

Clove Digital LLC (“Clove”) Privacy Policy

Last Updated: February 1 2025

These Terms of Use replace and supersede all prior versions.

The Clove Privacy Policy describes the privacy practices of Clove’s Services and Software (as defined in our General [Terms of Use](#)) and anywhere we display or reference this policy.

Your relationship is with Clove Digital LLC and the laws of Ohio and the United States apply.

Please note that in order to use our Services and Software, you acknowledge that Clove will transfer your personal information across national borders and to other countries where Clove and its partners operate. The privacy protections and rights of authorities to access your information in these countries may not be equivalent to those in your country. We will only transfer your personal information to these countries where permitted to do so by law and we will take steps intended to ensure that your personal information continues to receive appropriate protections.

If the content or information that you store in Clove Services and Software contains personal information of other individuals, you must be legally permitted to disclose the personal information to Clove.

Summary of Key Points

- This policy explains the integration of ecommerce data obtained through Amazon's APIs and the limited cases in which your data may be accessed or shared; (i) limited accessed by Clove authorized personnel in the development or technical teams; (ii) shared when required by law; (iii) shared by you to third parties or explicit permission is obtained by Clove to share with third parties. (iv) accessed by Clove authorized personnel in order to provide the services you have signed up for. [Learn more.](#)
- Where your consent is required, we will obtain your permission before (i) sending you news and promotional material about Clove; (ii) accessing information stored on your device relating to your use of, and engagement with, Services and Software and crash reports; and (iii) analyzing your content. You can withdraw your consent to such activities at any time. [Learn more.](#)
- This policy explains when we process personal information for our legitimate interests. You can ask us to stop processing this information. [Learn more about your rights and how you can exercise them.](#)
- We use your personal information to enable you to register with Clove and to provide you with our Services and Software. [Learn more.](#)
- We use cookies and other technologies to track the use of our Software, Websites, and related Services. Some cookies are required in order to

enable the Services, Software, and Websites to function. These cookies cannot be disabled as without them our Software, websites, and related Services could not function. [Learn more about website preferences.](#)

What does this privacy policy cover?

This privacy policy describes how Clove (Also referred to as, “we”, “us”, or “our”) will make use of your information in the context of:

- Clove websites; web-based applications and Services (together referred to as "websites");
- Services that display or include a reference to this policy;
- Clove’s marketing, sales, and advertising practices.

What information does Clove collect about me?

Registration, customer support, and ecommerce data.

When you register to use a Clove Service or software, or contact us for support or other offerings, Clove collects information that identifies you as well as ecommerce data in order for the software and services to be used as intended. This includes:

Identifiers and contact information, such as:

- Name;
- Email address;
- Telephone number;
- Postal or Physical Address;
- Country

Commercial and transaction information, such as:

- Payment/billing information
- Licenses purchased;
- Content of and information provided through customer support communications (e.g., recorded customer and technical support calls and stored content of your correspondence with us via our website, chat features, phone calls, and other channels);
- Types of Services and Software of interest.

Professional information, such as:

- Company name;
- Occupation;
- Job function;
- Expertise;
- Company details, such as the size, and other information about the company where a user may work;

Analytics or other electronic network activity, such as:

- IP address;
- Browser;
- Mobile Device ID;

Ecommerce data, obtained through Amazon's APIs, such as:

- Sales data;
- Advertising data;

Inferred Information

To help keep our databases current and to provide you with the most relevant content and experiences, we may infer or generate information based on the information we collect or combine information provided by you with information from third party sources, in accordance with applicable law. For example, the size, and other information about the company you work for will be obtained from sources including, professional networking sites and information service providers. We may also infer, generate, or collect and receive information from third parties, including partners, and from publicly accessible sources, for purposes that include to detect, prevent, or otherwise address fraudulent, deceptive or illegal activity, misuse of our Services and Software, security or technical issues, as well as to protect against harm to the rights, property or safety of Clove and our employees, our users, children, or the public.

Clove Services and Software

We collect information you provide to us (e.g., when you access and use our Services and Software) or permit us to collect. We also collect or generate information about how you access and use our Services and Software.

