



PRIVACY POLICY NOTICE

Last Updated: September 5, 2023

We at Positive Planet US Corp. (“**Positive Planet US**”, “**us**”, “**our**”, or “**we**”) are strongly committed to transparency, and we want you (“**you**” or “**your**”) to understand how we collect, use, share and protect your personal information, as well as how you can manage the personal information we collect. This Privacy Notice applies to your interactions with us, including attending our events or participating in our programs, or your use of our website (www.positiveplanetus.org), products, services, or features, either online or offline (collectively, our “**Services**”).

By using our website, programs or services, you acknowledge the terms of this Privacy Notice. If you do not agree to the terms of this Privacy Notice, please do not use our website, programs or services. If you do not understand, or if you have questions about, this Privacy Notice, please contact us before using, or continuing to use, our website, programs or services.

We reserve the right to change our Privacy Notice from time to time by posting the changes here. If we choose to amend this Privacy Notice, we will revise the Last Updated date at the top of this Privacy Notice when we post the updated version. We may also provide you with notice by prominently posting on our website, via email or both, if we make any significant changes to this Privacy Notice. Your use of our website, programs or services after we have informed you in one of these ways that we made changes to our Privacy Notice will mean that you have accepted those changes.

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1. TYPES OF INFORMATION WE COLLECT

We collect two basic types of information from you when you provide it to us or when you use or interact with our website, programs or services: personal information and non-personal information.

Personal information includes all information that relates to you or which are opinions about you personally and either identifies or may be used to identify you personally (collectively, “**personal information**”). We may collect the following types of personal information from you depending upon the device you are using and how you interact with us or use or interact with our Services, such as your:

- **Contact / Identification Information.** Name, mailing address, email address, phone number, and other contact or identification information, including information relating to professional and employment history, qualifications, and similar biographic information.
- **Demographic Information.** To the extent permitted by applicable law, you may choose to provide us with your gender, race, and/or ethnicity, but please note, providing this information is entirely voluntary.
- **Device Information.** IP address, browser type and version, browser plug-in types and versions, operating system and platform, device type and device identifiers.
- **Financial / Commercial Information.** Credit and debit card numbers and other financial information necessary to receive payment for services purchased or to make a donation. Commercial information from transactions and purchases you make through our services, including registrations and billing details.
- **Membership / Account Information.** If you sign up for a membership or create an account, we may store and use your name, email address, zip or postal code and other personal information you may provide with your membership/account. You can modify some of the personal information associated with your membership/account. If you believe that someone has created an unauthorized membership/account, you can request its removal.
- **Posted Content.** Unstructured or free-form content that you post on our website or other digital properties, which may include personal information (e.g., text, images, photographs, messages, comments, feedback and correspondence), such as information you provide in your responses to surveys, when you participate in market research activities, report a problem with our website, programs or services, or otherwise correspond with us.
- **Audio Information.** Recordings such as audio files and records (e.g., voice mails, call recordings, and the like).
- **Application Information.** When you sign up for an event or program, we may request that you complete an application and provide the above information. When completing the application, we ask that you not include any additional personal information beyond what is requested.

Non-personal information includes information that does not personally identify you or information that has been anonymized (collectively, “**non-personal information**”). When we combine non-personal information with personal information, we treat the combined information as personal information.

You can always refuse to provide your personal information, but please note that some personal information is necessary to provide our website, programs and services.

2. HOW WE COLLECT PERSONAL INFORMATION

We need to collect personal information from you in order to provide you with our website, programs and services, as well as to improve your experience. You may provide us with personal information in several ways, including, for example when you:

- Visit our website, sign up for our programs, or use our services;
- Make a donation;
- Register for a membership or account;
- Correspond with us in any way;
- Sign up to attend an event or program or to receive our newsletter or promotional information;
- Ask for support, or other assistance; or
- Interact with us in any other way, online or offline, including through our Services.

Cookies

Like many websites and apps, we use “cookies”, which are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences and actions, including how you use the website. We use this information for analytics purposes which allows us to improve your browsing experience. The information we collect through these technologies will also be used to manage your session. Out of these cookies, the cookies that are categorized as “necessary” are stored on your browser as they are essential for the working of basic functionalities of the website. These necessary cookies cannot be disabled.

For more information about cookies and how we use them, please see our Cookie Notice.

Cookie Opt-out. You can set your browser or device to refuse all cookies or to indicate when a cookie is being sent. If you delete your cookies, if you opt-out from cookies, or if you set your browser or device to decline these technologies, some Services may not function properly. Our website does not currently change the way it operates upon detection of a [Do Not Track](#) or similar signal.

Online Analytics

We also use various types of online analytics including Google Analytics, a web analytics service provided by Google, Inc. (“**Google**”), on our website. These online analytics services, like Google Analytics, use cookies or other tracking technologies to help us analyze how users interact with and use the website, compile reports on the related activities, and provide other services related to website and app activity and usage. The technologies used by these services like Google may collect information such as your IP address, time of visit, whether you are a return visitor, and any referring website or app. In particular, the information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google’s [privacy policies](#). To learn more about Google’s partner services and to learn how to **opt-out** of tracking of analytics by Google [click here](#).

