

Sieve Privacy Notice

Last Updated: January 29th, 2026

This Privacy Notice applies to the processing of personal information by Sieve Inc. (“**Sieve**,” “**we**,” “**us**,” or “**our**”) including on our website available at <https://www.slate.sievedata.com> and our other online or offline offerings that link to, or are otherwise subject to, this Privacy Notice (collectively, the “**Services**”).

Disclosure Regarding Customer Data. This Privacy Notice does not apply to the personal information that we process on behalf of our customers receiving video datasets from us (each, a “**Customer**”) pursuant to a written agreement we have entered into with such Customers (“**Customer Data**”). Our Customers’ respective privacy notices or policies govern their collection and use of Customer Data, not this Privacy Notice. Any questions or requests relating to Customer Data should be directed to our Customer.

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1. UPDATES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time in our sole discretion. If we do, we’ll let you know by posting the updated Privacy Notice on our website, and we may also send other communications.

2. PERSONAL INFORMATION WE COLLECT

We collect personal information that you provide to us, personal information we collect automatically when you use the Services, and personal information from third-party sources, as described below.

A. Personal Information That We Collect If You Are a Content Provider

If you are an individual uploading audiovisual content to our Services (a “**Content Provider**”), we may collect the following information that you may provide to us:

- **Account Information.** We may collect personal information in connection with the creation or administration of your account. This personal information may include, but is not limited to, your name, email address, phone number, company name, LinkedIn URL, and other information you store with your account.
- **Identity Verification.** We and our service provider may collect your personal information, including your first and last name, driver’s license number and/or government identification documents, and photographs to verify your identity to comply with applicable laws prior to allowing you to use the Services.
- **Transactions; Financial Information.** If you are an individual uploading audiovisual content to our Services (a “**Content Provider**”), we may collect information about your financial account including bank account details or payment card details. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).
- **Your Communications with Us.** We, and our service providers, may collect the information you communicate to us, such as through email, our Contact Us form or our web chat tool.

- **Surveys.** We may contact you to participate in surveys. If you decide to participate, we may collect personal information from you in connection with the surveys.
- **User Content.** If you are a Content Provider, we may collect audiovisual content and any other related information you submit to us, such as audiovisual content uploaded in response to prompts or other directives set forth on the Site, text files, documents, images, and audiovisual recordings (“**User Content**”). We may also ask for you to state your name, date, and the task you are submitting content for in connection with your task submission. Please note that in connection with User Content, we will be able to see you, your surroundings and anyone else captured in the recording. Please do not submit any videos that include individuals who have not consented to being recorded.
- **Automated Processing and Metadata.** We use algorithms to filter and annotate video data in order to process and create datasets for AI training purposes..

No Sensitive Data Uploads: When uploading content as a Content Provider, do not provide any sensitive personal information (including racial, ethnic or national origin; religious or philosophical beliefs; political views, mental or physical health condition, diagnosis, history, treatment or other health data; pregnancy; sex life, sexuality or sexual orientation; status as transgender or non-binary; citizenship; citizenship or immigration status; union membership; status as a victim of crime; genetic, biometric, neural or biological data; personal information of individuals under 18 years old; social security number; driver’s license number; state identification card number; passport number; account login information; financial information or account number; or contents of a communication to which we were not a party) on or through the service or otherwise.

B. Personal Information That We Collect If You Are a Customer

- **Transactions; Financial Information.** If you are a Customer, we and our service providers may collect personal information and details associated with your purchases on the Services, including payment information. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).
- **Information for Datasets.** If you are a Customer who chooses to engage us for a custom dataset, we may receive and process the data you provide, such as text or annotations, to support the requested workflows in connection with creating your custom dataset.

C. Personal Information That We Collect About Website Visitors and Others Who Submit their Personal Information to Us

- **Interactive Features.** We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., messaging features, commenting functionalities, forums, blogs, and social media pages). Any information you provide using the public sharing features of the Services will be considered “public.”
- **Sweepstakes or Contests.** We may collect personal information you provide for any sweepstakes or contests that we offer. In some jurisdictions, we are required to publicly share information of sweepstakes and contest winners.
- **Conferences, Trade Shows, and Other Events.** We may collect personal information from individuals when we attend or host conferences, trade shows, and other events.
- **Business Development and Strategic Partnerships.** We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.
- **Job or Shift Applications.** If you apply for a job with us or apply to participate in a task posted on our website, we may collect any personal information you provide in connection with your application, such as your contact information and resume or CV.

