

Privacy Policy

Last Updated and Effective Date: December 22, 2023

Privacy Policy

This Privacy Policy describes the ways in which information about you may be collected, used, disclosed, transferred and stored by or on behalf of the entities listed in section 1.1 of this Privacy Policy.

This Privacy Policy applies to any interaction with us, including through any websites, platforms or applications (together hereinafter referred to as the "Site" or "Sites").

1 Contents

This Privacy Policy consists of the sections set out below. For ease of reference, please click on the relevant section to go directly to that section.

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1.1 Who we are

The entities listed below are the joint data controllers of your personal data:

Entities	Country of Incorporation	Business Address
U.S. Green Building Council ("USGBC")	USA	2101 L St., NW, Suite 600, WDC 20037

Green Business Certification Inc. ("GBCI")	USA	2101 L St., NW, Suite 600, WDC 20037
Green Business Certification Institute Private Ltd.	India	Unit 610-618, Tower A, Spazel Teck Park, Sohna Road, Sector 49, Gurgaon, Haryana – 122018
Green Business Certification Institute GmbH	Germany	Steinsdorfstraße 8, 80538 München, Germany
Canada Green Building Council	Canada	100 Murray Street, Suite 400, Ottawa, Ontario
Arc Skoru Inc.	USA	2101 L St., NW, Suite 600, WDC 20037

When we refer to "we", "us" or "our" in this Privacy Policy, we are referring to the relevant entity that is processing your personal data.

USGBC is a US nonprofit corporation supported by its members to transform how buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life. USGBC is the creator of LEED, the world's most preeminent green building systems.

GBCI, which was founded in January 2008 with the support of USGBC, provides independent oversight of professional credentialing and project certification under the Leadership in LEED green building rating system. Green Business Certification Institute Private Ltd., Green Business Certification Institute GmbH and Arc Skoru Inc. are all wholly owned subsidiaries of GBCI and help promote the work of GBCI.

Canada Green Building Council is a Canadian corporation and a partner with GBCI in offering GBCI's suite of certification programs to the Canadian market.

2 Purpose of this Privacy Policy

We ask that you read this Privacy Policy carefully as it contains important information about:

- what personal data we may collect from you or from third parties;
- how we will use, store and protect your personal data;
- with whom we may share personal data; and
- your rights under relevant data protection laws.

It is important that you read this Privacy Policy together with any other privacy notice or fair processing notice we provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements the other notices and is not intended to override them.

This Privacy Policy sits alongside the [Terms of Use](#) of our Sites which we also encourage you to read.

3 Children

Our Sites are intended for use by adults and we do not knowingly collect information from children. We do not direct our Sites or applications to children under sixteen (16) years of age. We do not knowingly collect information from persons under 16 years of age or provide any personal data from such persons to any third party for any reason whatsoever. We do not allow persons known to be under 16 years of age to receive direct marketing communications from us. No information should be submitted to our websites or applications by persons under 16 years of age. When appropriate, we may ask you to indicate your date of birth to verify compliance with the age requirements set forth herein. If you are a parent or guardian and your child who is under 16 (or other ages as appropriate by country) may have provided personal data to our Site, please contact us. The age and manner of consent for processing personal data varies from country to country and state to state.

4 What personal data we may collect from you, how we collect information from you, how we use your personal data and the legal basis

Set forth below are the categories of personal data we collect and that have been collected in the preceding 12 months, the categories of sources from which the personal data was collected and the business or commercial purpose for such collection. Please note that we may not collect all of the information referenced below regarding you.

