



## Privacy Notice

Last Revised and Effective Date: June 25, 2024

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WEConnect International (“us,” “we,” “our,” or “WEConnect”) understands that privacy is important to everyone and when we say that we care about your privacy, we really mean it. This Privacy Notice (“Notice”) explains how WEConnect International collects, processes, transfers, and discloses your personal data. This notice also describes the rights you have regarding our use of your personal information, the measures we take to protect the security of your data, and how you can contact us regarding our data protection practices.

This Notice applies when you:

- Browse or visit our website at <https://weconnectinternational.org/> (“Site”)
- Make use of our Site to sign up and use our customer data platform (“Platform”)
- Provide your personal data in connection with our events, sales, and marketing activities (collectively “Services”)
- Utilize our chatbot function otherwise known as the WEConnect Online Assistant; and
- Join the WeConnect Community (Otherwise known as the WE Community) and Register your Business

This Notice does not apply to any products, services, websites, mobile applications or content offered by third parties and linked to here. Data collected by these third parties are covered by their own privacy policies.

### **1. Personal Data We Collect and How We Collect It**

As used in this Notice, personal data means any information about an individual from which that person can be reasonably identified.

We collect personal data in the course of providing Services to you. The data we collect falls into three main categories: (1) data we collect from you directly, (2) data we collect from you automatically, and (3) data we collect from third parties.

#### ***A. Data We Collect***

The Personal Information we receive and collect from you includes, without limitation, the following:



- (1) Contact data (such as your e-mail address and phone number);
- (2) Demographic data (such as your gender, ethnicity, your date of birth, and your zip code);
- (3) Payment data (such as a credit card number or payment account information); and
- (4) Other identifying information that you voluntarily choose to provide to us, including without limitation unique identifiers such as passwords, and Personal Information in emails or letters that you send to us (such as your business name and job title).

We may also collect additional Personal information, in an as needed basis and pursuant to your consent. You may still access our Site if you choose not to provide us with any Personal Information, but if you elect not to share Personal Information it will affect our ability to provide our full Services to you.

#### **Billing, Collection and Payment Information**

When you make a payment through our Services, your payment card information is collected and stored by our payment processing partners. Our payment processing partners collect your payment card information necessary to process your payment. Such partners' use and storage of information is governed by its applicable terms of use and privacy notice.

#### **Information we automatically collect when you use our Services**

Some information, which may include Personal Information, is automatically collected when you use our Services, such as the following: (i) IP address; (ii) domain server; (iii) type of device(s) used to access the Services; (iv) web browser(s) used to access the Services; (v) referring webpage or other source through which you accessed the Services; (vi) geolocation information; and (vii) other statistics and information associated with the interaction between your browser or device and the Services (collectively "Traffic Data"). Depending on applicable law, some Traffic Data may be Personal Information.

#### **Marketing Subscribers**

When you sign up for a webinar, event, or otherwise sign-up to receive marketing information from us on our Site, or take a survey we collect your name, email address, telephone number, company name, job title, location, and other professional and employment information.

If you elect to receive emails from us, we capture data related to the time you open our emails and method of engagement, and banners clicked.

If you sign up to receive ongoing marketing communications, you can always choose to opt out of further communications by unsubscribing from any marketing email you receive. You can also unsubscribe at [www.weconnect.org/unsubscribe](http://www.weconnect.org/unsubscribe)



## **Job Applicants**

If you applied for a job with us, we may collect information including: your legal name, preferred names and pronouns, physical address, e-mail address, phone number, job application materials, resume, CV, cover letter and any other related information or information within those materials.

We only grant access to Personal Data on a need-to-know basis. Authorized recruiters, interviewing employees or their designees, HR personal responsible for the job openings, 3<sup>rd</sup> party recruiters, and IT staff as may be required to manage the Career Websites.

We retain Personal Data for a period necessary to fulfil the purpose outlined regarding Job applicants, customary human resource practices, and in accordance with applicable legal and regulatory requirements. If you are retained for employment, your personal data will be retained for the time period of your employment subject to statutory requirements. In addition, if you are not selected for employment, we may keep your information for a two-year period in order to consider whether your skills are suitable for other job opportunities within our organization. If you would like your information deleted from our database, please contact us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org)

### ***B. How We Collect Data***

We collect information (including Personal Information and Traffic Data) when you use and interact with the Site and the Services, and in some cases from third party sources. Such means of collection include:

- (1) When you register for our Services online (such as by submitting an application for certification or registration, signing up to receive our newsletters, registering for an event, or making a donation);
- (2) When you voluntarily provide information in free-form text boxes through the Services or through responses to interviews, surveys, questionnaires and the like;
- (3) If you use the Services on our Site, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant Service, such as information regarding when you are logged on and available to receive updates;
- (4) If you use a location-enabled browser, we may receive information about your location, as applicable;
- (5) Through cookies, web beacons, analytics services and other tracking technology (collectively, “**Tracking Tools**”), as described below; and



(6) When you contact us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org) or otherwise contact us.