D. Personal Information Collected Automatically

We may collect personal information automatically when you use the Services.

- **Device Information.** We may collect personal information about your device, such as your Internet protocol (IP) address, user settings, cookie identifiers, other unique identifiers, browser or device information, Internet service provider, and location information (including, an approximate location derived from the IP address and precise geo-location information).
- **Usage Information.** We may collect personal information about your use of the Services, such as the pages that you visit, items that you search for, the types of content (including User Content) you interact with, information about the links you click, keystroke data, the frequency and duration of your activities, and other information about how you use the Services.
- **Cookie Notice (and Other Technologies).** We, as well as third parties, may use cookies, pixel tags, and other technologies (“**Technologies**”) to automatically collect personal information through your use of the Services.
 - **Cookies.** Cookies are small text files stored in device browsers.
 - **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in the Services that collects personal information about use of or engagement with the Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in emails to understand whether messages have been opened, acted on, or forwarded.

See [“Your Privacy Choices and Rights”](#) below to understand your choices regarding these Technologies.

E. Personal Information Collected from Third Parties

We may collect personal information about you from third parties. For example, if you access the Services using a third-party website, application, service, products, or technology (each a “**Third-Party Service**”), we may collect personal information about you from that Third-Party Service that you have made available via your privacy settings. In addition, users of the Services may upload or otherwise provide personal information about others.

3.HOW WE USE PERSONAL INFORMATION

We use personal information for a variety of business purposes, including to provide the Services, for administrative purposes, and to provide you with marketing materials, as described below.

A. Provide the Services

We use personal information to provide the Services, such as:

- Providing access to certain areas, functionalities, and features of the Services;
- Communicating with you;
- Answering requests;
- Sharing personal information with third parties as needed to provide the Services; and
- Processing your financial information and other payment methods.

B. Improve the Services and Develop New Products and Services

We use personal information to improve our Services, including for the following purposes:

- For research and development purposes
- To develop new products and services;
- Developing, training, and fine-tuning models, algorithms, and artificial intelligence technologies; and
- Improving, upgrading, or enhancing the Services.

C. Operate Our Business

We use personal information to operate our business, such as:

- Pursuing direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Carrying out analytics;
- Creating de-identified and/or aggregated information;
- Processing applications if you apply for a job we post on our Services;
- Allowing you to register for events;
- Enforcing our agreements and policies; and
- Carrying out activities that are required to comply with our legal obligations.

D. Marketing

We may use personal information in connection with our marketing activities including to tailor and to provide you with marketing communications, promotions, and offers that may interest you.

E. With Your Consent or Direction

We may use personal information: (i) for other purposes that are clearly disclosed to you at the time you provide the personal information, (ii) with your consent, or (iii) as otherwise directed by you.

4.HOW WE SHARE PERSONAL INFORMATION

We share personal information with third parties for a variety of business purposes, including to provide the Services, to protect us or others, or in connection with a major business transaction such as a merger, sale, or asset transfer, as described below.

A. Disclosures to Provide the Services

We may share any of the personal information we collect with the categories of third parties described below.

- **Service Providers.** We may share personal information with service providers that assist us with the provision of the Services. This may include, but is not limited to, service providers that provide us with hosting services, customer service, AI or machine learning services, analytics, marketing services, identity verification services, IT support, and related services. In addition, personal information and chat communications may be shared with service providers that help provide our chat features.

Some of the service providers we may use include:

- **Google Analytics.** For more information about how Google uses your personal information, please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt out of Google Analytics' use of your personal information, please click [here](#).
- **Other Users You Share or Interact With.** The Services may allow Sieve users to share personal information or interact with other users of the Services. In particular, if you are a Content Provider, your User Content will be shared with Customers who choose to purchase User Content. Additionally, Jobs (as defined in the Terms of Service) posted on the Sieve platform will be visible to any Content Provider.
- **Third-Party Services You Share or Interact With.** The Services may link to or allow you to interface with, interact with, share information with, direct us to share information with, access, and/or use a Third-Party Service.

