



# WFCRC Privacy Policy

Join WFCRC

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## WFCRC Privacy Policy

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This Privacy Policy ("Policy") describes how WFCRC and its worldwide affiliates, subsidiaries, and related entities operating under The World Federation for Coral Reef Conservation, hereafter referred to as The WFCRC brand ("WFCRC," "we," "us," or "our") collect, use, disclose, and retain personal information about individuals that interact with each website, mobile site, application, marketing campaign, event, email, newsletter, and other online or offline activity, offering, or publication that links to or references this Policy (collectively, the "Services" example: *The Collaborative Beach and Coral Reef Registry and WFCRC.org*).

By accessing or using any of our Services, you acknowledge and agree that your personal information will be handled as described in this Policy. Your use of the Services, and any dispute over privacy, is subject to this Policy and our User Agreement, including its applicable limitations of liability and the resolution of disputes.

### 1. Categories of Personal Information We May Collect About You

Personal information is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly to you. Depending on the Services you use, we may collect the following categories of personal information about you directly from you, automatically through your use of the Services, and from third parties.

- **Identifiers**, such as your name, signature, postal address, zip code, email address, telephone number, unique online identifier, IP address, user ID, device ID, or similar identifier.

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- **Characteristics of protected classification under applicable law**, such as your gender, age, nationality, and country of origin.
- **Commercial information**, such as your purchase, registration, log-in and Services usage history.
- **Payment records**, such as your financial account information, credit card number, debit card number, or other payment card information, when necessary for the Services.
- **Internet or other electronic network activity**, such as your browser type and operating system; browsing history, clickstream data, search history on the Services, and information regarding your interaction with an internet website, application, email, newsletter, or advertisement, including access logs and other activity information related to your use of our Services; the length of time you visit our Services; and the referring URL, or the website or application that led you to our Services.
- **Geolocation data**, such as the general or specific physical location of your device.
- **Audio, electronic, visual, thermal, olfactory, or similar information**, such as voice recordings, video recordings, physical characteristics or description, and photos.
- **Professional information**, such as occupation, employment history, professional contact information, education history, or other information provided by you in connection with the Services.
- **Inferences**, such as inferences drawn to create a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
- **Sensitive personal information**, as defined under applicable local law, such as certain characteristics of protected classifications as defined above, account login credentials and passwords, and financial account information, credit card number, debit card number, or other payment card information.

Information We Collect Directly From You. We collect personal information directly from you when you use our Services, such as when you provide us with information online or at an in-person event (e.g., enter a contest, submit a survey, upload or otherwise provide content or comments). If you register for an account or set up a profile through our Services, we may collect your name, login credentials and password information, telephone number(s), postal address, email address, and information regarding your age, gender, or preferences (such as whether you want to receive newsletters and updates). If you make a purchase or donation through our Services, we may collect your financial account information, credit card number, debit card number, or other payment card information. If you contact us, we may collect information such as your name, email address, social media handles, the contents of a message or attachments that you may send to us, and other information that you choose to provide.

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Information We Collect Automatically. We, and our third party business partners, automatically collect personal information when you use our Services using cookies, pixel tags, clear GIFs, or similar technologies. This may include information such as your IP address and the types of personal information described above as “Internet or other electronic network activity.” Please review our section below on “Our Use of Cookies and Related Technologies” for additional information regarding our use of cookies and related technologies.

## 2. How We Use Your Information And The Basis On Which We Use It

We use the categories of personal information described above for the following business and commercial purposes:

- To Provide Our Services and Fulfill Your Requests. We use your information to provide and maintain our Services, to process and fulfill your requests or orders, to communicate with you about your use of our Services, to respond to your inquiries, and for other customer service and business administration purposes.
- To Improve Our Services. We use your information to understand and analyze our user base and how you use the Services, to improve and enhance the Services, and to develop new products, services, features and functionality.
- Identification and Authentication Purposes. We may use your information for identification and authentication purposes. For example, when you enter your login ID and/or password to enter one of our registration or login portals, we use your credentials and password for authentication purposes.
- Personalization. We use your information to tailor the content and information that we may send or display to you, to offer location customization, to provide personalized offers, personalized help and instructions, and to otherwise personalize your experiences while using the Services.
- Marketing and Promotional Purposes. We may use your information to send you news and newsletters, event, and updates, and to communicate with you about new features, events, or products offered by us, including our advertising, marketing, and sponsorship clients. We may also use your information to gather broad demographic information, to analyze trends, to seek compatible advertisers, sponsors, clients and customers, and to track users' movements around the Service and elsewhere on the internet or across apps or devices, Your general and/or specific geolocation data may specifically be used to show you content (including advertising and sponsored messaging) based on your general geographic location. Where required by applicable law, we will obtain your prior consent before using your personal information for marketing and promotional purposes.

