by choosing not to use, access, or purchase one or more of our Services, or access certain portions of our Site. Personally identifiable information may include, but is not limited to:

Email address
First name and last name
Phone number
Address, State, Province, ZIP/Postal code, City
Organization/company name
Account credentials
Usage Data

Additionally we may collect any personal information You provide us in communications you send or provide when you telephone our office, send Us a text message, or interact with any communications tools on our Site.

The information above is collected and stored electronically when you use or access our Site, purchase our Services, request a demo of our Services or sign up for a free trial, create an account with Us, sign up to receive newsletters and/or marketing communications, sign up for Our webinars/events/forums, or contact Us. We collect this information directly from you when you provide it to us through your access to or usage of our Site or Services and automatically as you navigate through our Site and Services. Information collected automatically may include usage details.

Under some circumstances we may require some additional financial information. We use your financial information, including credit card information, to verify the accuracy of your name, address, and other information, as well as to bill you for your use of our Services.

Information Collected Automatically

Information about your computer hardware and software may automatically be collected by the Company when you use the Site or Services. This information may include:

IP address
Browser Type
Type of operating system
Device Type
Unique device identifier
Internet service provider
Language preference
Access times and dates
Geographic location
Referring website addresses
Browsing history
Search queries
Transaction details
Location
Other technical information such as protocol status and substatus, bytes sent and received, and server information

This information is used by Us for Our business purposes, including without limitation for the operation and improvement of the Site, for technical troubleshooting, to maintain quality of the Site and to provide general statistics regarding use of the Site.

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Information Collected while Using the Application

While using Our Application, in order to provide features of Our Application, We may collect, with Your prior permission:

Information regarding your location
Pictures and other information from your Device's camera and photo library

We use this information to provide features of Our Service, to improve and customize Our Service. The information may be uploaded to the Company's servers and/or a Service Provider's server or it may be simply stored on Your device.

You can enable or disable access to this information at any time, through Your Device settings.

Location Data Usage

Our app accesses your location data only when specific features, such as event creation and event check-ins, are used. You may also choose to allow the app to access your location in the background to facilitate location-based check-ins even when the app is not actively in use. This location data is not shared with any third parties, nor is it used for analytics, personalized content, or targeted advertising.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).
- **Flash Cookies.** Certain features of the Site or Services may use locally stored objects called Flash Cookies to collect and store information about your preferences and navigation to, from,

and on Our Site and Services. Flash Cookies are not managed by the same browser settings as are used for Browser Cookies.

- **Persistent Cookies.** Persistent Cookies are used for a number of reasons, such as storing your preferences and retrieving certain information You have previously provided. Persistent Cookies are stored on your devices after You exit your browser.

Throughout the Company's Privacy Policy, We can use the term "Cookies" to include Browser Cookies, Flash Cookies, Web Beacons, Session Cookies, and Persistent Cookies.. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

The information from Cookies is also stored in web server logs, which are then transmitted back to the Company by your computers or mobile devices. These servers and Cookies are operated and managed by Us and/or Our service providers. As You use the Site and Services, your browser communicates with servers operated by the Company and/or Our service providers to coordinate and record interactivity and fill your requests for services and information.

We use Cookies for the purposes set out below:

Necessary / Essential Cookies
Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

Cookies Policy / Notice Acceptance Cookies
Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies
Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

Preferences Cookies
Purpose: These cookies collect information about how you have used the Site in the past and allow the Site to remember the choices you have made. These cookies allow us to improve how the Site works for you and tailor the Site to your preferences.

Analytics Cookies
Purpose: These cookies collect information about how you use the Site, such as which pages you most often visit on the Site, the time you spend on the Site, which links you click on, and any issues encountered. These cookies help us understand how visitors interact with the Site. All information collected is aggregated and does not identify you.

Marketing Cookies
These cookies track your online activity to help deliver advertisements that are relevant to you and your interests and measure the effectiveness of the advertising campaigns. They

also limit how many times You can see a certain advertisement. We may share this information collected through these cookies with others, such as advertisers.

Cookies help us improve the Site by providing Us with information about which parts of the Site are most popular, what actions are taken by users and what content is viewed, enabling us to analyze technical and navigational information about the Site, and helping Us to detect and prevent fraud. We also use Cookies and other data collection tools (such as web beacons, pixels and embedded scripts) to help improve your experience with the Site. For example, we use Google Analytics to help analyze how users use the Site. These tools use Cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the Cookie about your use of the Site (including IP address) is transmitted to our data collection tool service providers. This information is then used by us to evaluate visitors' use of the Site and to compile statistical reports on website activity for the Company. If you would like to opt-out from the use of your information by Google Analytics, you may use Google Analytics opt-out browser add-on designed for this purpose.

We may use third parties such as network advertisers to serve advertisements on our Site and Services and on third-party products or other media (e.g. social networking platforms) that enable us and third parties to target advertisements to you for services in which you might be interested. Third-party ad network providers, advertisers, sponsors, and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), LSOs and other tracking technologies to measure the effectiveness of their ads and to personalize advertising to you. These third party cookies and other technologies are governed by each third party's specific privacy policy, not this one. We may provide these third party advertisers with information, including personal information, about you.

Users within the United States may opt-out of many third party ad networks. For example, You may go to the Digital Advertising Alliance ("DAA") Consumer Choice Page for information about opting out of interest-based advertising and your choices regarding having information used by DAA companies. You may also go to the Network Advertising Initiative ("NAI") Consumer Opt-Out Pgae for information about opting out of interest-based advertising and your choices regarding having information used by NAI members.