Any personal information shared with a Third-Party Service will be subject to the Third-Party Service's privacy policy. We are not responsible for the processing of personal information by Third-Party Services.

- **Business Partners.** We may share your personal information with business partners we work with to provide you with a product or service you have requested. We may also share your personal information with business partners with whom we jointly offer products or services.

Once your personal information is shared with our business partner, it will also be subject to our business partner's privacy policy. We are not responsible for the processing of personal information by our business partners.

- **Sieve Customers (Authorized Users Only).** In cases where you use our Services as an employee, contractor, or other authorized user of a Customer, we may share any information associated with your use of the Services with the Customer, including, but not limited to, account information, usage information, files, and the contents of the communications associated with your account. Your personal information may also be subject to the Customer's privacy policy. We are not responsible for the Customer's processing of your personal information.
- **Affiliates.** We may share your personal information with our corporate affiliates.
- **Advertising Partners.** We may share your personal information with third-party advertising partners. These third-party advertising partners may set Technologies on our Services to collect personal information regarding your activities and your device (e.g., IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this personal information (and similar information collected from other services) to tailor and deliver personalized ads to you when you visit digital properties within their networks. This practice is commonly referred to as "interest-based advertising," "personalized advertising," or "targeted advertising."

B. Disclosures to Protect Us or Others

We may share your personal information and related information with external parties if we, in good faith, believe doing so is required or appropriate to comply with law enforcement requests, national security requests, or other government requests; comply with legal process, such as a court order or subpoena; protect your, our, or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual unauthorized or illegal activity.

C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, receivership, purchase or sale of assets, transition of service to another provider, or other similar corporate transaction, your personal information may be shared, sold, or transferred as part of such a transaction.

5.YOUR PRIVACY CHOICES AND RIGHTS

Your Privacy Choices. The privacy choices you may have about your personal information are described below.

- **Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe functionality found at the bottom of the email to opt out of receiving future emails. Note that you will not be able to opt out of certain communications (e.g., communications regarding the Services or updates to this Privacy Notice).
- **Text Messages.** If you are a Content Provider and you receive an unwanted text message from us, you may opt out of receiving future text messages from us by following the instructions in the text message you have received from us or by otherwise contacting us as set forth in "[Contact Us](#)" below.
- **"Do Not Track."** Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.
- **Cookies.** You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, the Services may not work properly.

The online advertising industry also provides mechanisms that may allow you to opt out of receiving targeted ads from organizations that participate in self-regulatory programs. To learn more, visit the [Network Advertising Initiative](#) and [the Digital Advertising Alliance](#).

Please note you must separately opt out in each browser and on each device.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

- **Request Access to or Portability of Your Personal Information;**
- **Request Correction of Your Personal Information;**
- **Request Deletion of Your Personal Information;**
- **Request Restriction of or Object to Our Processing of Your Personal Information;** and
- **Withdraw Your Consent to Our Processing of Your Personal Information.**

If you would like to exercise any of these rights, please contact us as set forth in "[Contact Us](#)" below.

We will process such requests in accordance with applicable laws.

6.INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

All personal information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live.

7.RETENTION OF PERSONAL INFORMATION

We store the personal information we collect as described in this Privacy Notice for as long as you use the Services, or as long as necessary to fulfill the purpose(s) for which it was collected, or as long as necessary to pursue our business purposes.

To determine the appropriate retention period for personal information, we may consider applicable legal requirements; the amount, nature, and sensitivity of the personal information; certain risk factors; the purposes for which we process your personal information; and whether we can achieve those purposes through other means.

8.CHILDREN’S PERSONAL INFORMATION

The Services are not directed to children under 18 (or other age as required by local law outside the United States), and we do not knowingly collect personal information from children.

If you are a parent or guardian and believe that your child has uploaded personal information to the Services in violation of applicable law, you may contact us as described in "[Contact Us](#)" below.

9.CONTACT US

Sieve is the controller of the personal information we process under this Privacy Notice.

If you have any questions about our privacy practices or this Privacy Notice, or to exercise your rights as detailed in this Privacy Notice, please contact us at: support@sievedata.com.