Category of Personal Data	What We Collect	Sources from Which We Collect Personal Data	Business or Commercial Purposes for Collection	Legal Basis
Identifiers	Real name Postal address Unique personal identifier Online identifier Email address Account name Email address Telephone number Password Credit card number (tokenized by third party) and other credit card information (such as CVV, expiration date, name on card, billing address, billing	Directly from you (1) Automatically (2) Other parties (3)	To provide the requested services to you. To process invoices/payment and collect payments due to us. To improve our services and for quality and training purposes. For benchmarking and statistical purposes. For credentialing purposes. To personalise your experience on our Sites and optimize and develop user experience on our Sites. To provide customer service, including responding to your enquiries and fulfilling any of your	See Footnote 4(a), 4(b)(i)-(ix) and 4(c) below

	<p>email address and billing tax ID)</p> <p>Internet protocol address</p>		<p>requests for information or provision of services.</p> <p>To send you important information regarding our services and/or other technical notices, updates, security alerts, and support and administrative messages.</p> <p>To enable monitoring of behaviour and trends that can support us in improving our content and services.</p> <p>For monitoring and evaluation of the sales of our services as well as marketing actions.</p> <p>To track and monitor usage and performance of our services so that we can improve our services and its delivery to you.</p> <p>To perform our contractual obligations to you or a third party.</p> <p>To manage and protect our business and affairs.</p> <p>To buy or sell any business, assets or shares or for our internal business and group restructurings.</p> <p>For marketing purposes to personalize your experience and to allow us to deliver the type of content and service offerings in which you are most interested.</p> <p>To administer and protect our Sites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).</p>	
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			<p>To deliver relevant Site content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.</p> <p>To use data analytics to improve our Sites, services, marketing, customer relationships and experiences.</p> <p>To show you relevant advertisements while you are browsing the internet or using social media.</p> <p>As we believe to be necessary or appropriate:</p> <ul style="list-style-type: none"> ○ in order to comply with a legal obligation. ○ to enforce or apply this Privacy Policy. ○ to protect our legitimate rights, privacy, property or safety, and/or those of a third party as long as your rights do not override those interests. 	
Protected Characteristics	Date of Birth Gender Race Ethnicity Nationality Languages spoken	Directly from you (1)	<p>Only in the context of application for credentialing and/or LEED Fellow. For credentialing, race, ethnicity and nationality information is optional. However for LEED Fellow applications, race, ethnicity and nationality information is required.</p> <p>We also capture some of this information when you create a personal account. This is optional for the user to provide.</p>	See Footnote 4(a), 4(b)(i), (iii), (v), (x), and 4(c) below

Audiovisual Information	Profile picture Social media links	Directly from you(1)	To allow for the user to create a profile within the USGBC and GBCI public directories	See Footnote 4(b)(i), (iii) and (vi) and 4(c) below
Professional or Employment-Information	Company of employment Occupation Job title Area of practice/industry Geographic area of practice Department Work biography ISSP membership status ASLA membership status Specialty credentials earned and held Credential renewal data Industry	Directly from you(1)	For credentialing purposes. We also capture some of this information when you create a personal account. This is optional for the user to provide.	See Footnote 4(a), 4(b)(i), (iii), (v), (x), and 4(c) below
Education Information	Student ID Level of education Degrees awarded	Directly from you(1)	Student ID is only used for discounts. Level of education and degrees awarded are collected for LEED Fellow	See Footnote 4(a), 4(b)(i), (iii), (v), (x), and 4(c) below
SENSITIVE PERSONAL DATA				
Sensitive Characteristics	Gender Race Ethnicity Nationality	Directly from you(1)	Only in the context of application for credentialing and/or LEED Fellow. For credentialing, race, ethnicity and nationality information is optional. However for LEED Fellow applications,	See Footnote 4(a), 4(b)(i), (iii), (v), (x), and 4(c) below

			<p>race, ethnicity and nationality information is required.</p> <p>We also capture some of this information when you create a personal account. This is optional for the user to provide.</p>	
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(1) We collect personal data that you directly provide to us, including through the application process, when you request our services, you register for an account, create or modify your profile, set preferences, you fill in online forms or communicate with us in any way.

(2) We collect certain personal data automatically as you browse our Sites. This can include personal data related to your browsing patterns and the equipment you are using to access the Site. Please see Section 14 and our [Cookie Policy](#) further information.

(3) We collect certain personal data from other parties.

(a) This can include:

- (i) business partners or other organizations who provide us information about you, including advertising and market research partners;
- (ii) third party service providers and business partners engaged by us to provide services to you;
- (iii) affiliates and group companies; and
- (iv) recruitment agencies, credit reference agencies and background check agencies.

