ImmoHive

Privacy Policy for ImmoHive

Business customers and private users · Version of 16 November 2026

This Privacy Policy explains how DataHive GmbH, Eggeweg 21, 8222 Beringen, Switzerland ("DATAHIVE", "we") processes personal data in connection with ImmoHive: when you visit the websites immohive.ai and suche.immohive.ai and when you use the web-based AI agent ImmoHive and the related applications. It is based on the Swiss Federal Act on Data Protection (FADP). Where the EU General Data Protection Regulation (GDPR) applies in individual cases, it also takes it into account. This English version is a translation for convenience. In case of discrepancies, the German version prevails.

1. Controller and contact

The controller is DataHive GmbH, Eggeweg 21, 8222 Beringen, Switzerland. Please send data protection requests to contact@thedatahive.ch or to the postal address above.

2. Data we process about USERS

Depending on your use, we process in particular:

- account and contract data, such as name, email address, for Business Customers company and role, user ID, selected plan, trial, discount code used and settings;
- payment and billing data in connection with payment processing via Stripe;
- user content, such as prompts, uploaded documents, property, plot, customer and project data, and generated reports and dossiers;
- for private users, search profiles and preferences, such as location, budget, size and features, saved listings and notifications;
- communication data, such as the content of support requests and whether our emails were delivered, opened or clicked;
- when you visit the websites, the information you send us, for example via contact or sign-up forms;
- technical and security data, such as IP address, timestamps, log data, device and browser information and information for error analysis;
- cookie and advertising data, such as your choice in the cookie settings and, if you have consented (section 10), pages viewed, events such as the start of a trial with event ID and plan, IP address, device and browser information and cookie identifiers of Meta and TikTok;
- usage data per account (without content), such as plan and trial status, number of chats, reports and dashboards started, limits reached and time of last activity;
- anonymised or aggregated usage data, such as functions, workflows, feature and model usage, processing time, error status and interaction patterns.

3. Data about third parties in ImmoHive

ImmoHive provides USERS with property, geo and company data. This may contain personal data of third parties, in particular information about companies and their contact persons or officers (for example from the commercial register, company websites and publicly accessible directories) and information from publicly published property listings, including the advertisers' contact details. DATAHIVE is the controller for this processing. We process this data to provide USERS with market, property and company information and rely on publicly accessible sources. Data subjects can exercise the rights

under section 15, in particular object to the processing or request the correction of inaccurate information.

If Business Customers upload their own data containing personal data of third parties (e.g. customer data), DATAHIVE processes it as a processor in accordance with the Terms of Use. In this case, the respective Business Customer is the controller.

4. Purposes

We process data for registration, authentication and contract processing; to provide and secure ImmoHive; to process requests and generate results; to send listing notifications; for billing and managing trials and discount codes; to communicate with USERS, including information about ImmoHive (section 9); for customer care and sales (section 8); with your consent, to measure and optimise our advertising on social media, in particular to see whether people start a trial after clicking on an ad (section 10); to prevent misuse and fraud; for error analysis, quality assurance and product improvement; and to comply with legal obligations.

Where the GDPR applies, we rely on the performance of the contract, our legitimate interests in a secure, high-performing and well-known offering, legal obligations and, where required, consent, which can be withdrawn at any time. Advertising measurement under section 10 takes place only with your consent.

5. AI processing by Anthropic

To process requests, DATAHIVE uses AI models from Anthropic PBC (USA). The content required for each request is transmitted to Anthropic for this purpose. Under the contractual arrangements, Anthropic does not use this content to train its models and stores it only for a limited period, in particular to detect misuse. The models used have no independent internet access within ImmoHive; however, the transmitted content is processed by the selected Anthropic model.

DATAHIVE does not use user documents and customer-specific content to create a generally available data, AI or competing offering. DATAHIVE may engage or replace equivalent AI service providers, provided that appropriate data protection and security standards are maintained, and informs about material changes relevant to the protection of user content in an appropriate manner.