Please refer to our [Cookie Statement](#)

## 2. How We Use Your Information

We use your personal data for the purpose described below. We only collect and process personal data when we have a legal basis to do so and in accordance with applicable law and General Data Protection Regulation (“GDPR”) Standards as set forth below.

### Legal Bases

We rely on a number of legal bases when you access or use the Services and we collect, use, share, and otherwise process your personal information for the purposes described in this policy. These legal bases include where:

- (1) You have consented to the processing, which you can revoke at any time;
- (2) Necessary to perform contractual obligations and in order to provide the Services to you;
- (3) Necessary to comply with a legal obligation, a court order, or to exercise or defend any impending or asserted legal claims;
- (4) Occasionally necessary to protect your vital interests or those of others (in rare cases where we may need to share information to prevent loss of life or personal injury).
- (5) Necessary in the public interest, such as to prevent crime or you have expressly made the information public; and
- (6) Necessary for the purposes of our or a third party’s legitimate interests, such as those of visitors, members, or partners **(described in more detail below)**;

### Legitimate Interests in using your information

We may use information that is not Personal Information that has been de-identified and/or aggregated to better understand who uses our Site and Services and how we can deliver a better experience or otherwise at our discretion.

We use information, including Personal Information, to provide the Services and to help improve the Services, to develop new services, and to advertise. Specifically, such use may include:

- (1) Providing you with the services and information you request;
- (2) Responding to correspondence that we receive from you;
- (3) Contacting you when necessary or requested;



- (4) Providing, maintaining, administering or expanding the Services, performing business analyses, or for other internal purposes to support, improve or enhance our business, the Services, and other products and services we offer;
- (5) Customizing or tailoring your experience of the Services, which may include sending customized messages or showing you Sponsored Results;
- (6) Notifying you about certain resources or services we think you may be interested in learning more about;
- (7) Sending you information about our Services;
- (8) Sending emails and other communications that display content that we think will interest you and according to your preferences;
- (9) Combining information received from third parties with information that we have from or about you and using the combined information for any of the purposes described in this Privacy Notice;
- (10) Showing you advertisements, including interest-based or online behavioral advertising;
- (11) Using statistical information that we collect in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;
- (12) Fulfilling our legally required obligations, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities;
- (13) Resolving disputes;
- (14) Protecting against or deterring fraudulent, illegal, or harmful actions; and
- (15) Enforcing other agreements.

Please refer to our [International Appendix](#)

### **3. How We Share Your Information**

In certain circumstances, and in order to perform the Services, we may share certain information that we collect from you, as described in this section:

**(1) Advertising:** We do not sell email addresses to third parties. We may share your Personal Information with our partners to customize or display our advertising.

**(2) Business Partners:** We may share your Personal Information and/or Traffic Data with our partners who perform operational services (such as hosting, billing, fulfillment, data storage, security, insurance verification, web service analytics, or ad serving) and/or who make certain services, features or functionality available to our users.

**(3) Cross Device Matching:** To determine if users have interacted with content across multiple devices and to match such devices, we work with partners who analyze device activity data



and/or rely on your information (including demographic, geographic and interest-based data). To supplement this analysis, we also provide de-identified data to these partners. Based on this data, we may then display targeted advertisements across devices that we believe are associated or use this data to further analyze usage of Services across devices.

**(4) Business Transfers:** We may transfer your Personal Information to another company in connection with a proposed merger, sale, acquisition or other change of ownership or control by or of WEConnect (whether in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

**(5) Public Information and Submissions:** You agree that any information that you may reveal in a review posting, online discussion or forum is intended for the public and is not in any way private. Carefully consider whether to disclose any Personal Information in any public posting or forum. Your submissions may be seen and/or collected by third parties and may be used by others in ways we are unable to control or predict.

**(6) Protection of WEConnect and Others:** We also may need to disclose your Personal Information or any other information we collect about you if we determine in good faith that such disclosure is needed to: (1) comply with or fulfill our obligations under applicable law, regulation, court order or other legal process; (2) protect the rights, property or safety of you, WEConnect or another party; (3) enforce the Agreement or other agreements with you; or (4) respond to claims that any posting or other content violates third-party rights.