Offline Interactions and Other Sources

We also may collect personal information from other sources, such as our partners or third party service providers, or from our offline interactions with you for the purposes listed in the **How We Use Personal Information** section below, including to enable us to verify or update information contained in our records and to better customize the Services for you.

Surveys and Promotions

From time to time, and subject to your consent where required by applicable local law, we may provide you with the opportunity to participate in surveys or other promotions, some of which might be sponsored or conducted by a third party. Participation in these surveys and promotions is completely voluntary. If you choose to participate, we will request certain personal information from you. If there is a third party sponsor involved in the survey or promotion, we may provide certain personal information with the third party sponsor. Please make sure to review the sponsor's privacy policy and be aware that any sweepstakes, raffles, surveys or similar promotions offered by us may be governed by specific rules and terms and conditions that are separate from and in addition to this Privacy Notice. By participating in any such sweepstakes, raffles, surveys or similar promotion, you will become subject to those rules, including but not limited to receiving emails containing survey or promotion communications.

3. HOW WE USE PERSONAL INFORMATION

We may use personal information to do any or all of the following:

- provide you with our website, programs and services;
- facilitate your interactions and transactions with us;
- respond to your requests, communications, suggestions, comments, inquiries, and requests (including your feedback about our website, programs and services);
- administer our relationship with you, including creating and managing your account;
- maintain and improve our website, programs and services;
- measure the performance of our website, programs and services;
- develop new programs, products, features, and services;
- better understand the preferences of our partners, donors, beneficiaries and customers;
- provide personalized services, including content and ads;
- develop or provide you with, and improve, relevant marketing offers or information from us or relevant third parties;
- respond to legally binding requests from law enforcement, regulatory authorities, or other third parties;
- defend, protect or enforce our rights or applicable terms of service or to fulfill our legal or contractual obligations;
- to prevent fraud or the recurrence of fraud;
- assist in the event of an emergency;
- comply with applicable law; or
- any other purpose, with your consent where required by law.

We may also combine your personal information collected through various sources, including information collected through our services, and develop a customer profile that will be used for the purposes above.

Except as otherwise permitted or required by applicable law, we only retain personal information for as long as we need to use the information for the purposes listed above, including, for legal, regulatory, backup, archival, accounting, and/or audit purposes.

We may use personal information to create non-personal information. We may use non-personal information for any legitimate purpose.

4. WHY WE USE PERSONAL INFORMATION

We may use personal information for a number of reasons:

- to fulfill our contractual obligations to you, including to provide our programs or services to you;
- the applicable individual has given consent for a particular purpose (for example, where an individual has given us consent to send them marketing information);
- when using the information is necessary for our legitimate interests or those of a third party, provided we have balanced these interests against the individual's rights and interests; and
- in order to comply with a legal obligation (for example, responding to government or law enforcement information requests).

Our legitimate interests for using personal information are:

- to effectively administer and manage our organization;
- to ensure effective administration and management of the individual's relationship with us, including providing our website, programs and services;
- to understand why our donors support us;
- to understand how our users, beneficiaries and customers use our website, programs and services and to manage and improve our website, programs and services;
- to carry out research and analysis on what programs, services or products our partners and customers want or how they would like us to improve our programs, services and products;
- to tell our customers about the various programs, products and services we can offer;
- to understand and respond to inquiries and feedback;
- to better tailor and personalize the benefits that we can offer to our donors, partners, beneficiaries and customers;
- to ensure our systems and premises are secure;
- to develop relationships with business partners;
- to ensure debts are paid;
- to operate suppressors to exclude you from direct marketing if you unsubscribe;
- to share data in connection with acquisitions and transfers of our organization;
- to manage our partnerships with other organizations and our supply chain;
- to prevent, detect, or investigate unauthorized use of our website, programs and services and ensure we comply with the law and our policies;
- to detect or prevent fraud; and
- to manage any dispute and accidents and take legal or other professional advice.

5. HOW WE SHARE PERSONAL INFORMATION

We may share personal information with our third party service providers, suppliers, vendors, professional advisors and business partners, which may include IT service providers, financial institutions and payment providers, customer relationship management vendors, other cloud-based solutions providers, lawyers, accountants, auditors and other professional advisors. We contract with such vendors and advisers to ensure that they only process your personal information under our instructions and ensure the security and confidentiality of your personal information. We share personal information with these third parties to help us:

- with the uses described in the **How We Use Information** section above;
- in the operation, management, improvement, research and analysis of our website, programs and services;
- with our marketing and promotional projects, such as sending you information about products and services you may like and other promotions (provided you have not unsubscribed from receiving such marketing and promotional information from us); and
- comply with your directions or any consent you have provided us.

We may share personal information with law enforcement and regulatory authorities or other third parties as required or permitted by law for the purpose of:

- responding to a subpoena, court order, or other legal processes;
- defending, protecting, or enforcing our rights;
- assisting in the event of an emergency; and
- complying with applicable law.

