



FOR QUESTIONS OR CONCERNS RELATING TO PRIVACY, CONTACT:

Motive Group, Inc.
Attn: Data Privacy Champion
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PRIVACY NOTICE

Motive Group, Inc. (Motive) respects the privacy of its website users. We created this privacy notice (Notice) to inform you of how we collect, use, share, and protect your personal information when you use our website located at <http://thinkmotive.com/> (the Website).

By using or accessing the Website, you agree to this Notice and consent to the processing of information about you as described below.

Collection of Your Information

When you use the Website, you may choose to provide Motive with certain personally identifiable information about yourself (PII). PII may include your name, address, email address, phone number, or IP address. Except for your IP address, we only collect PII you voluntarily provide to us.

We may collect other information when you use the Website that does not include PII, such as pages viewed, statistics, browser type, traffic to and from the Website, standard web log information, and other similar data. We may aggregate this information (Aggregate Information) in a manner that does not identify you or any individual.

How We Use and Share Your Information

Generally, we use the PII we collect on our Website in one or more of the following ways: (a) to administer our Site, (b) for marketing, (c) for recruiting and/or (d) in relation to client service purposes. We may also use or disclose your PII in accordance with your consent, when required by law to do so, or if it is necessary for a corporate transaction (such as a merger or acquisition). Other than as described in this Notice, we do not sell, distribute, lease or transfer the PII we collect. For more details, including how and when we destroy PII and about your individual rights, see "Your Individual Rights."

We may share the PII we collect as described in this section of the Notice. We may share PII for the following reasons:

With other members of the Project corporate family: Motive is part of Project: WorldWide, Inc. (Project). Project's group of agencies include Argonaut, George P. Johnson, Praytell, Partner + Napier, Wondersauce and Spinifex. For a full list, visit <https://project.com/>. We may share the PII we collect with members of the Project family of entities to, among other things, provide the services you have requested or authorized and to help us manage the availability and connectivity of the Website.

With employees, contractors and agents that provide services to us: We may share the PII we collect with our employees, contractors and agents, including third-party service providers, that perform services and functions at our direction and on our behalf, but their use of such information shall be limited to the performance of their duties and is consistent with our purposes for using such information. As examples, GitHub, Heroku and Shopology (a Project Agency) are third-party providers who assist us in hosting and running our Site.

With other third parties for our business purposes or as permitted or required by law: We may share information about you with other parties for our business purposes or as permitted or required by law, including: (a) to comply with a law, legal process or regulations; (b) responding to or cooperating with law enforcement authorities, other government officials or other third parties pursuant to a subpoena, a court order or other legal process; (c) to protect the vital interests of a person; (d) to protect our property, services and legal rights; (e) to companies we plan to merge with or be acquired by; and (f) to support our audit, compliance and governance functions.

We may use Aggregate Information (i) to improve and enhance your experience on the Website, (ii) to customize, measure, and further develop the Website, our services or both, (iii) in connection with research activities and (iv) to tell you about our services or service updates. For example, we may share Aggregate Information with unaffiliated third parties, such as our business partners, in an anonymous form that does allow the third party to associate the information we shared as your PII.

Security

We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect that are compliant with applicable law. The information we collect is stored on our servers located in the United States. We take reasonable steps and regularly assess our privacy and security policies and procedures and comply with laws designed to protect the privacy and security of your PII.

Google Analytics and Cookies

This website utilizes Google Analytics, a service from Google, Inc. ("Google") that uses cookies. The information collected by the cookies (which includes your IP address) is transferred to Google who stores the information in the United States. Google uses the information to provide us with an analysis of your use of this website, overall use of and traffic on this website and other related services. You are able to opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on, which you can obtain at <https://tools.google.com/dlpage/gaoptout?hl=en>. By using this website, you are agreeing to our use of Google Analytics and the cookies it uses.

Cookies are small files placed on your computer. Cookies help analyze web traffic, provide information about your use of a website and help websites work more efficiently by responding to you as an individual (such as tailoring operations to your needs, likes and dislikes by gathering and remembering your preferences). Cookies provide us with technical information and do not collect personally identifiable information (except your IP address). In addition to downloading the Google Analytics Opt-out Browser Add-on, you may choose to accept or decline cookies within each web browser you use. Most web browsers automatically accept cookies, but you can modify your setting to decline cookies. The method for changing your setting for or deleting cookies varies by web browser. The settings or help tabs are among the more common locations for these features.

Do Not Track Signals and Requests

Do not track signals and requests are sent from your browser to websites you visit indicating you do not want to be tracked or monitored. Websites are not required to accept these requests and many do not. At this time, this website does not honor do not track signals or requests.

Linked Websites

We provide links to other websites for informational purposes, for your convenience or to offer additional services through separate websites and, depending on your device and settings, applications (commonly referred to as "apps") linked to our Site ("Linked Websites"). Linked Websites are independent from our Site and are not governed by this Notice. We do not review, have control over their content or endorse Linked Websites or the information, software, products or services available on the Linked Websites. We also have no control over the privacy notices used by Linked Websites. If you decide to access any of the Linked Websites, you do so at your own risk.

Individual Rights

Any PII collected by or through our Site will be used only for the purpose it was provided and as described in this Notice. Once PII is no longer necessary, we will destroy the PII in accordance with its record retention and destruction policy.

Some jurisdictions (state, federal, national and international), such as California, Canada, and the European Economic Area (under the General Data Protection Regulation ("GDPR")), provide individuals with certain rights regarding their PII. To exercise any rights your jurisdiction may provide, contact us at dataprivacy@thinkmotive.com or 303-302-2140. As examples, GDPR provides European residents with the following individual rights.

- Being informed about your PII. You may have the right to understand what PII we collect about you as well as how we use and share that PII. This Notice provides you with this information.
- Viewing and obtaining a copy of the PII we maintain about you.
- Amending or revising the PII we maintain about you.
- Having the PII we keep about you erased (also known as the right to be forgotten).
- Objecting to the use of your PII for direct marketing.
- Restricting our use of the PII we maintain about you.
- Transferring the PII we maintain about you to another entity.
- Objecting to our use of the PII we maintain about you.
- Objecting to automated decision making or profiling. We do not make automated decisions about you and do not profile individuals who visit our Site.
- Filing a complaint with us or the appropriate governmental entity.

We may require that you verify your identity before exercising your individual rights.

International Transfers of PII

We store information received through or by our Site in the United States. If you are providing the information from another country, you agree to and understand that the information will be transferred, stored and used in the United States.

Protection for Children

We have no intention of collecting PII from children under the age of 13. If we become aware PII from a child under 13 has been collected without the consent of the parent or guardian of such child, we will use all reasonable efforts to delete such information.

Changes to the Notice and Opt-Out Process

We reserve the right, at our discretion, to amend this Notice at any time. If at any time in the future we plan to use PII in a way that differs from what is described in this Notice, we will post those changes on the Website. Your continued use of the Website following the posting of any changes to this Notice means you accept those changes. You have the right to remove your PII from our records, unless we are required by law to maintain a copy.

All unsubscribe or opt-out requests should be sent to us at dataprivacy@thinkmotive.com. We will process your request within a reasonable time after receipt.