Opting out from one or more companies listed on the DAA Consumer Choice Page or the NAI Consumer Opt-Out Page will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Site or Services or on other products or applications. You may continue to receive advertisements, for example, based on the particular products that you are viewing (i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt-out on the DAA or NAI products, your "opt out" may not be effective. Additional Information is available on the DAA's website at www.aboutads.info or the NAI's website at www.networkadvertising.org.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet, or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Site.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy or the Cookies section of our Privacy Policy.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

To provide and maintain our Service, including to monitor the usage of our Service.
To manage Your Account: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
To manage Your requests: To attend and manage Your requests to Us.
For business transfers: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.
For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You, assist in providing functionality to the Site and Services, to send out emails on our behalf or process payments.

- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **With Your consent**: We may disclose Your personal information for any other purpose with Your consent.

Company does not share your personal information with third parties for those parties' direct marketing purposes.

Your Rights and Choices

By providing your phone number or email address and clicking submit online, you agree to Our Privacy Policy and authorize us to make or initiate sales calls, text messages, pre-recorded voicemails to that phone number, and other electronic communications. Your agreement is not a condition of purchasing any products, goods, or services and You may elect to do business with Us over the phone or email. Message and data rates may apply.

You may opt out of receiving promotional emails and text messages from Us by following the unsubscribe instructions provided in any such messages. Please note that if you opt out of receiving promotional messages from Us, this does not impact other transactional and administrative messages which you will continue to receive (such as emails relating to billing and payment information or charges to this Privacy Policy). If you have registered an account with us, you may delete the account at any time by contacting us at support@thehyvehouse.com. To delete an account you have created with one of our customers using our software, you must contact that customer.

If you have an account with us, you may access or modify some of your information and/or modify your preferences through your account or by contacting us at support@thehyevhouse.com.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to

improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ from those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Delete Your Personal Data

You have the right to delete or request that We assist in deleting the Personal Data that We have collected about You.

Our Service may give You the ability to delete certain information about You from within the Service.

You may update, amend, or delete Your information at any time by signing in to Your Account, if you have one, and visiting the account settings section that allows you to manage Your personal information. You may also contact Us at support@thehyvehouse.com to request access to, correct, or delete any personal information that You have provided to Us.

Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.

Disclosure of Your Personal Data

Information Sharing

As a matter of policy, we do not sell, rent, or share any of your Personal Information, including your email address, to third parties for their marketing purposes without your explicit consent.

Information that You post on any public or semipublic portion of the Service or Site can be read, collected, or used only by other users of Our Services and Site and can be used by such other users to without limitation identify You or contact You. We have no control over such information and are not responsible for any personally identifiable information you choose to share/display while using our Services or Site.

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Security

You may manage how your browser handles cookies and related technologies by adjusting its privacy and security settings. Browsers are different, so refer to instructions related to your browser to learn about cookie-related and other privacy and security settings that may be available. You can opt-out of being targeted by certain third party advertising companies online at www.networkadvertising.org/choices/.

You may manage how your mobile browser handles cookies and related technologies by adjusting your mobile device privacy and security settings. Please refer to instructions provided by your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

If You wish to opt-out of receiving offers directly from Company service providers, you can follow the opt-out instructions in the emails they send to you.

Company uses reasonable security measures designed to prevent unauthorized intrusion to the Site and the alteration, acquisition or misuse of personal information. Users of the Site and Services are responsible for maintaining the security of any password and any other form of authentication involved in obtaining access to password protected or secure areas of any of Our Site. In order to protect Us, You and your data, We may suspend your use of the Site, without notice if any breach of

security is suspected. Access to and use of password protected and/or secure areas of the Site are restricted to authorized users only. Unauthorized access in such areas is prohibited.

Your California Privacy Rights

California Civil code Section § 1798.83 permits users of our Site and Services that are California residents to request and update certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact support@thehyvehouse.com with your request.

Additional Information for Colorado, Connecticut, Virginia, and Utah Residents

Colorado, Connecticut, Virginia and Utah privacy laws permit the users of Our Site and Services to request and update certain information. To make such a request, please contact support@thehyvehouse.com with your request.

Under Colorado, Connecticut, Virginia and Utah privacy laws, We generally act as a "processor" for Our customers and maintain and store the personal information of consumers on Our customers' behalf when Our customers use Our Services. Accordingly, if You are a consumer of one of Our customers, please submit your requests to exercise your rights directly to each customer.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

Links to Other Websites / Online Services

Our Service and Site may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Some aspects of the Site may allow you to interface with social media, such as Facebook or Google Plus. We will attempt to identify these aspects of the Site to You, for example, by identifying them with applicable third-party logos or trade names. By using these interfaces, you will allow us to access information about you from those other online services, including information and other content that You submit to those online services. If You interfere with the Site through your social media account, we may contact you or enable you to share your experience and content via your social media account, which information may be publicly viewed by other users of those services.

For a description on how such social media services and other third-party platforms, plug-ins, integrations, and applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings with that service or platform.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. We reserve the right to modify this Privacy Policy at any time, so please review it frequently

Contact Us

If you have any questions about this Privacy Policy, You can contact us:

- By email: support@thehyvehouse.com