Depending on the Services and Software you access and use, this information may be associated with your device or browser or it may be associated with your Clove account or content. It includes:

Analytics or other electronic network activity, such as:

- IP address;

- Browser and device information, including browser and device type, settings, unique identifiers, version, language settings, and configuration;
- Webpage that led you to a Clove website;
- Search terms entered into a search engine which led you to a Clove website;
- Use and navigation of Services and Software, including how you interact with Clove websites (collected through cookies and similar technologies, or by Clove servers when you are logged into the app or website);
- Analysis of your use and navigation of the Services and Software as well as your anonymized content

Professional, Education or other demographic information, such as:

- Profile information (e.g., account profile, public profile, Behance profile).

Commercial and transaction information, such as:

- Content (e.g., documents, photos, videos, activity logs, direct feedback from you, and metadata about your content) which is sent or received using Clove Services and Software, or which is stored on Clove servers.

Sensitive personal information, such as:

- Biometric identifiers or information as defined under US laws and precise geolocation. Where required by law, we will seek any required permissions from you prior to any such collection. See the "Clove's acting on your behalf" and "How we analyze your content to deliver features requested by you" sections below for more information.

Clove Software activation and automatic updates

- When you activate your Clove Software or when you install updates to the Software, we collect analytics or other electronic network activity information, such as: your device (manufacturer, model, IP address);
- the Clove Software (version, date of activation, successful and unsuccessful updates);
- your product serial number (e.g., where this is required before you can start using your product).

Clove emails

Emails we send you may include a technology that collects Analytics or other electronic network activity, such as whether you have received or opened the email, or clicked a link in the email. If you do not want us to collect this information, you can opt out of receiving Clove marketing emails.

Clove online advertising

Clove advertises online in a variety of ways, including displaying Clove ads to you on other companies' websites and apps and on social media platforms, such as Facebook and LinkedIn. Clove websites use cookies, pixels, and similar technologies provided by our own company and other companies that allow us to gather additional information to measure and improve the effectiveness of our advertising. We collect Analytics or other electronic network activity information such as:

- Which ads are displayed;
- Which ads are clicked on; and

- Where the ad was displayed.

Buttons, tools, and content from other companies

Clove Services and Software may include buttons, tools, or content that link to other companies' services (for example, a Facebook "Like" button). We may collect information about your use of these features, such as content "liked" and address information in Google Maps. In addition, when you see or interact with these buttons, tools, or content, or view a Clove web page or app containing them, some information from your browser may automatically be sent to the other company. Please read that company's privacy policy for more information.

Clove websites may implement Google reCAPTCHA Enterprise to help prevent spam and abuse. reCAPTCHA Enterprise collects hardware and software information, such as device and application data, and sends it to Google for purposes of providing, maintaining, and improving reCAPTCHA Enterprise and for general security purposes. Your use of reCAPTCHA Enterprise is subject to Google's [Privacy Policy](#) and [Terms of Use](#).

Integration with Amazon Services

In order for our Software and Services to work as intended we provide tools that integrate with Amazon's services through Amazon's APIs. By using these tools you grant Clove limited access to your Amazon seller account data, such as sales data and advertising metrics. Clove is committed to ensuring that all data accessed through Amazon's APIs are handled in strict compliance with Amazon's policies and our stringent data privacy standards.

Any data obtained from Amazon's API will not be shared with non-authorized personnel within Clove's organization, or with any third party unless explicit consent has been obtained or unless required by law to detect, prevent, or otherwise address fraud, security, or potential deceptive illegal activities. Clove's authorized personnel, such as authorized people within the development and technical teams may require full access to your data in order to improve your experience and the overall quality of our services and software. Reasons for authorized personnel to access your data may include but are not limited to debugging, performing actions for our concierge, consulting, or management services in which you signed up for, and the use of anonymized data in order to develop new features such as the integration of machine learning.

In some places of the Clove Software you may have the ability to download and share data with people outside of your organization, such as sales data reports, and sharing saved views of specific data. Please be careful when sharing your data. You are responsible for the information you share with others. Do not share anything you wouldn't want publicly known unless you are sure you are sharing this information within an app or website that allows you to control who sees what you have shared.

