

## **Privacy Policy**

At Tradehive, we respect your privacy, and we understand the importance of the information you entrust to us. This Privacy Policy describes our practices concerning the information collected by Tradehive.co, (“Company”, “we”, “us”, “our”) through the use of our www.tradehive.co website (the “Website” and the “Services”).

This Privacy Policy applies to all personal information we collect or process about you. Personal information is information, or a combination of pieces of information, that could reasonably allow you to be identified.

Below we describe what information we collect when you use our Services, how we protect that information, how long we retain it, with whom we share it, and what your privacy options are. By using the Services, you consent to our collection and use of your information as described in this Privacy Policy. The Privacy Policy is incorporated by reference into and is made a part of the Terms of Service.

We will continue to evaluate this Privacy Policy against new technologies, business practices, and our users’ needs, and may make changes to the Privacy Policy accordingly. Please check this page periodically for updates. If we make any material changes to this Privacy Policy, we will post the updated Privacy Policy here, along with its effective date, and for material changes will notify you by email or by means of a notice on our Website. Your continued use of the Services after our posting of changes to this

This Notice should be read with our Cookie Notice, which provides further details on our use of cookies on the website.

What Personal Information does Tradehive collect and process? Why does Tradehive process my personal information? What is the legal basis for our use of personal information?

### **What personal information does Tradhive collect and process?**

- e-mail address;
- name;
- gender;
- date of birth;
- home address;
- phone number;

- the Internet protocol (IP) address used to connect your computer to the Internet;
- login, e-mail address, password, and location of your device or computer;
- version and time zone settings;

### **Why does Tradehive my personal information?**

- We use your personal information to process your orders and to communicate with you about orders and services;
- Communicate with you.;
- obligations under applicable laws and regulations, and Anti-Money Laundering laws and regulations;
- fix errors, and improve our usability
- Improve our services. We process personal information to improve our services and for you to have a better user experience;

Legal basis for our use of personal information (EU and UK GDPR)

Performance of a contract when we provide products or services or communicate with you about them. This includes when we use your personal information to take and handle orders and process payments.

Legal obligation; to comply with our legal obligations under applicable laws and regulations and Anti-Money Laundering laws and regulations.

When we ask for your consent to process your personal information for a specific purpose, we communicate it to you. When you consent to process your personal information for a specified purpose, you may withdraw your consent at any time, and we will stop processing your personal information for that purpose. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Our legitimate interests and the interests of our users when, for example, we detect and prevent fraud and abuse from protecting the security of our users, ourselves, or others;

### **3. Can Children Use Tradehive Services?**

Tradehive does not allow anyone under 18 to use Tradehive Services.

### **4. What About Cookies and Other Identifiers?**

We use cookies and similar tools to enhance your user experience, provide our services, and understand how customers use our services so we can make improvements. Depending on applicable laws in the region you are located in, the cookie banner on your browser will tell you how to accept or refuse cookies.

## **5. Does Tradehive Share My Personal Information?**

We may share your Data with third parties if we believe that sharing your Personal Data is in accordance with, or required by, any contractual relationship with you or us, applicable law, regulation, or legal process. When sharing your Personal Information with other entities, we will use our best endeavors to ensure that such entities are either subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice. Legal Authorities: We may be required by law or by the Court to disclose certain information about you or any engagement with you to relevant regulatory, law enforcement, and/or other competent authorities. We will disclose information about you to legal authorities to the extent we are obliged to do so according to the law. We may also need to share your information to enforce or apply our legal rights or to prevent fraud.

## **6. International transfers of Personal information**

To facilitate our operations, Tradehive may transfer your personal information outside the European Economic Area (“EEA”), UK, content viewed, language preference, time and duration of each visit and advertisement accessed. Cookies managed by Tradhive.co only are called “first party cookies” whereas cookies from third parties are called “third party cookies”.

