

Privacy Policy

Effective August 22, 2026 | Alteriver Inc.

This policy explains how Alteriver collects, uses, discloses, retains, and protects personal information in connection with the Alteriver website and contact form.

1. Scope and Who We Are

This Privacy Policy applies to alteriver.com and any page on that domain that links to it, including the Contacts page. Alteriver Inc. ("Alteriver," "we," "us," or "our") is the organization responsible for the personal information described here. This policy does not govern employee records, business transactions governed by separate agreements, or third-party websites.

Our business address is 11111 Katy Freeway, Suite 910, Houston, Texas 77079, United States. You may contact us at info@alteriver.com or +1 713 973 5762.

2. Information We Collect

Information you provide

- Contact-form information, including company name, your name, email address, and the content of your message.
- Correspondence and inquiry records, including product, technical-support, partnership, event, or career-related communications.
- Other information you choose to include. Please do not submit sensitive personal information, confidential technical data, health information, government identifiers, financial account details, or information about another person unless necessary and authorized.

Information collected automatically

When you use the website, our systems and service providers may receive technical and usage information such as IP address, browser and device type, operating system, referring page, pages viewed, approximate location derived from IP address, timestamps, diagnostic logs, and cookie or similar technology identifiers.

Information from other sources

We may receive business contact information from your employer, colleagues, event organizers, professional networking platforms, distributors, or other business partners, subject to applicable law.

3. How We Use Information

- Respond to inquiries and provide requested information or support.
- Evaluate business, supplier, distributor, technical, employment, and partnership opportunities.
- Operate, secure, troubleshoot, measure, and improve the website and our communications.
- Maintain business records, prevent fraud or misuse, and protect legal rights, safety, systems, and property.

- Comply with law, regulatory requests, litigation obligations, and enforceable agreements.
- Send relevant business communications where permitted. You may opt out of promotional email at any time.

Where a law requires a legal basis, we rely on your consent, steps requested before entering a contract, performance of a contract, compliance with legal obligations, or our legitimate interests in operating and protecting our business, as appropriate.

4. Cookies and Similar Technologies

The website may use essential cookies for security and basic operation, plus analytics or functionality technologies that help us understand performance and improve the site. Your browser may allow you to delete or block cookies. Blocking essential cookies can affect site operation.

Where required, we will request consent before using nonessential cookies. We honor legally required browser-based opt-out signals, such as Global Privacy Control, when they apply to our processing. Because industry responses to "Do Not Track" signals are not uniform, the website may not respond to that signal unless required by law.

5. How We Disclose Information

We may disclose personal information only as reasonably necessary to the following recipients:

- Service providers that host, secure, maintain, analyze, or support the website, email, information technology, and business communications.
- Alteriver affiliates, offices, and personnel that need the information to respond to or manage an inquiry.
- Professional advisers, auditors, insurers, banks, and counterparties involved in a financing, reorganization, merger, acquisition, sale, or similar transaction.
- Government authorities or other parties when required by law or when reasonably necessary to protect rights, safety, systems, or property.
- Other parties at your direction or with your consent.

We do not knowingly sell personal information for money. We do not use information submitted through the contact form for cross-context behavioral advertising. Some analytics or advertising technologies can be treated as a "sale," "sharing," or targeted advertising under certain laws. Where such laws apply, we provide the required notice and opt-out method.

6. Data Retention and Security

We retain personal information only as long as reasonably necessary for the purposes described in this policy, including responding to inquiries, maintaining business and legal records, resolving disputes, enforcing agreements, and meeting legal requirements. Retention periods vary based on the nature of the information, the relationship, and applicable obligations.

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. No internet transmission, storage system, or security measure is completely secure. Please use care when deciding what to send through the contact form or email.

7. International Data Transfers

Alteriver operates internationally. Your information may be accessed or processed in the United States, Mexico, or another country where Alteriver personnel or service providers operate. Those countries may have different data-protection laws. Where required, we use appropriate safeguards for cross-border transfers.

8. Your Privacy Choices and Rights

Depending on where you live and subject to exceptions, you may have rights to request access, correction, deletion, portability, restriction, objection, or withdrawal of consent. You may also have rights to opt out of sale, sharing, targeted advertising, or certain profiling, and to appeal a denied request.

To submit a request, email info@alteriver.com with the subject "Privacy Request" or write to our Houston address. Describe the request and the state or country where you reside. We may ask for information reasonably necessary to verify identity and authority. An authorized agent may submit a request where permitted by law, but we may require proof of authorization and identity verification. We will not unlawfully discriminate against you for exercising a privacy right.

You may unsubscribe from promotional email by using an included unsubscribe method or contacting us. Withdrawal of consent does not affect processing already completed lawfully. You may complain to the applicable privacy or data-protection authority.

9. Children

The website is intended for business and general audiences and is not directed to children under 13. We do not knowingly collect personal information from children under 13 through the website. If you believe a child has submitted personal information, contact us so we can review and delete it as appropriate.

10. Third-Party Links

The website may link to social networks, event sites, or other third-party services. Their privacy practices are governed by their own notices. Alteriver is not responsible for third-party privacy or security practices.

11. Changes to This Policy

We may revise this policy as our practices, technology, or legal obligations change. The updated version will be posted on the website with a revised effective date. Material changes may be communicated through an additional notice when required.

12. Contact Us

Alteriver Inc.
Attn: Privacy
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