Authority to Share Ecommerce Data

In your use of Clove Software and Services, any submission of information related to other individuals or entities implies that you possess the authority to do so. This is especially pertinent for sensitive ecommerce data from your

or your clients Amazon business. By sharing this data with Clove, you affirm your right to permit us to use this information in line with this policy and for the purpose of providing our Services and intended use of our Software.

Clove Website Preferences

Clove uses cookies and similar technologies to analyze your use of Clove websites so that we can improve them and tailor websites, communications, and ads to your likely interests.

If you opt out of advertising cookies, you may still see Clove ads on other companies' websites, but they will not be based on your use of Clove's apps and websites.

Note about cookie-based preferences: Many of the privacy preferences described on this page work by placing a cookie on your browser. Therefore, your browser must be configured to accept cookies for your preference to take effect. If you delete or clear your cookies, or if you change web browsers, you will need to set your preferences again.

Clove social networking pages and social sign-on services

You can sign into some Clove Services and Software using a social networking account, such as a Facebook account. Where you give appropriate permissions, we will receive contact and identifier information about you from

your social networking account, such as name, country, and basic demographic information.

Clove has its own pages on many social networking sites. We will collect information which you have made publicly available on your social networking account, such as name and interests in our products and services, when you interact with our social networking pages. The social networking sites may provide statistics and insights to Clove which help us understand the types of actions that people take on our pages.

Clove acting on your behalf

In certain instances, Clove is acting only on your behalf for personal information collected and processed by our services. In such cases, Clove is acting only on your instructions in order to facilitate the Service requested by you, and you will be responsible for the information shared. In these instances, we will inform you through in-app notifications or other in-time communications. If you submit any information relating to other people to us or to our service providers in connection with your use of Clove apps or websites, you represent that you have the authority to do so and to permit us to use the information in accordance with this policy.

Visiting our Physical Offices

When you visit a Clove office, we will collect Identifiers and Contact information such as your name, company name, and email address.

How does Clove use the information it collects about you, and what are the legal bases for these uses?

Clove uses the information we collect about you for the following purposes:

- To fulfill a contract, or take steps linked to a contract: this is relevant where you register to use a Clove app or website (whether paid, or as a free trial). This includes:
 - Providing you with the Clove Services and Software for which you have registered, and any other services or products that you have requested;
 - Administering product or platform skill/knowledge courses and other content, including testing (as applicable);
 - Verifying your identity;
 - Processing payments;
 - Sending you necessary communications (for example, related to payments or expiration of your subscription); and
 - Providing customer service or support.
- As required by Clove to conduct our business and pursue our legitimate interests, in particular:
 - Providing you with the Clove Services and Software for which you have registered and any other products and services you have requested;
 - Analyzing your use and measuring the effectiveness of our Services and Software, including recordings, to better understand how they are being used so we can improve them and engage and retain users;

- Sending you information about Clove products and services, special offers and similar information, and sharing your information with third parties such as CRM, marketing, and analytics providers in order to manage and improve our Services and Software.
- Analyzing your use and navigation of our Services and Software, your content, your profile information, and your interaction with our communications, to tailor and customize the Services and Software, and marketing communications (where your consent is not required);
- Analyzing your use and navigation of our Services and Software as well as your content and metadata about your content through techniques such as machine learning in order to detect and prevent fraudulent, deceptive, or, illegal activity, or misuse of our Services and Software, and improve our Services and Software and the user experience (where your consent is not required);
- Diagnosing problems in our Services and Software;
- Detecting, preventing, or otherwise addressing fraudulent, deceptive, or illegal activity, and misuse of Services and Software, security or technical issues, as well as protecting against harm to the rights, property or safety of Clove, our users, or the public;
- Conducting surveys and market research about our customers, their interests, the effectiveness of our marketing campaigns, and customer satisfaction (unless we need consent to undertake such surveys, in which case we will only do this with your permission);

- Investigating and responding to any comments or complaints that you may send us;
- Checking the validity of the sort code, account number, and card number you submit if you use a credit or debit card for payment, in order to prevent payment fraud or other illegal or deceptive payment practices (we use third parties for this – see “Does Clove disclose my personal information to others?” below);
- Sharing account information registered under a business email address with employers for account migration purposes;
- Combining with other data we may have about how you interacted with our products and services when logged out or logged in, in order to provide a more seamless experience, show you the most relevant content and services, and for marketing purposes, with your consent where required;
- If we merge with or are acquired by another company, sell a Clove website, app, or business unit, or if all or a substantial portion of our assets are acquired by another company, your information will likely be disclosed to the prospective purchaser, our advisers and any other prospective purchaser's advisers and will be one of the assets that is transferred to the new owner; and
- In connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of information in connection with government agency requests, legal process or litigation).

