

Privacy Policy

Motivational Intelligence LLC | employeeInsite

Effective Date: February 19, 2026

Motivational Intelligence LLC (“Company,” “we,” “us,” or “our”), the developer and operator of employeeInsite, operates the website at <https://employeeinsite.work> and the web application at <https://app.employeeinsite.work> (collectively, the “Platform”). This Privacy Policy describes how we collect, use, store, and protect information obtained through the Platform, and explains your rights with respect to that information.

By accessing or using the Platform, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with any part of this policy, please discontinue use of the Platform.

1. Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Platform or parts of our Platform.
- **Affiliate** means an entity that controls, is controlled by, or is under common control with a party, where “control” means ownership of 50% or more of the shares, equity interest, or other securities entitled to vote for election of directors or other managing authority.
- **Client** means an organization that has entered into an agreement with the Company to use the employeeInsite platform and its services.
- **Company** (referred to as either “the Company,” “We,” “Us,” or “Our” in this Policy) refers to Motivational Intelligence LLC.
- **Cookies** are small files that are placed on your computer, mobile device, or any other device by a website, containing the details of your browsing history on that website among its many uses.
- **Device** means any device that can access the Platform, such as a computer, a cellphone, or a digital tablet.
- **Engagement Data** means data collected through optional employee engagement surveys or inputs enabled by Client organizations.
- **HR Data** means employee demographic and organizational data uploaded by Clients via an encrypted HR spreadsheet, including but not limited to name, email, phone, age, gender, department/division, location, job title, leadership position, compensation, reporting structures, and tenure.

- **Motivation Profile Data** means the responses and resulting profile data generated when employees complete a Motivation Profile Assessment on the Platform.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Platform** refers to the employeeInsite marketing website (<https://employeeinsite.work>) and web application (<https://app.employeeinsite.work>), collectively.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Platform, to provide the Platform on behalf of the Company, to perform services related to the Platform, or to assist the Company in analyzing how the Platform is used.
- **Third Party** means any natural person, legal entity, or organization other than (a) Motivational Intelligence LLC, (b) its Affiliates, and (c) its contracted Service Providers.
- **Usage Data** refers to data collected automatically, either generated by the use of the Platform or from the Platform infrastructure itself (for example, the duration of a page visit).
- **You** means the individual accessing or using the Platform, or the company or other legal entity on behalf of which such individual is accessing or using the Platform, as applicable.

2. Information We Collect

A. Marketing Website (<https://employeeinsite.work>)

When you visit our marketing website, we may collect:

- **Usage and Analytics Data:** We use Google Analytics to collect anonymized information about how visitors interact with our website, including pages visited, time spent on pages, browser type, device type, and general geographic location (country/region level). This data is collected via cookies and similar tracking technologies. For more information on how Google Analytics collects and processes data, visit <https://policies.google.com/privacy>.
- **Contact and Demo Request Information:** If you submit a contact form or request a product demo, we collect the information you provide, which may include your name, email address, phone number, company name, and job title. We use this information to respond to your inquiry and to contact you about our services.

B. Web Application (<https://app.employeeinsite.work>)

For organizations using the employeeInsite application (“Clients”), we collect the following categories of information:

HR Data Uploaded by Clients

Clients may upload employee demographic data via an encrypted HR spreadsheet. This data may include but is not limited to:

- Name
- Email
- Phone

- Age
- Gender
- Department / Division
- Location
- Job title
- Leadership position / level
- Compensation
- Reporting Structures
- Tenure

We do not collect, request, or store sensitive personal identifiers such as Social Security numbers, driver's license numbers, financial account information, or government identification numbers. Most fields are provided optionally by the Client.

Motivation Profile Assessment Data

All employees of Client organizations who access the Platform complete a Motivation Profile Assessment. The responses and resulting profile data are associated with the individual employee record for the purpose of generating individualized and aggregated organizational insights.

Employee Engagement Data (Optional)

Some Client organizations elect to enable optional employee engagement data collection. This feature allows employees to respond to periodic engagement surveys or inputs. Participation in this feature is subject to the Client organization's configuration and applicable employee notice requirements.

C. Usage Data

Usage Data is collected automatically when using the Platform.

Usage Data may include information such as your Device's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Platform that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

When you access the Platform by or through a mobile device, we may collect certain information automatically, including but not limited to the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers, and other diagnostic data.