6. Hosting and service providers

We use in particular the following service providers. They process data only to the extent necessary for their services or, where stated, under their own responsibility:

- **Microsoft Azure** (Microsoft) – hosting of the application, computing resources and databases, including user accounts and sessions; production data is stored in the EEA, in particular in the France Central region (Paris);
- **Anthropic PBC**, USA – AI processing (section 5);
- **LangSmith** (LangChain, Inc.), EU region – technical observability, error analysis and quality control; personal data is redacted according to the state of the art before logging, and traces are deleted after 14 days;
- **Stripe** (Stripe Payments Europe, Ltd., Ireland; processing also in the USA) – payment processing under its own responsibility in accordance with its own privacy information; DATAHIVE generally receives only the information necessary for payment status, billing and fraud prevention;
- **Loops** (Loops.so, Inc.), USA – sending system, notification and information emails; for this purpose, Loops receives name, email address, user type, plan, trial status and basic usage information (e.g. whether a search or chat has already been started);

- **Microsoft (Entra ID)** and **Google**, processing also in the USA – optional sign-in with a Microsoft or Google account; we receive your name, email address and an identifier. Sign-in itself runs in our own application, and accounts and sessions are stored in our database on Microsoft Azure;
- **Close** (Close.com, Inc.), USA – customer relationship management (CRM) for looking after customers and prospects;
- **Microsoft 365** (Microsoft) – email communication with customers and prospects;
- **Google Tag Manager** (Google Ireland Limited, Ireland; processing also in the USA) – technical management and integration of the advertising services under section 10; when it loads, Google receives technical data such as the IP address and browser information. Google Tag Manager itself does not set cookies;
- **Meta** (Meta Platforms Ireland Limited, Ireland; processing also in the USA) – Meta Pixel to measure and optimise advertising on Facebook and Instagram, only with consent (section 10); Meta processes the data partly under its own responsibility;
- **TikTok** (TikTok Technology Limited, Ireland, together with TikTok Information Technologies UK Limited, United Kingdom; processing also in other countries, section 7) – TikTok Pixel to measure and optimise advertising on TikTok, only with consent (section 10); TikTok processes the data partly under its own responsibility;
- other service providers for email, security, support or operations to the extent necessary.

7. Disclosure abroad

Some service providers process data outside Switzerland and the EEA, namely in the United Kingdom and the USA, and TikTok also in other countries. The United Kingdom is considered to provide adequate data protection; the USA only for recipients certified under the Swiss-U.S. Data Privacy Framework, such as Google LLC and Meta Platforms, Inc. For other recipients, we rely on standard contractual clauses recognised by the Federal Data Protection and Information Commissioner (FDPIC) and, where necessary, take additional technical and organisational measures. According to TikTok, it stores data in the USA, Singapore and Malaysia, among other places, and grants employees of its corporate group in other countries, including China, remote access; for this, TikTok relies on standard contractual clauses. Some of these countries do not offer data protection equivalent to Swiss law, in particular with regard to access by authorities. Where Meta and TikTok process data under their own responsibility, their disclosure abroad is governed by their own privacy information. Further information on the respective safeguards is available on request.

8. Usage data, customer care and product improvement

We use usage data per account (section 2, without content) for operations, billing and limits, for relevant emails (section 9) and for customer care and sales. To this end, we combine account and usage information in our internal sales system and CRM, for example to contact customers with questions or when they reach a limit, or to offer them a suitable plan. We also use AI assistants from Anthropic (section 5) to evaluate this information. Content such as prompts, search profiles, uploaded documents or reports does not flow into these systems.

For product improvement, we analyse the use of ImmoHive in anonymised or aggregated form, in particular functions, workflows, feature and model usage, processing time, error status and interaction patterns. This serves operations, technical security, error analysis and the improvement of the user experience and the product.

We do not use complete user content, uploaded documents or customer-specific data for general model training or as freely accessible training data. If, exceptionally, a content-based evaluation is necessary for technical troubleshooting, it is carried out only to the extent necessary and subject to appropriate confidentiality and security measures.