Where we process your information based on legitimate interests, you can object to this processing in certain circumstances. In such cases, we will cease processing information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons.

If legitimate interest is not an available legal basis in a particular jurisdiction, we will engage in the processing activities described above on a legal basis that is available in that particular jurisdiction.

- Where required, when you give Clove your consent or otherwise consistent with your choices:
 - Sending you information about Clove products and services, special offers and similar information, and sharing your information with third parties for their own marketing purposes;
 - Placing cookies and using similar technologies in our Services and Software and in email communications and the information provided to you when those technologies are used;
 - Accessing information stored on your device relating to your use of, and engagement with, Services and Software and crash reports;
 - Analyzing your use and navigation of the Services and Software or your content (including metadata about your content) using techniques such as machine learning in order to detect and prevent fraudulent, deceptive, or illegal activity or misuse of the Services and Software, and improve our services and the user experience; and

- Allowing you to participate in sweepstakes, contests, and similar promotions and to administer these activities.

On other occasions where we ask you for consent, we will use the information for the purposes which we explain at that time. Where we rely on consent to process information, you can withdraw your consent to such activities at any time.

- For legal reasons:
 - Responding to requests by government or law enforcement authorities conducting an investigation.
 - Using or disclosing information as reasonably necessary to detect, prevent, or otherwise address fraud, security, potential deceptive or illegal activities, misuse of Services and Software or technical issues and software piracy (e.g., to confirm that software is genuine and properly licensed), helping to protect you as well as Clove.

Where this processing and these disclosures are not strictly required by law, Clove may rely on its legitimate interests, where available, and those of third parties described above.

Does Clove disclose my personal information to others?

Disclosing to other Data Controllers

We will disclose your personal information within Clove.

We will also disclose your personal information with other third-party data controllers with your consent (where required by applicable law) or to provide any product or service you have requested (e.g., third-party integrations).

Third-party data controllers may also use Clove products and services to collect and process your personal information. If you are using an email address that is associated with a business domain (e.g., yourname@businessname.com) to access Clove's Services and Software, or if you were invited to use the Services and Software by a business, we may provide your personal information to that business.

Disclosing for Fraud Prevention, Safety and Security Purposes

We will disclose personal information to companies that help us run our business to detect, prevent, or otherwise address fraud, deception, illegal activity, misuse of Clove Services and Software, and security or technical issues.

Additionally, we will disclose personal information to companies, organizations, government authorities, or individuals outside of Clove if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to detect, prevent, or protect against such fraudulent, deceptive, or illegal activity, misuse of our Services and Software, or security or technical issues, or where it is reasonably necessary to protect from harm the rights, property or safety of Clove and our employees, our users, children, or the public as required or permitted by law.

Disclosing to Data Processors

We will also disclose your personal information to companies that help us run our business by processing personal information on behalf of Clove for the purposes identified above. Such companies include providers of customer support services (including those that record or store communications), providers of analytics technologies that record and analyze your interaction with our websites to help us improve your experience including session replay partners, payment processing services, fraud monitoring and prevention, detecting and preventing deceptive or illegal activity or misuse of our Services and Software, email, social media, and other marketing platforms and service providers, and hosting services. We have entered into agreement with these companies as required by applicable law and require these companies to protect your personal information consistent with this Privacy Policy.

Other Information Disclosure

Clove may also disclose your personal information:

- When you agree to the disclosure;
- When we have a good faith belief that we are required to provide information in response to a subpoena, court order, or other applicable law or legal process, or to respond to an emergency involving the danger of death or serious bodily harm;
- If we merge with or are acquired by another company, sell a Clove website, app, or business unit, or if all or a substantial portion of our assets are acquired by another company, your information will likely be disclosed to the prospective purchaser, our advisers and any

prospective purchaser's advisers and will be one of the assets that is transferred to the new owner.