3. How We Use Information

A. Platform Operations

We use the information collected to:

- Provide, maintain, and improve the Platform and its features

- Generate leader dashboards displaying employee engagement and motivation profile insights in anonymized and aggregated formats
- Respond to demo requests and business inquiries
- Communicate with Client administrators and users about the Platform
- Monitor the usage of our Platform

B. Account Management and Communications

We may use Personal Data to:

- Manage your Account and your registration as a user of the Platform
- Contact you by email or other equivalent forms of electronic communication regarding updates or informative communications related to the Platform's functionalities or contracted services, including security updates
- Attend and manage your requests to us

C. Research, Validation, and Industry Reports

Motivational Intelligence LLC may use de-identified, anonymized, and aggregated data derived from the Platform to validate our assessment methodologies, conduct internal research, and produce industry-level benchmarking and workforce insights reports. Any data used for these purposes will be presented exclusively in anonymized and aggregated form, such that no individual employee or specific Client organization is identifiable. We reserve the right to publish or commercially offer such reports.

D. Other Purposes

We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our Platform, products, services, marketing, and your experience.

4. Data Anonymization and Aggregation

All employee-level Engagement Data presented in leader dashboards and used in any research or reporting context is anonymized and aggregated. Minimum group thresholds are applied to dashboards to further protect individual employee privacy, consistent with industry-standard practices for employee engagement platforms. Individual employee responses are never directly attributed to a named individual in any reporting output.

5. Data Rights and Data Revocation

Clients retain ownership of HR Data they upload and Engagement Data generated through use of the Platform. Clients may request that Motivational Intelligence LLC cease using their organization's data for research, validation, or industry reporting purposes at any time by submitting a written revocation request to support@employeeinsite.work. Upon receipt of a valid revocation request, we will:

- Honor the revocation with respect to future use of the Client's data in new research or reporting projects;

- Exclude the Client's data from any future aggregated datasets compiled after the revocation date;
- Acknowledge receipt of the revocation request within ten (10) business days.

Please note that revocation does not apply retroactively to anonymized and aggregated data that has already been incorporated into published or finalized reports, as such data cannot be individually identified or separated.

Motivation Profile Data, which reflects the individual characteristics of the employee, is owned by the individual employee. Clients are granted a license to access and use Motivation Profile Data within the Platform for the duration of the employee's association with the Client organization. Employees may request portability of their Motivation Profile Data by contacting support@employeeinsite.work.

6. Data Sharing and Disclosure

We do not sell, rent, or trade personally identifiable information or Client data. We may share information in the following limited circumstances:

- **Service Providers:** We may share information with trusted third-party vendors who assist us in operating the Platform (e.g., cloud hosting, data processing, analytics). These vendors are contractually obligated to use data only as directed by Motivational Intelligence LLC and in accordance with this Privacy Policy.
- **Legal Compliance:** We may disclose information if required to do so by law, regulation, or valid legal process (such as a court order or subpoena), or to protect the rights, property, or safety of Motivational Intelligence LLC, our Clients, or others.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or substantially all of our assets, Client data may be transferred as part of that transaction, subject to confidentiality obligations. We will provide notice before your data is transferred and becomes subject to a different Privacy Policy.
- **With Affiliates:** We may share your information with our Affiliates, in which case we will require those Affiliates to honor this Privacy Policy. Affiliates include our parent company and any other subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **With Your Consent:** We may disclose your personal information for any other purpose with your consent.

The Company may disclose your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Platform
- Protect the personal safety of users of the Platform or the public
- Protect against legal liability

We may transfer or share data with Service Providers and Affiliates solely for operational purposes necessary to deliver, maintain, and improve the Platform. Such transfers are made under contractual obligations consistent with this Privacy Policy and are not considered Third Party data transactions.

Motivational Intelligence LLC does not sell, license, rent, or otherwise transfer individual-level, Client-identifiable, or personally identifiable data to any Third Party for financial gain under any circumstances. For clarity, the commercial sale of anonymized and aggregated industry reports — from which no individual or Client organization can be identified — does not constitute a sale of data to a Third Party.

7. Cookies and Tracking Technologies

Our marketing website uses cookies and similar tracking technologies to track the activity on our Platform and store certain information.

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while Session Cookies are deleted as soon as you close your web browser.