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- To Comply With Legal Obligations. We may use your information where we believe necessary to comply with our legal obligations or to exercise or defend our rights or the rights of a third party, including complying with law enforcement or government authority requests and participating in compliance audits.
- To Protect Us and Others. We may use your information where we believe necessary to investigate, prevent, or take action regarding suspected or actual illegal activities, fraud, situations involving potential threats to the safety of any person or to otherwise enforce this Policy or the integrity of the Services.

Where required by applicable local law, our legal bases for processing your information are as follows:

- **Compliance with legal obligations:** We process personal information where necessary to comply with the legal obligations to which we are subject. For example, to cooperate with public and government authorities, courts, or regulators in accordance with our legal obligations, to the extent this requires the processing or disclosure of personal information to protect our rights.
- You can contact us using the details in the "[Contact Us](#)" section below for information about how we use your personal information under this legal basis.
- **Consent:** Where required by applicable law, we process personal information on the basis of your consent. To the extent we obtain your consent to process your personal information, you may have the right to withdraw your consent under applicable local law. To exercise this right, please contact us using the details in the "[Contact Us](#)" section of this Policy.

### 3. How We Disclose the Information We Collect

We may disclose each of the categories of personal information described above for our business and commercial purposes as follows:

- **Service Providers.** We may disclose the personal information we collect about you to service providers, contractors, and agents who perform functions and business operations on our behalf, for the purposes set out above. For example, we engage service providers to help us with technical maintenance, database management, fraud prevention, market research, community and forums management, auctions, e-commerce, list rental, data coop management, audience authentication, our products and product recommendations, and other advertising and marketing functionality, as

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well as credit/debit card or other payment processing, order fulfillment, credit pre-authorization, and address verification.

We may also disclose your personal information in the following circumstances:

- **Business Transfers.** If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected about you to the other company. As part of the business transfer process, we may disclose certain of your information to lenders, auditors, and third party advisors, including attorneys and consultants.
- **In Response to Legal Process.** We may disclose your personal information where we believe necessary to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- **To Protect Us and Others.** We disclose your personal information where we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our User Agreement or this Policy, or as evidence in litigation in which we are involved.
- **Consent.** We may disclose your personal information with your consent.

## 4. Our Use of Cookies and Related Technologies

- Cookies/Local Device Storage. The Service will at times place and/or store code or other types of information and/or software on your device or within your browser, such as cookies, locally shared objects, and HTML5 (collectively, "Local Device Storage"). We and third party business partners may independently or in conjunction use Local Device Storage in connection with the Service in a way that collects personal information for the purposes described in the respective privacy policies, including without limitation to determine whether you have seen a particular advertisement before on the same or different device and to otherwise control and tailor the display of ads to you based on your perceived preferences by collecting data to track the movements of individual users through the Service and elsewhere on the internet over time and across unaffiliated websites, apps, and devices, as well as to help diagnose problems with servers, to gather broad demographic information, to conduct research, to deliver editorial content, to record registration and personalization

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information, to inform offers that we may make to you, and to otherwise administer the Service. For example, if you register on any part of the Service and are given the option to save your username and password, we may provide this convenience to you via Local Device Storage.

