

Privacy Policy

Forte by Merevie™

Governing Entity: Merevie LLC

CONTENTS

1. Overview & Our Approach to Privacy
2. Who This Policy Applies To
3. Information We Collect
4. How We Use Your Information
5. What We Do Not Collect or Store
6. How Your Information Is Stored & Protected
7. Third-Party Services
8. AI Features & Your Data
9. Cookies & Tracking Technologies
10. Data Retention
11. Your Rights & Choices
12. Children's Privacy
13. Changes to This Policy
14. Contact Us

1. Overview & Our Approach to Privacy

Merevie LLC operates Forte by Merevie™ (“Forte,” the “Platform”) as a professional development toolkit for HR professionals, leaders, and team members. We built Forte with the understanding that our users work through sensitive professional development situations — and that their privacy, and the privacy of the people they work with, matters deeply.

Our approach to privacy reflects that understanding. We collect only what is necessary to operate your subscription. We do not collect, store, or log the content of your work sessions, the names of

employees or team members you reference, or the AI Output generated during your use of the Platform. That information stays on your device.

This Privacy Policy explains what information Merevie LLC collects, how we use it, and your rights with respect to it.

2. Who This Policy Applies To

This Privacy Policy applies to:

- Individuals who visit merevie.com or any Forte by Merevie™ subdomain;
- Individuals who create an account or purchase a subscription to the Platform;
- Individuals who access the Platform as a named seat holder under an organizational subscription.

If you are accessing the Platform on behalf of an organization, both you and your organization are subject to this Policy. You represent that you have the authority to agree to this Policy on behalf of your organization.

3. Information We Collect

Merevie LLC collects two categories of information: information you provide directly, and information collected automatically.

Information you provide directly:

Category	Examples	When Collected
Account & identity information	Name, email address, job title, organization name	Account creation and subscription purchase
Payment information	Credit card number, billing address	Subscription purchase and renewal. Processed by our

		payment processor — see Section 7.
Communications	Messages sent to Merevie LLC via email, contact forms, or support channels	When you contact us
Enterprise inquiry information	Organization size, contact details, use case description	When you submit an enterprise inquiry form

Information collected automatically:

Category	Examples	Purpose
Log data	IP address, browser type, operating system, pages visited, timestamps	Platform security, error monitoring, and analytics
Usage data	Which toolkits or features were accessed, session duration	Platform improvement and subscription administration
Device information	Device type, screen resolution, browser version	Compatibility and performance optimization

4. How We Use Your Information

Merevie LLC uses the information we collect for the following purposes:

- **To operate and administer your subscription** — including account creation, authentication, billing, renewal, and customer support;
- **To communicate with you** — including subscription confirmations, renewal notices, platform updates, and responses to your inquiries;
- **To improve the Platform** — using aggregated, non-identifiable usage data to understand how the Platform is used and where it can be improved;

- **To enforce our Terms of Use** — including detecting and preventing misuse, unauthorized access, or violation of our subscriber license terms;
- **To comply with legal obligations** — including responding to lawful requests from courts or regulatory authorities;
- **To send relevant product communications** — such as new toolkit announcements or platform updates. You may opt out of marketing communications at any time.

We do not sell your personal information. We do not use your personal information to train AI models.

5. What We Do Not Collect or Store

The following categories of information are deliberately outside the scope of what Merevie LLC collects or has access to:

BY DESIGN — NOT COLLECTED BY MEREVIE LLC

- The content of your work sessions, including any situation descriptions, employee or team member information, notes, or inputs you enter into any Forte tool;
- AI Output generated during your use of the Platform;
- Your Anthropic or other third-party AI provider API key — this is stored exclusively in your browser’s local storage on your own device and is never transmitted to Merevie LLC servers;
- The names, roles, or identifying information of any employees, team members, or other individuals referenced in your use of the Platform;
- Documents exported from the Platform.

This architecture is intentional. Forte is used for sensitive internal professional development. The content of that work is yours — it belongs on your device, not on our servers.

6. How Your Information Is Stored & Protected

Merevie LLC takes reasonable technical and organizational measures to protect the information we do collect against unauthorized access, disclosure, alteration, or loss. These measures include encrypted data transmission (HTTPS), access controls, and authentication requirements for subscriber accounts.

However, no method of transmission or storage is completely secure. Merevie LLC cannot guarantee absolute security and is not liable for unauthorized access that occurs despite reasonable security measures.

Local storage. Session data, draft content, and AI Output generated during your use of the Platform are stored in your browser's local storage on your own device. This data is subject to the security of your own device and browser. Locally stored data expires automatically after fourteen (14) days.

Payment information. Credit card and payment data is processed by our third-party payment processor and is not stored on Merevie LLC servers. See Section 7.

7. Third-Party Services

Merevie LLC uses third-party services to operate the Platform. These providers may have access to certain information as necessary to perform their functions. They are not authorized to use your information for any other purpose.