(b) We also may collect publicly available sources such as third party, governmental and regulatory body websites, social media and public databases.

(4) Legal bases:

(a) To perform a contract;

(b) Our and third party legitimate interests, including:

- (i) to provide services and support to you;
- (ii) to administer customer orders and accounts;
- (iii) to manage our business relationship with you and third parties;
- (iv) to study how customers use our services;
- (v) to develop our services and grow our business;

- (vi) to keep our records updated;
- (vii) to improve marketing of our business and services;
- (viii) to provide network security;
- (ix) to prevent fraud;
- (x) to comply with a legal obligation to which we are subject (including health and safety); and
- (xi) in the context of any purchase or sale of our business or company or any business or group restructuring or reorganization.

(c) Your consent.

5 Sharing your personal data with third parties

We are not in the business of selling information about you to advertisers or other third parties as that term is commonly understood. However, we may share Your personal data for the purposes described in this Privacy Policy with:

- Our group companies, subsidiaries, affiliates and partner organizations;
- Analytics and search engine providers that assist us in the improvement and optimization of our Sites;
- Authorized sub-contractors who are bound contractually to maintain personal data as confidential and not to use it for any other purpose beyond the purpose for which it was shared; and
- In the event that we sell or buy business or assets, we will disclose your personal data to the prospective seller or buyer of such business or assets.

For residents of the United States, please see Section 13 below for additional information.

6 Marketing

Only if you specifically request do we collect your identity and contact details (such as your name, email address, phone number or address); you may do so by specifically opting in for such further contact.

You always have the right to “opt out” of receiving our marketing. You can exercise the right at any time by **contacting us**. If we send you any marketing emails, we will obtain your consent where necessary and we will always provide an unsubscribe option to allow you to opt out of any further marketing emails. If you “opt-out” of our marketing materials, you will be added to our suppression list. We keep that suppression list indefinitely to comply with our legal obligations to ensure we don’t accidentally send you further marketing.

Where you unsubscribe from any postal marketing, you may initially still receive some content that has already been printed or sent, but we will remove you from any future promotions/offers. We may still need to contact you for administrative or operational purposes, but we will make sure that those communications do not include direct marketing.

If you are an existing customer or are acting as a business, we use your contact details as necessary for our legitimate interests in marketing to you and maintaining a list of potential customers.

We never share your name or contact details with third parties for marketing purposes.

You can change your mind regarding your marketing preferences at any time by **contacting us**.

7 Retention of your data

We will retain your personal data for as long as it is required to provide you with services or is necessary for legal reasons. When calculating the appropriate retention period for your data, we consider the nature and sensitivity of the data, the purposes for which we are processing the data, and any applicable statutory retention periods. Using these criteria, we regularly review the personal data that we hold and the purposes for which it is held and processed. After we have ceased to provide you with services, your data will be processed only for technical reasons (system integrity, back-ups) while it remains inactive in our systems.

Where we need to retain your personal data to comply with our legal obligations, we will retain such personal data for the duration necessary to comply with such legal obligations.

We store your personal data as long as you wish to receive marketing content from us. However, please see the rights that you may have in this regard in Sections 12 and 13 below.

We retain the details of your contract and history of your purchases for at least 7 years (or such longer period as required by applicable laws) after your account is closed so that you can have access to this information for future use and to enable us to deal with any after sales enquiries or claims and as required for tax purposes. This information may be stored in our archive for reference purposes for as long as our business needs require, which we will review after 7 years.

8 Accuracy of your data

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. Please contact us if you need to update your contact details we hold.

9 Security of your data

In order to protect your personal data, we put in place appropriate organisational and technical security measures. These measures include ensuring our internal IT systems are suitably secure and implementing procedures to deal with any suspected data breach.

In the unlikely event of a data breach, we will take steps to mitigate any loss or destruction of data and, if required by law, will notify you and any applicable authority of such a breach.

