Hive

Privacy Policy

Introduction

We take the protection and security of your personal data seriously. This Privacy Policy outlines our privacy practices regarding how we collect, use, and protect your personal information in our interactions with you online, over the phone, via text/SMS/chat, and when you visit our co-working spaces. We encourage you to review this Privacy Policy regularly as we may update it from time to time. All changes will be effective upon posting on this page, unless otherwise specified.

Compliance with PIPEDA

We comply with all applicable Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and the Canadian Anti-Spam Legislation (CASL). This means we obtain your consent for the collection, use, and disclosure of personal information and follow all rules and regulations established by Canadian federal, provincial, and municipal governments. We respect your privacy rights and are committed to safeguarding your personal data.

Our Websites & Digital Services

This Privacy Policy applies to all websites, domains, and digital services owned by ElastaLink Corp. and @Hive (collectively, the "Websites").

Our Websites may link to third-party websites for your convenience. However, we do not control their privacy practices, and this Privacy Policy does not apply to any personal data shared with those third parties. We encourage you to review the privacy policies of any external sites you visit.

Collection and Use of Personal Information

When you interact with us, whether by visiting our Websites, registering as a member, completing surveys, joining a mailing list, or purchasing products/services, we may collect personal information such as:

- Contact Information: Name, address, telephone number, email address, unique login details (username and password).

- Demographic Information: Type and size of business, location, etc., to provide a personalized experience.

- Professional Information: Occupation, company name, and industry.

- Financial Information: Credit card details, billing/shipping addresses for payment processing (used solely for billing and fraud prevention).

- Technical Information: Browser type, operating system, IP address, and usage data collected automatically to diagnose problems, analyze trends, and improve the Websites.

If you call us, we may collect personal data during the conversation, and calls may be recorded for training and quality purposes. You will be notified at the start of the call if recording is taking place, with the option to opt-out by ending the call.

Directories, Forums, and Message Boards

On our Websites, we may provide directories, forums, and/or message boards to our members. The

information in these areas is available only to our members; however, you should exercise caution when deciding to disclose personal information in these spaces. While we strive to maintain a secure environment, we cannot guarantee the security of any information disclosed online within the members' community. Any information you choose to share in these areas is disclosed at your own risk.

To access the members' community, you will be provided with a username and password. Please do not share your username and password with anyone. If you forget your login details, follow the provided instructions to reset them or contact us at contact@athive.com for assistance.

Cookies and Other Digital Tags

We use cookies and similar technologies to track and improve your experience on the Websites. Cookies help us remember your preferences and optimize processes, such as when booking office space or making purchases. You can disable cookies via your browser settings, though doing so may limit your ability to access certain features of our Websites. For more detailed information on our use of cookies, please refer to our Cookie Policy below.

Children's Privacy

We are committed to protecting children's privacy. Our services are not directed toward children under the age of 16, and we do not knowingly collect personal information from them. If we become aware that we have collected personal information from a child under 16, we will take steps to delete it promptly.

How We Use the Information We Collect

We collect personal information to:

- Provide services, products, and customer support;

- Personalize your experience based on your preferences and needs;

- Communicate with you regarding new products, services, special offers, and updates, subject to your communication preferences;

- Process transactions, such as membership registrations, purchases, and event bookings;

- Enhance the functionality of our Websites and improve overall customer experience.

If you have provided financial information, it will only be used for payment processing and fraud prevention. We do not retain your credit card information after processing payments unless you consent to us keeping it for future transactions.

In certain circumstances, we may share your data as required by law (e.g., responding to court orders or subpoenas) or when necessary to protect our rights or the rights of others.

Information Sharing

We do not sell personal information. However, we may share your data with third-party service providers to facilitate the delivery of products and services you have requested. These third parties are contractually bound to protect your information in accordance with data protection legislation.

We may also share personal data internally between ElastaLink Corp and @Hive for consolidated reporting, storage, and streamlined customer information management.

Security of Your Information

We take reasonable precautions to protect your personal information. While no online data transmission is entirely secure, we adhere to industry standards to safeguard your data, including encryption using Secure Socket Layer (SSL) technology for sensitive information such as credit card details.

We retain personal data for a period determined by the nature of the information and its purpose. For

example, we retain data related to contracts and services for six years after your last interaction with us. Marketing data is retained until you withdraw consent or opt out of communications, after which your preferences will be updated in our systems.