We use both Session and Persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**
 - Type: Session Cookies
 - Administered by: Us
 - Purpose: These Cookies are essential to provide you with services available through the Platform and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that you have asked for cannot be provided, and we only use these Cookies to provide you with those services.
- **Analytics Cookies (Google Analytics)**
 - Type: Persistent Cookies
 - Administered by: Third Party (Google)
 - Purpose: These Cookies collect anonymized information about how visitors interact with our website for the purpose of improving our Platform and user experience.
- **Functionality Cookies**
 - Type: Persistent Cookies
 - Administered by: Us
 - Purpose: These Cookies allow us to remember choices you make when you use the Platform, such as remembering your login details or language preference. The purpose of these Cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Platform.

You may control cookie settings through your browser preferences. Disabling cookies may affect some functionality of the website. To opt out of Google Analytics tracking, you may use the Google Analytics Opt-out Browser Add-on available at <https://tools.google.com/dlpage/gaoptout>.

8. Data Security

We implement industry-standard security measures to protect the information we collect and process. HR data uploads are transmitted and stored using encryption. Access to Client data within the Platform is restricted to authorized personnel and controlled through role-based access controls. While we take commercially reasonable steps to protect your information, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. Data Retention

We retain Client data for as long as the Client maintains an active account with employeeInsite, and for a reasonable period thereafter as necessary to fulfill our legal, compliance, and business obligations. Upon termination of a Client's account, the Client may request deletion of their data by contacting support@employeeinsite.work.

Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Platform, or we are legally obligated to retain this data for longer time periods.

Marketing website contact form data is retained for a reasonable period sufficient to respond to and process the inquiry.

10. Transfer of Your Data

Your information, including Personal Data and Client data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. This means that this information may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy, and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place, including the security of your data and other personal information.

11. Children's Privacy

The Platform is intended for use by business organizations and their adult employees. We do not knowingly collect personal information from individuals under the age of 18. If you believe that a minor has provided us with personal information, please contact us immediately at support@employeeinsite.work so that we may take appropriate action.

12. Your Privacy Rights

We would like to make sure you are fully aware of all of your data protection rights. Depending on your jurisdiction, you may be entitled to the following:

The right to access. You have the right to request copies of your Personal Data. Processing fees may apply for such requests.

The right to rectification. You have the right to request that we correct any data you believe is inaccurate. You also have the right to request that we complete data you believe is incomplete.

The right to erasure. You have the right to request that we erase your Personal Data, under certain conditions.

The right to restrict processing. You have the right to request that we restrict the processing of your Personal Data, under certain conditions.

The right to object to processing. You have the right to object to our processing of your Personal Data, under certain conditions.

The right to data portability. You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you, or such longer period as may then be available under applicable law.

Employees who wish to exercise rights with respect to their data should direct requests to their employer (the applicable Client organization), as Motivational Intelligence LLC processes employee data on behalf of Clients as a data processor. Clients and website visitors with privacy-related requests may contact us at support@employeeinsite.work.

13. California Privacy Rights

California Civil Code Section § 1798.83 permits users of our Platform who are California residents to request certain information regarding our disclosure of Personal Data to third parties for their direct marketing purposes. To make such a request, please send an email to support@employeeinsite.work.

14. Users Outside of the United States

Our Platform is hosted in the United States and our services are delivered from the United States. It is possible that certain information will be stored on servers in multiple other countries on the “cloud” or other similar distributed hosting platforms. If you are a user accessing our Platform from the European Union, Asia, or any other region with laws governing personal data collection, use, and disclosure that differ from United States laws, please note that you are transferring your Personal Data outside your home jurisdiction, and that by providing your Personal Data you are consenting to the transfer of your Personal Data to the United States and other jurisdictions as indicated above, and to our use of your Personal Data in accordance with this policy.

15. Online Privacy Policy Only

This online privacy policy applies only to information collected through our Platform and not to information collected offline.

16. Third-Party Links

The Platform may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and encourage you to review their privacy policies independently.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the “Effective Date” at the top of this page. For material changes, we will provide reasonable notice to active Clients. Your continued use of the Platform after changes are posted constitutes your acceptance of the updated Privacy Policy.

18. Contact Us

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

Motivational Intelligence LLC (employeeinsite)

Email: support@employeeinsite.work

Mail: 410 N Main St. East Peoria, IL 61611

Website: <https://employeeinsite.work>