

Introduction

We at Auditive, and our affiliates and subsidiaries (“Auditive,” “we,” “us,” or “our”) know you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our privacy practices.

This privacy policy tells you about the information we collect from you when you use our services and website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data. By using or accessing our websites at <https://auditive.io> or other websites that we operate and link to this policy (collectively, the “Sites”) in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways.

Who are we?

We are Auditive. Our address is 1212 Broadway Plaza Suite 2100, Walnut Creek, CA 94596. You can contact us through our website.

Information We Collect

When you use our website

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better. Some of the cookies we use are strictly necessary for our website to function, and we do not ask for your consent to place these on your computer. However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. As well as the cookies we use, various third parties also place them on your computer, again with your consent.

When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to a sale.

We do not use the information you provide to make any automated decisions that might affect you.

Information Collected From Other Websites and Third Parties:

Through cookies we place on your browser or device, we may collect information about your online activity during and after you leave our Site. Just like any other usage information we collect, this information allows us to improve the Sites and customize your online experience, and otherwise as described in this Privacy Policy.

We may also obtain other information, including Personal Data, from third parties and publicly available sources and combine that with information we collect through our Sites.

Do Not Track & Disabling Cookies

Your browser may offer you a “Do Not Track” option, which allows you to signal to operators of websites and web applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities over time and/or across different websites. However, these features are not yet uniform and there is no common standard adopted by industry groups, technology companies, or regulators. Therefore, although we may recognize a DNT signal for visitors from certain jurisdictions and/or certain browsers, we do not currently commit to responding to browsers’ DNT signals with respect to our Sites. We will continue to monitor developments around DNT browser technology and the implementation of a standard.

Website Privacy Policy

With regard to information we collect via cookies as described above, for further information about cookies, including how to see and manage what cookies have been set on your computer or mobile device, you can visit www.allaboutcookies.org. You can also manage your cookie settings on our Site by clicking on the Cookie Settings below. If you do not accept our cookies or later disable cookies, you may experience some inconvenience in your use of our Sites.

How Do We Use Your Data

Auditive collects Personal Data for several purposes that form the basis of our legitimate interest, including to:

- provide, operate, maintain, administer, improve and secure the Sites;
- enable us to understand who is interested in learning about our products, services, content, and company-related initiatives;
- monitor and analyze trends, usage, and activities in connection with how the Sites are used and to improve the Sites and our other products and services and personalize the experience with the Sites;
- respond to Individuals' requests for support
- send Individuals Auditive-related marketing communications as permitted by law, such as providing Individuals with information about products and services, features, surveys, newsletters, offers, promotions, contests, and events. You will have the ability to opt out of such communications

We also may use Personal Data as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, and to pursue remedies available to us and limiting our damages such as from unauthorized access to the Sites and our products and services and other illegal activities. We may also use Personal Data with your consent, such as when you consent to let us post your testimonials or endorsements on our Sites, you instruct us to take a specific action with respect to your Personal Data, or you opt into third party marketing communications.

Data Retention

We will retain your Personal Data for as long as necessary to fulfill the purposes we collected it for. To determine the appropriate retention period for Personal Data, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, accounting or other requirements.

For example, if you have elected to receive marketing communications from us, we retain information about your marketing preferences (including information derived from cookies) for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as when you last opened an email from us. In other cases where we have an ongoing legitimate business need to retain the Personal Data (for example, to satisfy or comply with any legal, regulatory, accounting, or other requirements), we will

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retain it until we no longer have an ongoing legitimate business need, which in some cases may be up to seven (7) years.

After such retention periods, we will either delete or anonymize your Personal Data. We will delete your Personal Data at an earlier date if you so request. However, some information may remain in our records after your request to delete Personal Data has been satisfied, where permitted by applicable law. We may also use and retain any aggregated and/or anonymized data derived from your Personal Data after you request us to delete it, but not in a manner that would identify you personally.

Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the Who Are We section of this policy.

Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we have not previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

Questions / Contact Us

If you have any questions about this Privacy Policy, you can contact us at contact@auditive.io or at our address below and we will try to resolve your concerns. You can also make requests for certain information as described in this Privacy Policy using our data subject request form.

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