

AGENTIVE SYSTEMS LLC

Privacy Policy

Effective Date: May 29, 2026

Jurisdiction: State of Florida, United States

Entity: Agentive Systems LLC · Fort Lauderdale, FL

Contact: hello@agentivesystems.com

1. Introduction

Agentive Systems LLC ("Agentive," "we," "our," or "us") is committed to protecting the privacy of individuals who visit our website and engage with our services. This Privacy Policy explains how we collect, use, store, disclose, and protect your personal information when you visit helloagentivesystems.com (the "Site") or engage us for consulting, technology, or related services (collectively, the "Services").

By accessing the Site or using our Services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with this policy, please do not use our Site or Services.

2. Information We Collect

2.1 Information You Provide Directly

We collect information you voluntarily provide when you:

- Complete a contact form, pricing quiz, or waitlist signup on the Site
- Book a discovery call or consultation through our scheduling system
- Communicate with us by email, phone, or through KODA, our AI advisor
- Enter into a service engagement or sign a contract with us
- Subscribe to our newsletter or marketing communications

The types of personal information collected include: your name, email address, phone number, business name, business type, team size, operational details you share during diagnostic conversations, and any other information you choose to provide.

2.2 Information Collected Automatically

When you visit the Site, we and our service providers may automatically collect:

- IP address and approximate geographic location
- Browser type, device type, and operating system
- Pages visited, time spent on pages, and navigation paths
- Referring website or source that directed you to our Site
- Interaction data such as clicks, scrolls, and form completions

This information is collected through analytics tools including Google Analytics 4 and Microsoft Clarity. We use this data to understand how visitors use the Site, improve our content, and optimize conversion paths.

2.3 Information from Third-Party Tools

If you book a call through our scheduling platform (Google Calendar/Calendly), that platform may collect your name, email address, and scheduling preferences subject to its own privacy policy. We receive the information necessary to confirm and conduct your appointment.

2.4 Information Collected During Service Engagements

During the course of a consulting engagement, we may receive access to operational data, employee data, financial data, system credentials, and other sensitive business information as necessary to deliver the Services. This information is governed by the confidentiality agreement executed at the start of every engagement and is used solely for the purpose of delivering the contracted Services.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your inquiries and provide requested information about our Services
- To deliver the consulting, technology, and operational services you have contracted
- To communicate with you about your engagement, project status, and deliverables
- To send you marketing communications where you have opted in or where permitted by applicable law
- To improve our Site, Services, and user experience based on usage data
- To detect, prevent, and respond to fraud, security incidents, or abuse
- To comply with our legal obligations and enforce our agreements
- To analyze the effectiveness of our marketing and lead generation efforts

We do not sell, rent, or share your personal information with third parties for their own marketing purposes. We do not use client operational data to train public artificial intelligence models.

4. Legal Basis for Processing (GDPR)

For individuals located in the European Economic Area or the United Kingdom, we process personal data on the following legal bases:

- Contract performance: processing necessary to deliver Services you have requested or contracted
- Legitimate interests: analytics, fraud prevention, and direct marketing to business contacts where our interests are not overridden by your rights
- Consent: where you have explicitly opted in to receive marketing communications or for any processing where we have requested your consent
- Legal obligation: where processing is required by applicable law

5. How We Share Your Information

5.1 Service Providers

We share personal information with trusted third-party service providers who assist us in operating the Site and delivering Services. These providers are contractually obligated to protect your information and may only use it for the specified purpose. Our current service providers include:

- Google LLC (Analytics, Calendar, Workspace) — analytics, scheduling, and communications
- Supabase Inc. — database and backend infrastructure for Site functionality
- OpenAI LLC or Anthropic PBC — AI model providers used in our KODA chat feature
- MailerLite — email marketing and newsletter delivery
- Lovable Technologies — website hosting and deployment

5.2 Legal Requirements

We may disclose your information if required by law, court order, or government authority, or if we believe in good faith that disclosure is necessary to protect the rights, property, or safety of Agentive, our clients, or the public.

5.3 Business Transfers

In the event of a merger, acquisition, financing, or sale of all or a portion of our business assets, personal information may be transferred as part of that transaction. We will notify you of any such change in ownership or control by posting a notice on the Site or sending you an email to the address on file.