- You May Disable Local Device Storage. If you do not want Local Device Storage, your device, browser, or the settings menu within an application may include an option that allows you to not accept it. However, if you disable Local Device Storage, some portions of the Service may not function properly.
- Tracking Technologies. In addition to Local Device Storage, we and/or our third party business partners may use web beacons, web bugs, internet or pixel tags, clear gifs, digital fingerprinting (aka "Machine Identification") and similar technologies (collectively, together with Local Device Storage, the "Tracking Technologies") on the Service, including in our communications with you, such as within e-mail and text messages, in-application push notifications, videos, and throughout your use of the Services.
- Opt-Out of OBA. If you do not want OBA, you may be able to opt-out by visiting [www.aboutads.info](http://www.aboutads.info), [www.networkadvertising.org](http://www.networkadvertising.org), [www.youronlinechoices.com](http://www.youronlinechoices.com) and/or by clicking the "Ad Choices" icon that appears in advertising served through OBA. Please note that these opt-out options only apply to tracking by third party business partners using cookie-based OBA across this Service and other sites, applications, destinations, and services, and not tracking among pages within the Service itself.

## **5. Your Privacy Choices And Rights; Submitting Requests Under Applicable Local Laws**

**You may have certain rights regarding our processing of your personal information under applicable local law, including if you are a consumer in California, and Virginia, or a data subject in the European Economic Area (EEA), United Kingdom (UK), and Switzerland. If our processing of your personal information is governed by such laws, this section provides you with additional information**

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# regarding your rights and our processing of your personal information under applicable local law.

To opt-out of our “sale” or “sharing” of your personal information under applicable local law, please see our section below on Your Privacy Choices and Rights, Submitting Requests for additional details.

## ***Retention***

Your personal information will be held for only so long as it is necessary for the purpose for which it was originally collected, and in accordance with applicable local law. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Policy. When assessing retention periods, we first examine whether it is necessary to retain the personal information collected and, if retention is required, work to retain the personal information for the shortest possible period permissible under applicable law.

## **6. Opt-Out of Marketing Communications**

If you do not wish to receive future marketing or other commercial messages from us, simply follow the unsubscribe instructions contained within the message you receive. Note, however, that you may continue to receive certain communications from us that are necessary for the Service, such as renewal notifications, invoices, technical notices, updates, security alerts, and support and administrative service bulletins.

## **7. Security of My Information**

We implement physical, technical, and organizational security measures designed to safeguard personal information. These measures are aimed to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

## **8. Third Party Links**

Our Services may contain links to third-party websites and applications. Any access to and use of such linked websites and applications is not governed by this Policy, but is instead governed by the privacy policies of those third-party websites and applications. We are not responsible for the information practices of such third party websites and applications. We encourage you to review the privacy policies of any third-party websites or applications that you choose to visit.

## **9. Be Careful Publicly Posting Personal Information**

Please be aware that content and personal information that you disclose in publicly accessible portions of the Service may be available to other users, and may also be made available outside the Service by third parties, so you should be mindful of all personal information, especially sensitive personal information, that you may wish to post. To the extent required by applicable local law, we may require that you obtain the consent of any individual whose personal information you post on our Services.

## **10. International Transfers**

Your personal information may be processed, transferred to, and maintained on servers and databases located outside of the jurisdiction in which you are based and where the privacy laws may not be as protective as your jurisdiction. Where required by applicable law, we have put in place appropriate safeguards (such as contractual commitments) in accordance with applicable legal requirements to ensure that your data is

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adequately protected. For more information on the appropriate safeguards in place, please contact us at the details below in the "Contact Us" section of this Policy.

## 11. Children

Our Services are not designed for children under the age of 13. If we discover that a child under the age of 13 has provided us with personal information, we will delete such information from our systems.

## 12. Contact Us

The World Federation for Coral Reef Conservation (WFCRC) is the controller of your personal information. If you have any questions about the privacy aspects of our Services or would like to make a complaint, request, or have a question about your rights under this policy please contact our Privacy Policy Coordinator or our Data Protection Officer as follows:

For residents of the United States: Privacy Policy Coordinator WFCRC [info@wfcrc.org](mailto:info@wfcrc.org)

## 13. Changes to this Policy

This Policy is current as of the Last Updated date set forth above. We may change this Policy from time to time, so please be sure to check back periodically.

*Support your local coral reef conservation organization.*

### **Vic Ferguson**

The World Federation for Coral Reef Conservation

Executive Director/Founder

Relief without Borders

March for the Ocean

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*The only thing necessary for the triumph of evil is that good men do nothing"....Edmund Burke*

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