We may disclose or publish aggregate information that doesn't specifically identify you, such as statistical information about visitors to our websites or statistical information about how customers use our software.

Please be careful when you share your personal information. Do not share anything you wouldn't want publicly known unless you are sure you are posting it within an app or website that allows you to control who sees what you post.

Is my personal information secure?

We work hard to protect your personal information. We employ administrative, technical, and physical security controls where appropriate as well as contractual confidentiality obligations for employees and contractors where appropriate.

Where does Clove store my personal information?

Your personal information and files are stored on Clove's servers and the servers of companies we engage to provide services to us.

What rights do I have regarding my personal information and how can I exercise these rights?

Under the law of some jurisdictions, you may have the right to ask us for a copy of your personal information; to correct, delete or restrict (stop any

active) processing of your personal information; and to obtain the personal information you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share (port) this information to another controller. You may be entitled to additional rights based on applicable data privacy laws in your jurisdiction.

In addition, you can object to the processing of your personal information in some circumstances (such as where we are using the information for direct marketing).

These rights may be limited, for example, if fulfilling your request would reveal personal information about another person, or if you ask us to delete information which we are required by law to keep or which we need to defend claims against us.

To exercise any of these rights (including deactivating your Clove account), you can get in touch with us using the details set out below.

If you have unresolved concerns, you have the right to report them to your local privacy regulator or data protection authority.

When you are asked to provide personal information, you may decline. And you may use web browser or operating system controls to prevent certain types of automatic data collection. But if you choose not to provide or allow information that is necessary for certain services or features, those services or features may not be available or fully functional. Other optional information,

if not provided, may impact our ability to provide a personalized experience or tailored content or offerings.

Withdrawing consent or otherwise objecting to direct marketing

Clove and companies we hire to help market our Services and Software on our behalf may use your information to provide you with information and offers related to Clove.

Where we rely on your consent, you will always be able to withdraw that consent, although we may have other legal grounds for processing your information for other purposes, such as those set out above. In some cases, we are able to send you direct marketing without your consent, where we rely on our legitimate interests. You have an absolute right to opt-out of direct marketing, or profiling we carry out for direct marketing, at any time by:

- updating your preferences in our website
- clicking the unsubscribe link at the bottom of our marketing emails; or
- contacting us using the details provided at the end of this privacy policy.

How long does Clove retain my information?

When you register for an account, we process and keep most personal and sensitive information on your behalf for as long as you are an active user of our Services and Software. We delete certain personal information we collect about you when we no longer have a business reason to retain it. When you close your account, we will delete sensitive data within 30 days and we begin

deleting certain personal information that we no longer have a business reason to retain. Additionally, there is some personal information we typically retain even after you close your account to comply with legal requirements, such as personal information related to our contract and business transactions with you, which we need to retain for ten years after your last interaction with us.

Where we process personal information for marketing purposes or with your consent, we process the information until you ask us to stop and for a short period after this (to allow us to implement your requests). We also keep a permanent record of the fact that you have asked us not to send you direct marketing or to process your information so that we can respect your request in the future.

Can children use Clove?

Clove Services and Software are not intended for minors under the age of 18. If you do not meet applicable age requirements, please do not use Clove's Services and Software.

Will this privacy policy change?

Occasionally, we may update this privacy policy to allow Clove to accommodate new technologies, industry practices, regulatory requirements or for other purposes. If we do, we will change the "last updated" date at the top of this policy and the revised policy will be posted so that you are aware of the information we collect, how we use it, and under what circumstances we

may disclose it. We encourage you to periodically review the Clove Privacy Policy for the latest information on our privacy practices. Under certain circumstances (for example with certain material changes or where it is required by applicable privacy laws) we will provide notice to you of these changes and, where required by applicable law, we will obtain your consent. Notice may be by email to you, by posting a notice of such changes on our Services and Software, or by other means consistent with applicable law.

Who can I contact with questions or concerns?

If you have a privacy question, concern, or request, please contact support@clovedigital.ai