5.4 Competing Clients

We maintain strict data segregation between all clients. No operational data, performance metrics, processes, or competitive business information is shared between clients under any circumstances.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements. Specifically:

- Contact and inquiry information: retained for up to 3 years following last contact
- Client engagement data: retained for up to 7 years following engagement completion to comply with business record requirements
- Website analytics data: retained for up to 26 months as configured in Google Analytics
- Marketing and newsletter data: retained until you unsubscribe or request deletion

When personal information is no longer required, we securely delete or anonymize it.

7. Your Privacy Rights

7.1 All Users

Regardless of your location, you may:

- Opt out of marketing communications at any time by clicking the unsubscribe link in any email or by contacting us at hello@agentivesystems.com
- Request a copy of the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to our legal retention obligations

7.2 California Residents (CCPA)

California residents have the right to: know what personal information is collected and how it is used; delete personal information we have collected; opt out of the sale of personal information (we do not sell personal information); and non-discrimination for exercising your rights.

To submit a CCPA request, contact us at hello@agentivesystems.com with the subject line "CCPA Privacy Request."

7.3 EEA and UK Residents (GDPR)

In addition to the rights above, EEA and UK residents have the right to: restrict processing; data portability; object to processing based on legitimate interests; and lodge a complaint with your local supervisory authority.

To exercise any GDPR rights, contact us at hello@agentivesystems.com with the subject line "GDPR Data Request." We will respond within 30 days.

8. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to operate the Site and collect analytics data. The categories of cookies we use include:

- Strictly necessary cookies: required for the Site to function, including session management and security
- Analytics cookies: Google Analytics 4 and Microsoft Clarity to understand Site usage
- Marketing cookies: if you consent, to track conversions from advertising campaigns

You can control cookies through your browser settings. Disabling certain cookies may affect Site functionality. We do not currently respond to browser Do Not Track signals, but you may opt out of Google Analytics data collection at tools.google.com/dlpage/gaoptout.

9. Data Security

We implement reasonable technical and organizational measures to protect personal information against unauthorized access, disclosure, alteration, or destruction. These measures include:

- HTTPS/SSL encryption for all data transmitted through the Site
- Encrypted data flows for all integrations and API connections
- Two-factor authentication on all administrative accounts
- Role-based access controls limiting data access to personnel who require it
- Regular review of access credentials and third-party provider agreements

Agentive Systems is an early-stage firm. We operate with conservative, practical data security practices. Formal third-party certifications such as SOC 2 are on our long-term roadmap. We are not responsible for breaches resulting from circumstances beyond our reasonable control, including breaches of third-party service providers.

10. International Data Transfers

Agentive Systems is based in the United States. If you are located outside the United States, including in the EEA, UK, or Caribbean, your information will be transferred to and processed in the United States. We take steps to ensure that international transfers are conducted in accordance with applicable law and that appropriate safeguards are in place.

11. Children's Privacy

Our Site and Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected personal information from a child without parental consent, we will promptly delete it. If you believe we have inadvertently collected information from a child, please contact us at hello@agentivesystems.com.

12. Third-Party Links

The Site may contain links to third-party websites, including our scheduling platform, social media profiles, and referenced tools. We are not responsible for the privacy practices of those websites and encourage you to review their privacy policies before providing any personal information.

13. AI Features and Data Processing

Our Site includes KODA, an AI-powered diagnostic advisor. Conversations with KODA are processed by an AI model provider (currently Gemini via Lovable's built-in AI connector). Conversation content may be transmitted to the AI provider's servers for processing. We do not store full conversation histories unless you provide your email and consent to receive follow-up communications.

We do not use your conversation data to train AI models. We do not share conversation content with other clients or third parties except as described in Section 5 of this Policy.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will post the updated Policy on the Site and update the effective date at the top. We encourage you to review this Policy periodically. Your continued use of the Site or Services after the effective date of any update constitutes your acceptance of the revised Policy.

15. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Agentive Systems LLC

Attn: Privacy

Fort Lauderdale, Florida

Email: hello@agentivesystems.com

Website: helloagentivesystems.com