Although we use appropriate security measures once we have received your personal data, you will appreciate that the transmission of data over the internet (including by e-mail) is never completely secure. We endeavour to protect personal data, but we cannot guarantee the security of data transmitted to or by us.

10 Transfer of your data to third parties, international transfers of personal data and sharing your personal data

Please read this section if you are accessing our services from the UK, the European Economic Area (the "EEA") or Switzerland. Our business and that of the third parties we use to deliver our services to you is international in nature. We operate from a number of locations around the world, including the United States of America (the "USA"). Consequently, we may transfer data between them to ensure the most efficient data processing. However, we will comply by national and other regulation and ensure adequate and appropriate technical, organizational and legal safeguards for international data transfers.

Our business and operations (including data servers) are primarily based in the USA. When you access our services and provide us with your personal details (by logging in on-line), you will in effect be providing us your personal data for processing in the USA.

If we transfer data to countries or organisations outside of the UK, the EEA or Switzerland which the EU or the UK do not consider to have an adequate data protection regime in place, we will ensure that appropriate safeguards (for example, standard contractual clauses approved by the EU, UK or a data protection authority) are put in place where required. If you would like more information regarding the safeguards we put in place for international data transfers from the UK, EEA or Switzerland please contact us.

Your personal data is shared with third party service providers who process such information on our behalf so that we can provide our services to you. Our third-party providers may use their own subcontractors who may be given access to your personal data in order to provide our services to you. Our main third-party providers are located outside of the UK, EEA and Switzerland and therefore your personal data will be transferred to countries outside of the UK, EEA and Switzerland.

We may share your personal data with other third parties, for example in the context of the possible sale or restructuring of our business or organisational structure. We may also need to share your personal data with a regulator or to otherwise comply with the law.

11 Third party links

Our Sites contain links to and from other applications, plug-ins and websites of other networks, advertisers, and affiliates. If you follow a link to any of these websites, please note that they (and any services that may be accessible through them) have their own privacy policies and, unless we have expressly agreed otherwise with you, we do not accept any responsibility or liability for the content of these applications or websites or their policies or for any personal data that may be collected through these applications, websites or services. We encourage you to read these privacy policies before you submit any personal data to these applications or websites or use such services.

12 Your United Kingdom, European Economic Area and Switzerland rights

If you are located in the UK, the EEA or Switzerland, you may have certain rights in relation to the personal data we process and hold about you. These rights are:

- **Right of access:** you have the right to request access to personal data that we may process about you.
- **Right to rectification:** you have the right to require us to correct any inaccuracies in your personal data.
- **Right to erasure:** you have the right to require us to delete your personal data, subject to certain legal requirements.
- **Right to restriction of processing:** you have the right to require us to restrict the way in which we process your personal data. You may wish to restrict processing if, for example:
 - you contest the accuracy of the data and wish to have it corrected; or
 - you would prefer restriction to erasure.
- **Right to object to processing:** you have the right to object to our processing of your personal data.

- **Right to data portability:** you have the right to obtain from us the personal data we hold on you.
- **Right to withdraw consent:** where we have relied upon your consent to process your personal data, you have the right at any time to withdraw your consent.
- **Right to lodge a complaint with a supervisory authority:** If you are an EU resident, you have the right to complain to a supervisory authority in your jurisdiction.

With the exception of lodging a complaint directly with a supervisory authority (such as the Information Commissioner's Office or the Finnish Data Protection Ombudsman), if you would like to contact us to exercise any of the other rights set out above, please put your request in writing; include proof of your identity (such as a copy of your driving licence or passport) and address (such as a recent utility or credit card bill) and specify the right you wish to exercise.

13 Possible rights under the Personal Information Protection Law of the People's Republic of China (PIPL)

For individuals who reside in the People's Republic of China (excluding Hong Kong S.A.R., Macau, and Taiwan), your personal data was not transferred by us from China. We receive and process your personal data upon your consent, which is given by your agreement to this policy, unless no consent is required pursuant to PIPL. Your personal data is received by us for a reasonable purpose, will be reasonably stored, and will be kept confidentiality for a reasonable period of time.