In accordance with applicable law, we may also transfer or assign personal information to third parties as a result of, or in connection with, a sale, merger, consolidation, change in control, transfer of assets, bankruptcy, reorganization, or liquidation. If we are involved in defending a legal claim, we may disclose personal information about you that is relevant to the claim to third parties as a result of, or in connection with, the associated legal proceedings.

We share non-personal information with third parties as reasonably necessary to meet our organizational needs.

6. HOW WE PROTECT PERSONAL INFORMATION

We are dedicated to ensuring the security of your personal information. We use physical, electronic, and administrative security measures appropriate to the risks and sensitivity of the personal information we collect. We aim to provide secure transmission of your personal information from your devices to our servers. We have processes to store personal information that we have collected in secure operating environments. Our security procedures mean that we may occasionally request proof of identity before we disclose your personal information to you. We try our best to safeguard personal information once we receive it, but please understand that no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. If you suspect an unauthorized use or security breach of your personal information, please [contact us](#) immediately.

7. DATA TRANSFERS

We are a US-based organization focused on supporting US-based beneficiaries. However, as we operate in a globalized world, information we collect may be transferred to, stored, and processed in any country or territory where one or more of our business partners or service providers are based or have facilities, which may be a different to your home country. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws that country. While other countries or territories may not have the same standards of data protection as those in your home country, we will continue to require that our business partners or service providers adhere to this Privacy Notice.

8. CHILDREN'S PRIVACY

Our Services are not for children or those under the age of 16. We do not knowingly collect personal information from children or other persons who are under 16 years of age. Individuals who are children or those under the age of 16 should not attempt to provide us with any personal information. If you think we have received personal information from children or those under the age of 16, please [contact us](#) immediately.

9. YOUR CALIFORNIA PRIVACY RIGHTS

California residents under 18 years old, in certain circumstances, may request and obtain removal of personal information or content that you have posted on our properties. Please be mindful that this would not ensure complete removal of the content posted by you on our Services. To make any request pursuant to California privacy law, please [contact us](#).

10. YOUR CHOICES

Updating your personal information

The accuracy of the personal information we have about you is very important. To submit a request to update or correct your information, please [contact us](#).

Email Communications / Direct Marketing

You may have the opportunity to receive certain communications from us related to our programs or services. If you provide us with your email address in order to receive communications, you can opt-out of marketing emails at any time by following the instructions at the bottom of our emails and adjusting your email preferences. Please note that certain emails may be necessary for the operation of our programs and services. You will continue to receive these necessary emails, if lawful and appropriate, even if you unsubscribe from our optional marketing communications.

Cookies / Beacons

If you wish to minimize information collected by cookies or beacons, you can adjust the settings of your device or browser. You can also set your device or browser to automatically reject any cookies. You may also be able to install plug-ins and add-ins that serve similar functions. However, please be aware that some website and services may not work properly if you reject cookies. In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests. For more information about how we use cookies, please see our Cookie Notice.

Network Advertising Initiative

Certain websites you visit may provide options regarding advertisements you receive. If you wish to minimize the amount of targeted advertising you receive, you can opt-out of certain network advertising programs through the Network Advertising Initiative (NAI) Opt-Out Page or through the Digital Advertising Alliance Opt-Out Tool. Please note that even if you choose to remove your personal information (opt-out) you will still see advertisements while you're browsing online. However, the advertisements you see may be less relevant to you. For more information or to opt-out of certain online behavioral advertising, please visit <http://www.aboutads.info>.

Additionally, many advertising network programs allow you to view and manage the interest categories that they have compiled from your online browsing activities. These interest categories help determine the types of targeted advertisements you may receive. The NAI Opt-Out Page provides a tool that identifies its member companies that have cookies on your browser and provides links to those companies.

Do Not Track

Some devices and browsers support a "Do Not Track" (or, DNT) feature, a privacy preference that you can set in certain browsers, which is intended to be a signal to websites and services that you do not wish to be tracked across different websites or online services you visit.

Please note that we cannot control how third party websites or online services you visit through our website respond to Do Not Track signals. Check the privacy policies of those third parties for information on their privacy practices. Our website does not currently change the way it operates upon detection of a [Do Not Track](#) or similar signal.

11. THIRD PARTY WEBSITES AND APPS

Our website, programs and services may contain links to other websites or apps operated by third parties. Please be advised that the practices described in this Privacy Notice do not apply to information gathered through these third party websites and apps. We have no control over, and are not responsible for, the actions and privacy policies of third parties and other websites and apps.

12. CONTACT US

We welcome requests, questions, comments, and feedback on this Privacy Notice and our management of personal information. If you have requests, questions, concerns, or feedback, you can always contact us in the following ways. For your protection, we may need to verify your identity before assisting with your request, such as verifying that the information used to contact us matches the information that we have on file.

Email	privacy@positiveplanetus.org
Address	Positive Planet US Corp. 23-10 30th Drive, #3A Queens, New York 11102