Business Transitions

In the event of a business transition, such as a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction. We will notify you if such a transition affects your data.

Communications Opt-Out and Managing Preferences

You may opt out of receiving non-transactional communications (e.g., promotional emails, newsletters) by following the unsubscribe link in our emails or by contacting us at contact@athive.com. You can also update your communication preferences or request access to or deletion of your personal information at any time by reaching out to us at the same email address.

Requests for Personal Information Access, Correction, and Deletion

You have the right to request access to, correction of, or deletion of the personal information we hold about you. To submit a request, please contact us at contact@athive.com. We will respond to your request within two weeks.

Data Privacy and Breach Notification

In the unlikely event of a data breach that impacts your personal information, we will notify you promptly, outlining the breach, the data affected, and the steps you can take to mitigate any potential harm.

Terms and Conditions of Use

Your use of our Websites is subject to this Privacy Policy and our Terms and Conditions of Use. Please review these documents for additional details, including disclaimers of warranty, limitations of liability, and dispute resolution.

Cookie Policy

Introduction

This Cookie Policy outlines how ElastaLink Corp. and @Hive ("we," "us," or "our") use cookies and similar technologies on our websites and digital platforms (collectively, "Websites"). It explains what cookies are, how we use them, and how you can manage your cookie preferences. By continuing to use our Websites, you agree to the use of cookies as outlined in this policy.

What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or smartphone) when you visit our Websites. These files help the site remember your device and certain information about your visit, such as your preferences or actions. Cookies can improve your experience by enabling the website to remember your preferences, such as login details or language settings, so you don't have to enter them each time you return.

Types of Cookies We Use

We use several types of cookies to enhance the functionality of our Websites and improve your experience. The categories of cookies we use include:

1. **Strictly Necessary Cookies**
   These cookies are essential for the operation of our Websites. They enable basic functions such

as page navigation, access to secure areas of the site, and user authentication. Without these cookies, certain parts of our Websites may not function properly.

2. **Performance and Analytics Cookies**
   These cookies collect aggregated and anonymous data on how visitors interact with our Websites. This information helps us understand how our Websites are being used, which pages are visited most frequently, and if there are any errors or issues. Performance cookies do not collect personal information; they are used to improve the functionality and performance of the site.

3. **Functionality Cookies**
   These cookies allow our Websites to remember the choices you make (such as your username, language preference, or region) and provide enhanced, personalized features. For example, these cookies enable the site to retain your login details, saving you from re-entering them each time you visit. Disabling these cookies may affect the functionality of the site and your overall experience.

4. **Targeting and Advertising Cookies**
   We may use targeting or advertising cookies to track your browsing habits and show you relevant advertisements based on your interests. These cookies help us understand your preferences and may be shared with third-party services to deliver ads that are more relevant to you.

Third-Party Cookies

Some cookies on our Websites may be placed by third parties, such as analytics providers or advertisers, who provide services on our behalf. We do not control the cookie practices of third-party providers, so we encourage you to review their privacy policies to understand how they handle your data.

How We Use Cookies

We use cookies to:

- Ensure the secure and efficient operation of our Websites;

- Improve the performance and functionality of our Websites;

- Analyze visitor interactions to enhance the user experience;

- Offer personalized features and remember your preferences;

- Deliver targeted advertisements that match your interests.

Managing Cookies

You can control and manage your cookies in several ways:

- **Browser Settings**: Most web browsers allow you to control cookies through the browser settings. You can set your browser to notify you when a cookie is being set or to block cookies altogether. However, please note that if you disable cookies, some features of our Websites may not function properly.

- **Cookie Banner**: When you first visit our Websites, a cookie banner will appear, giving you the option to manage your cookie preferences. You can accept all cookies, reject non-essential cookies, or customize your preferences.

- **Opt-Out Options**: For certain cookies used for advertising purposes, you may have the option to opt-out via the cookie banner or through third-party opt-out mechanisms, such as the Network Advertising Initiative (NAI) or the Digital Advertising Alliance (DAA).

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. We recommend reviewing this policy periodically to stay informed about how we use cookies.

Contacting Us - If you have any questions or concerns about our Privacy Policy, please contact our Privacy Officer at:

Email: contact@athive.com
Subject: "Privacy Question"

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