We intend to be PIPL compliant. You should be aware that you have the right to raise any concerns in relation to how we process your personal data. If you have any questions or concerns about this Privacy Policy, our Terms and Conditions, this Site, or if you wish to update, correct, delete or obtain any information you have provided to us, please feel free to contact us.

14 USA Residents

If you are a resident of USA, your state may afford you certain additional disclosures and rights regarding your personal data. Some states in the USA use the term personal information, rather than personal data. For the purposes of this Privacy Policy, those terms are used in the same manner. Updates to this Privacy Policy will be referenced by the "Last Updated and Effective Date" shown above.

You should be aware that you have the right to raise any concerns in relation to how we process your personal data with a governmental authority. For United States residents, this entity is the Federal Trade Commission, your state's attorney general's office, or an agency in charge of enforcement, such as the California Privacy Protection Agency.

14.1 Personal Data We Sell, Share or Disclose and the Purpose for It.

- ***Selling and Sharing (for Targeted Advertisement) of Personal Data.***

As noted above, we do not sell personal data as that term is commonly understood (*i.e.*, in exchange for money). However, as disclosed above, all of our group companies, subsidiaries and affiliates have access to a unified database, which includes your personal data. Their access to your personal data may be considered a sale under California law. Moreover, data analytics providers and social media companies have access to your identifiers (see the first chart in this Privacy Policy) and professional or employment information, which may be considered a sale or sharing for cross-context behavioral advertising (targeted advertising) under California law.

We also use third-party advertising companies to place ads on other sites. We do this by allowing our advertising and social media partners to place their cookies on a browser of an individual who visits our sites and accepts the use of

cookies. The data received by our third-party advertising and social media partners allows them to measure the effectiveness of such advertising and to provide advertisements on other websites about our services which are tailored to your interests.

We also provide opted-in email prospect lists to advertisers for the purpose of reaching specific individuals through retargeting ad campaigns.

We also use Google Analytics to ensure website functionality and improve our Site and services. This software may record information such as your IP address, location, age and gender, browser type and language, operating system, access time, duration of visit, pages you view within our Site, search terms you enter and other actions you take while visiting us, the pages you view immediately before and after you access the services, how often you use our Services, aggregated usage and performance data, app errors and debugging information. Google Analytics is owned and controlled by Google LLC. Data collected by Google is subject to its privacy policy. To learn how Google uses data related to website analytics, please click here: <https://policies.google.com/technologies/partner-sites>. You may opt-out of having your activity on our Site made available to Google Analytics by installing the Google Analytics browser add-on, available here: <https://tools.google.com/dlpage/gaoptout>.

This Site is not intended for anyone under 16 years old. We do not have actual knowledge that we sell or share the personal data of consumers under 16 years of age.

- **Disclosure of Personal Data to Service Providers**

In addition, we disclose and have disclosed in the preceding 12 months personal data to our service providers and contractors for the following business purposes.

- **Security and Fraud Detection:** We disclose personal data for our security and fraud detection services, including detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
- **Functionality & Debugging:** We disclose personal data to engage in debugging to identify and repair errors that impair existing intended functionality.
- **Services on Our Behalf:** We disclose personal data in order to receive services performed on our behalf, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on our behalf.
- **Quality Control & Improvement of Products and Services:** We disclose personal data to verify, maintain, and improve our products and services.

The following chart sets forth the categories of personal data we disclose for a business purpose.

Categories of Personal Data that We Disclose	Business Purposes for the Disclosure of Personal Data
PERSONAL INFORMATION	

Identifiers	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services
Protected Characteristics	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services
Audiovisual Information	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services
Professional or Employment-Information	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services
Education Information	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services
SENSITIVE PERSONAL INFORMATION	
Sensitive Characteristics	Security and Fraud Detection Functionality & Debugging

	Services on Our Behalf Quality Control & Improvement of Products and Services
Sexual Orientation Information	Security and Fraud Detection Functionality & Debugging Services on Our Behalf Quality Control & Improvement of Products and Services