9. Emails and information about ImmoHive

We send emails that are necessary for use, such as on registration, trials, discounts, invoices, security and listing notifications. We also inform USERS about functions and offers of ImmoHive, for example in onboarding emails. We send other advertising emails only with consent. You can unsubscribe from information and advertising emails at any time using the link in each email. We measure whether emails are opened and links are clicked in order to improve our communication.

10. Cookies and similar technologies

The websites and ImmoHive use technically necessary cookies and similar technologies, for example for sign-in, sessions and security. These are always active. We store your cookie choice in our own cookie for immohive.ai and all its subdomains for 12 months. We operate the cookie banner ourselves on our own servers; no third-party provider is involved.

With your consent, we also use the Meta Pixel and the TikTok Pixel, integrated via Google Tag Manager, to measure and optimise our advertising (category "Marketing"). When a page is viewed and when a trial starts, they transmit information such as the page viewed, the event, an event ID, for the start of a trial also the selected plan and an estimated value, as well as the IP address and device and browser information to Meta or TikTok, directly from your browser or via an interface operated by them. They set their own cookies, such as "_fbp" (Meta) and "_ttp" (TikTok), with a storage period of up to 13 months. We do not transmit your name, email address or telephone number. This tells us whether our ads lead to trials, and Meta or TikTok can optimise the delivery of our ads.

Meta and TikTok may link this information with data from your account with them and use it under their own responsibility for their own purposes, for example to personalise advertising and improve their services. We are jointly responsible with Meta or TikTok for collecting the data and transmitting it to them; Meta or TikTok are solely responsible for any further processing. Details can be found in the privacy information of Meta (www.facebook.com/privacy/policy) and TikTok (www.tiktok.com/legal/privacy-policy).

On your first visit, we ask for your consent via our cookie banner. Without consent, the Meta Pixel and the TikTok Pixel do not fire. You can withdraw or change your consent at any time with effect for the future via the "Cookie settings" link at the bottom of every page. You can also delete or block cookies in your browser; however, ImmoHive does not work without necessary cookies.

11. No automated individual decisions

We do not make decisions based solely on automated processing that have legal effects for you or significantly affect you. Results from ImmoHive serve USERS as aids for their own decisions.

12. Retention and deletion

Account content, user requests, search profiles, uploaded documents and generated results are generally deleted or anonymised within 60 days after the end of the contract. The same applies to accounts whose trial ends without a subscription, counted from the end of the trial. We keep technical log data for no more than 30 days, and traces in LangSmith for 14 days. Statutory retention obligations, pending disputes and longer storage requested by the USER remain reserved. We keep invoicing and accounting data for the statutory period of ten years. We store your cookie choice in our own cookie in your browser for 12 months and then ask again. How long Meta and TikTok keep the data received via the pixels is governed by their privacy information.

13. Security

We use appropriate technical and organisational measures to protect data against unauthorised access, loss, alteration and disclosure, in particular access controls, encryption, authorisation concepts, logging and appropriate security monitoring. However, absolute security cannot be guaranteed.

14. Obligations of USERS towards third parties

If USERS use information about persons from ImmoHive, for example for acquisition, they are themselves responsible for complying with data protection law and the Swiss Federal Act against Unfair Competition (see Terms of Use).

15. Your rights

Data subjects, including persons whose data is contained in ImmoHive (section 3), may, in accordance with applicable law, request access, correction, deletion, restriction of processing and data portability, and object to certain processing. You can withdraw consent at any time with effect for the future, for cookies via "Cookie settings" (section 10). Please send requests to the contact in section 1; we may ask for proof of identity. You can also lodge a complaint with the FDPIC (www.edoeb.admin.ch) and, where the GDPR applies, with the competent supervisory authority in the EU.

16. Changes

We may amend this Privacy Policy if the legal situation, technical processing or our offering changes. The version published at the time applies. We inform USERS of material changes in an appropriate manner.