## **Why do we use cookies and similar technologies?**

Cookies are a useful mechanism that do a lot of different jobs, such as letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can help to ensure that the advertisements you see online are more relevant to you and your interests and enable us to identify your preferences. There are different sets of cookies, and we will explain that later in this document.

## **What if I don't want cookies or similar tracking technologies?**

You can adjust your preferences about cookies through our cookie setting center. If you want to remove existing cookies from your device, you can do this using your browser options.

If you want to block future cookies being placed on your device, you can do so by modifying the settings at our cookie setting center. Nevertheless, please consider that deleting and blocking cookies may have an impact on your user experience.

## **What types of cookies does the site use?**

The cookies used on Tradehive.co site have been categorized as per the table below. However, it is important to note that not all cookies may be used in all

jurisdictions or websites. A list of the categories of cookies used on this website is set out below.

**Strictly Necessary cookies:**

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by that amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not work. These cookies do not store any personally identifiable information.

**Performance cookies:**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

**Functionality cookies:**

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by a third-party provider whose services we have added to our pages. If you don't allow these cookies some services may not function properly.

**Targeting cookies:**

Targeting cookies may be set through our site by our advertising partners. They can be used by these third parties to build a profile of your interests based on the browsing information they collect from you, which includes uniquely identifying your browser and terminal equipment. If you do not allow these cookies you will still see basic advertising on your browser that is generic and not based on your interests.

**Your Rights and Your Privacy Choices**

You have certain rights regarding the personal information we hold about you, subject to local law. These may include the rights to access, correct,

delete, restrict, or object to our use of, or receive a portable copy in usable electronic format of your personal information. You may also have a right to lodge a complaint with your local data protection or privacy regulator.

**Choices relating to information we collect:** We may be required by law to collect certain personal information about you or as a consequence of any contractual relationship we have with you. Failure to provide this information may prevent us from providing certain Services or all of the Services to you.

### **Automated Decisions About You**

When you use the Services, we may make automated decisions about you based on your personal information in the following circumstances:

- To deliver personalized offers, discounts, or recommendations based on your history, viewing history, and browsing history, and
- To serve you with ads based on various factors such as the content of the page you are visiting, the information you provide such as your age or gender, your searches, demographic data, user-generated content, and other information that you provide to us. These ads may be based on your current activity or your activity over time and may be tailored to your interests.

### **Right to Access, Review, Change or Delete Information**

To access, review, change, or delete personal information we have collected from you, please visit our Privacy Center page and send a message to our Support team. To make changes to your account, you may also log in to your account and visit the Manage Profile page.

Your specific rights regarding access, review, revision, or deletion of your information are dictated by local laws.

### **Legal rights applicable to personal data collected in the EEA.**

If you would like to exercise any of the rights outlined above, and the law of your jurisdiction requires us to honor that request, please send your request in writing to the address in the “Contact Us” section below. To assist us in processing your request in a timely manner, please make your request in English if you are able to do so. Your request should include any information relevant to your request, including, without limitation: (i) your name, email, and postal address; (ii) the specific right you are asserting (e.g., removal); and (iii) if you are requesting removal, a brief explanation of why you believe such information should be removed. To help us prevent fraudulent removal requests, upon request, please also include a legible copy of a document that verifies your identity. You need not provide a

government-issued document; a utility bill or similar mailing will suffice. You may also obscure parts of the document such as identifying numbers so long as the document continues to clearly identify you. If you are making the request on behalf of another person, please indicate your relationship to that person and provide evidence of your authority to make such request. All requests for removal will be reviewed by our company legal and compliance team and we reserve the right, in compliance with applicable laws, to accept, reject, or make further inquiries regarding, any requests.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

We take the security of your information seriously and use appropriate technical and organizational measures to protect your information against unauthorized or unlawful processing and against accidental loss, destruction, or damage. We also limit access to information about you to employees and/or representatives who reasonably need access to it to provide products and services to you, or in order to do their jobs. However, because no security can be 100% effective, we cannot completely guarantee the security of any information we have collected from you.