- As Necessary:** We may also disclose personal data, as necessary: (a) to comply with any legal process; (b) to respond to requests from public and government authorities; (c) to enforce our terms and conditions; (d) to protect our operations and protect our rights, privacy, safety or property, and/or that of you or others; and (e) to allow us to pursue available remedies or limit the damages that we may sustain. We may also disclose personal data to our clients, customers and industry partners to comply with our contractual obligations to them if you are assigned to provide services to them. We may also disclose personal data in connection with or during negotiation of any reorganization, acquisition, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

14.2 Certain Rights for California Residents.

California residents may exercise certain privacy rights pursuant to the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2023, and related regulations. Your right to submit certain requests as a California resident are described below. Please note that these rights are subject to certain exceptions and certain of these rights are subject to verification mechanisms.

- Right to Know Personal Data Collected About You.** You have the right to know: (1) the categories of personal data we have collected about you; (2) the categories of sources from which the personal data is collected; (3) the business or commercial purpose for collecting, selling, or sharing personal data; (4) the categories of third parties to whom we disclose personal data; and (5) the specific pieces of personal data we have collected about you. You also have the right to know the list of all third parties to whom we have disclosed personal data, as defined under California Civil Code Section 1798.83(e) (a/k/a the “Shine the Light Law”), during the preceding year for third-party direct marketing purposes. You may submit a request by calling us at 1-800-795-1747 or emailing us at info@usgbc.org.
- Right to Know Personal Data Disclosed, Sold or Shared and to Whom.** You have the right to request that we disclose to you: (1) the categories of personal data that we collected about you; (2) the categories of personal data that we sold or shared about you and the categories of third parties to whom the personal data was sold or shared, by category or categories of personal data for each category of third parties to whom the personal data was sold or shared; and (3) the categories of personal data that we disclosed about you for a business purpose and the categories of persons to whom it was disclosed for a business purpose. You may submit a request by calling us at 1-800-795-1747 or emailing us at info@usgbc.org.

- **Right to Request Deletion of Your Personal Data.** You have the right to request that we delete your personal data, subject to a number of exceptions. Following receipt of a request, we will let you know what, if any, personal data we can delete from our records. If we cannot delete all of your personal data, we will let you know the reason. You may submit a request by calling us at 1-800-795-1747 or emailing us at info@usgbc.org.
- **Right to Correct Inaccurate Information.** If you believe that any of the personal data we maintain about you is inaccurate, you have the right to submit a request for us to correct that information. Upon receipt of a request, we will use commercially reasonable efforts to correct the information as you direct. You may submit a request by calling us at 1-800-795-1747 or emailing us at info@usgbc.org.
- **Right to Opt-Out of the Sale and Sharing of Your Personal Data.** As noted above, we disclose personal data to our group companies, subsidiaries and affiliates, which may be considered a sale under California law. You do not have the ability to opt-out of that disclosure. However, you may opt-out of the sale or sharing of your personal data for other purposes, to the extent applicable, by emailing us at Privacy@usgbc.org.
- **Right to Limit the Use of Your Sensitive Personal Data.** You have the right to limit the use of Sensitive personal data under circumstances. You do not have this right where we use your Sensitive personal data for the following purposes: (i) to that use which is necessary to perform the services or provide the goods reasonably expected by you; (ii) to help to ensure security and integrity; (iii) to perform services on our behalf; (iv) to undertake activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us; and (v) to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us. We are only using sensitive personal data for the collections of aggregate demographics in connection with credentialing. We only use disability information for making accommodations. Furthermore, we disclose Sensitive Personal Data for the limited purposes outlined in this Privacy Policy. Accordingly, this right does not apply to you.
- **Right to Non-Discrimination for Exercising Your Rights.** If you choose to exercise any of your rights, you have the right to not receive discriminatory treatment by us.