Service Category	Purpose	Data Shared
Payment processing	Subscription billing and renewal	Payment card data, billing address. Processed directly by the payment provider — Merevie LLC does not store card numbers.
Authentication	Subscriber login and account security (MFA)	Email address, authentication credentials
Website hosting & infrastructure	Platform delivery and uptime	Standard server log data

Email communications	Subscription confirmations, updates, support responses	Name, email address
Analytics	Aggregated Platform usage and performance monitoring	Anonymized or aggregated usage data — no personal content
Third-party AI providers (subscriber-initiated)	AI-connected features via BYOK model	Your API inputs are transmitted to your chosen AI provider per their terms. Merevie LLC does not control or access this data. See Section 8.

Merevie LLC will update this section as providers are added or changed. Current provider names will be made available upon request.

8. AI Features & Your Data

Forte by Merevie™ uses a Bring Your Own Key (BYOK) model. When you use AI-connected features within the Platform, your inputs are transmitted directly from your browser to your chosen third-party AI provider (e.g., Anthropic) using your own API key. Merevie LLC does not receive, process, store, or have access to the content of those interactions.

Your use of a third-party AI provider is governed by that provider’s own terms of service and privacy policy. Merevie LLC encourages you to review those policies before use. Merevie LLC is not responsible for the data practices of third-party AI providers.

Merevie LLC does not use content generated through the Platform’s AI features to train, fine-tune, or improve AI models.

9. Cookies & Tracking Technologies

Merevie LLC uses cookies and similar tracking technologies on merevie.com and the Platform for the following purposes:

- **Essential cookies** — necessary for the Platform to function, including authentication and session management. These cannot be disabled without affecting Platform functionality.
- **Analytics cookies** — used to understand how visitors interact with the site in aggregate. These do not identify individual users.
- **Preference cookies** — used to remember your settings and preferences across sessions.

You can control non-essential cookies through your browser settings or our cookie preference tool. Disabling essential cookies may impair your ability to use the Platform.

Merevie LLC does not use advertising cookies or sell data to advertising networks.

10. Data Retention

Merevie LLC retains your personal information for as long as your subscription is active and for a reasonable period thereafter as necessary to fulfill the purposes described in this Policy, comply with legal obligations, resolve disputes, and enforce our agreements.

Data Type	Retention Period
Account and subscription information	Duration of active subscription plus what's required by applicable law
Payment records	As required by applicable law and payment processor terms, typically 7 years.
Communications (support, inquiries)	As required by applicable law
Log and usage data	24 months
Locally stored session data (on your device)	14 days from creation, then auto-deleted from your browser's local storage.
AI Output (on your device)	Not retained by Merevie LLC. Stored locally on your device; expires per your browser's local storage settings and the 14-day auto-expiration.

When we no longer need your personal information for the purposes described in this Policy, we will delete or anonymize it in accordance with our data retention practices.

11. Your Rights & Choices

Depending on your location and applicable law, you may have certain rights with respect to your personal information. Merevie LLC will honor the following rights for all subscribers regardless of jurisdiction:

- **Access.** You may request a copy of the personal information Merevie LLC holds about you.
- **Correction.** You may request that inaccurate or incomplete personal information be corrected.
- **Deletion.** You may request deletion of your personal information, subject to Merevie LLC's legal obligations and legitimate business needs (e.g., retention of billing records).
- **Opt-out of marketing communications.** You may unsubscribe from marketing emails at any time using the unsubscribe link in any marketing email or by contacting us directly. Transactional and account-related communications are not subject to opt-out.
- **Data portability.** You may request a copy of your personal information in a commonly used, machine-readable format where technically feasible.

To exercise any of these rights, contact us at fortebymerevie@merevie.com. We will respond within 5 business days.

Merevie LLC does not discriminate against subscribers who exercise their privacy rights.

California residents may have additional rights under the California Consumer Privacy Act (CCPA). **European Economic Area residents** may have additional rights under the General Data Protection Regulation (GDPR).

12. Children's Privacy

The Platform is intended for use by professionals in organizational professional development contexts. Forte by Merevie™ is not directed at children under the age of 16 and does not knowingly

collect personal information from anyone under 16. If we become aware that we have inadvertently collected personal information from a child under 16, we will delete it promptly. If you believe we may have collected such information, please contact us at fortebymerevie@merevie.com.

13. Changes to This Policy

Merevie LLC may update this Privacy Policy from time to time to reflect changes in our practices, the Platform, or applicable law. We will notify subscribers of material changes by posting the updated Policy on the Platform and updating the effective date. For significant changes, we may also send notice by email to the address associated with your account.

Your continued use of the Platform after the effective date of any updated Policy constitutes your acceptance of the revised terms.

14. Contact Us

If you have questions about this Privacy Policy, wish to exercise your rights, or have a privacy concern, please contact us:

Merevie LLC

324 Main Street South, Suite 220

Stillwater, MN 55082

fortebymerevie@merevie.com

merevie.com