When you make a request to know, delete and/or correct, to help protect your privacy and maintain security, we will take steps to verify your identity. Our verification procedure may differ depending on whether you have an account with us or not and the request you are making. The following generally describes the verification processes we use:

- **Password Protected Accounts.** If you have a password-protected account with us, we may use existing authentication practices to verify your identity but will require re-authentication before disclosing, correcting or deleting data. If we suspect fraudulent or malicious activity relating to your account, we will require further verification (as described below) before complying with a request to know or delete.
- **Verification for Non-Accountholders.** If you do not have, or cannot access, a password-protected account with us, we will generally verify your identity as follows:
 - *For requests to know categories of personal data, we will verify your identity to a reasonable degree of certainty by matching at least two data points provided by you with reliable data points maintained by us.*
 - *For requests to know specific pieces of personal data, we will verify your identity to a reasonably high degree of certainty by matching at least three data points provided by you with reliable data points maintained by us. We will also require a declaration, signed under penalty of perjury, that the person*

requesting the information is the person whose information is the subject of the request or that person's authorized representative. We will maintain all signed declarations as part of our records.

- *For requests to correct or delete personal data*, we will verify your identity to a reasonable degree or a reasonably high degree of certainty depending on the sensitivity of the personal data and the risk of harm posed by unauthorized deletion. We will act in good faith when determining the appropriate standard to apply.

If there is no reasonable method by which we can verify your identity, we will state so in response to a request to know or delete personal data, including an explanation of why we have no reasonable method to verify your identity.

If you use an authorized agent to submit a request to know, delete or correct, we may require the authorized agent to provide proof that you gave the agent signed permission to submit the request. We may also require you to do either of the following: (a) verify your own identity directly with us; or (b) directly confirm with us that you provided the authorized agent permission to submit the request. This requirement does not apply if you have provided the authorized agent with power of attorney pursuant to California Probate Code sections 4121 to 4130.

We will respond to requests to know, requests to delete and / or delete no later than 45 calendar days. If we cannot verify your request within 45 days, we may deny your request. If necessary, we may take up to an additional 45 days to respond to your request but in such an event will provide you a notice and an explanation of the reason that we will take more than 45 days to respond to your request.

Regarding your rights to opt-out of the sale and sharing of personal data and to limit the use of your personal data, in addition to the links above, you can also exercise your right to opt-out by using a browser that supports an opt-out preference signal (also known as a Global Privacy Control (GPC)). If you choose to use this signal, you will need to turn it on for each browser you use.

15 Cookies

We employ "cookies" to provide visitors with tailored information to facilitate your use of the Site. A "cookie" is an element of data that a website sends to a visitor's browser which, in turn, may store that element on the visitor's hard drive or memory. Any cookies sent by us will be marked so that they will be accessible only by our Sites. A visitor may block or delete our cookies from the hard drive. However, by disabling cookies, certain features and functionality of our Sites may no longer work properly, or at all. See our [Cookie Policy](#) for more information about data collected online from cookies and similar technologies.

16 Amendments to this Privacy Policy

We may at any time change, modify, or otherwise update this Privacy Policy without prior notification. The latest applicable version can be accessed at all times at <https://www.usgbc.org/resources/usgbc-privacy-notice>.

This Privacy Policy was last updated: December 22, 2023.

17 How to contact us

You should be aware that you have the right to raise any concerns in relation to how we process your personal data with a data protection supervisory. If you are in the EEA or Switzerland, this entity is your local supervisory authority. If you are in the United States, this entity is the Federal Trade Commission, your state's attorney general's office, or an agency

in charge of enforcement such as the California Privacy Protection Agency. If you are in Germany, this entity is the German Federal Commissioner for Data Protection and Freedom of Information as well as the applicable authorities in each of the sixteen German federal states (Länder). For more information, please see: <https://www.datenschutzkonferenz-online.de/datenschutzaufsichtsbehoerden.html>.

Alternatively, you may also contact us if you have questions or concerns about this Privacy Policy, our [Terms and Conditions](#), this Site or if you wish to update, correct or delete any information you have provided to us. Please feel free to contact us by email at info@usgbc.org or by mail or telephone at the details provided below:

U.S. Green Building Council
2101 L Street, NW
Suite 600
Washington, DC 20037

Within the United States: 1-800-795-1747

Outside the United States: 1-202-742-3792