**(7) Other Information:** We may disclose information that is not Personal Information that has been de-identified and/or aggregated at our discretion.

#### **4. Data Retention and Storage/Security**

##### ***A. Data Retention***

We will erase your personal data when it is no longer necessary for the purposes for which it was collected or otherwise processed; when you withdraw your consent and there is no other legal ground for the processing; when you object to the processing and there are no overriding legitimate grounds for the processing; when your personal data has been unlawfully processed; and when it is no longer necessary to comply with legal obligations.

When determining the retention period, we also take into account criteria such as the type of services requested by or provided to you, the nature and length of our relationship with you, possible re-enrollment to use our Site or Services, and the impact on the Site or Services



functionality if we delete your personal data. For example, we may retain information for as long as we need it for: A legal request or obligation, including obligations of WEConnect or to comply with applicable law, a governmental investigation, and a legal claim, complaint, litigation or regulatory proceeding.

### ***B. Storage/Security***

The security of your Personal Information is important to us. We endeavor to follow generally accepted industry standards to protect the Personal Information submitted to us, both during transmission and in storage.

WEConnect is headquartered in the United States and has affiliates worldwide. Any Personal Information you submit to us online will be transferred to and stored in the United States by WEConnect. In addition, the Personal Information collected on our Sites may be transferred to, stored, and processed in the European Economic Area or any other country in which WEConnect or its subsidiaries and affiliates reside. We may also require other information from you during the application process including at or following a certification site visit in order for your business to qualify with respect to the WEConnect certification criteria. By choosing to use our Sites and to provide us this data, you consent to any such transfer, storage and processing of information outside the jurisdiction in which you reside. We maintain industry standard backup and archival systems.

Your account is protected by a password for your privacy and security. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password and/or other sign-on mechanism appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

Although we make good faith efforts to store Personal Information in a secure operating environment that is not open to the public, we do not and cannot guarantee the security of your Personal Information. If at any time during or after our relationship we believe that the security of your Personal Information may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we will endeavor to notify you as promptly as possible under the circumstances. If we have your e-mail address, we may notify you by e-mail to the most recent e-mail address you have provided us in your account. Please keep your e-mail address in your account up to date. You can update that e-mail address anytime in your Account by logging into the WEConnect International WECommunity, selecting "profile", and clicking on "edit settings." If you have difficulty updating your e-mail address or other information on your account, please contact us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org). If you receive a notice from us, you can print it to retain a copy of it. To receive these notices, you



must check your e-mail account using your computer or mobile device and email application software. You consent to our use of e-mail as a means of such notification. If you prefer for us to use a traditional postal service, such as the U.S. Postal Service, to notify you in this situation, please e-mail us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org). Please include your address when you submit your request. You can make this election any time, and it will apply to notifications we make after a reasonable time thereafter for us to process your request. You may also use this e-mail address to request a print copy, at no charge, of an electronic notice we have sent to you regarding a compromise of your Personal Information.

## 5. Your Rights to Privacy

Depending on where you live, you have certain rights regarding your personal data that we collect. We follow GDPR standards for peoples' rights to privacy.

Please note that your exercise of rights also depends on your relationship with us. Platform End Users should exercise their rights through our customers.

You can always opt not to disclose information to us, but keep in mind some information may be needed to create an Account and to use certain features of our Site and our Services.

**(1) Right to Access:** You can access certain Personal Information associated with your account by visiting your account privacy settings or contacting us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org).

**(2) Right to Rectification/Correction:** You have the right to request that we rectify inaccurate information about you. By visiting your account settings or contacting us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org), you can correct and change certain personal information associated with your account.

**(4) Right to Erasure/Deletion:** In certain circumstances, you have the right to request the deletion of your personal information, except information we are required to retain by law, regulation, or to protect the safety, security, and integrity of WEConnect.

**(3) Right to Restrict Processing:** In certain cases where we process your information, you may also have the right to restrict or limit the ways in which we use your personal information.

**(4) Right to Notification:** In the unforeseen event of a data breach, you have the right to be notified of that nature of the breach and what information if any was compromised.





**(5) Right to Portability:** You can request a copy of your personal information in an easily accessible format and information explaining how that information is used.

**(6) Right to Object:** If we process your information based on our legitimate interests as explained above, or in the public interest, you can object to this processing in certain circumstances. In such cases, we will cease processing your information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons. Where we use your personal data for direct marketing purposes, you can object using the unsubscribe link in such communications or changing your account email settings.

**(7) Right to Withdraw Consent:** Where we rely on consent, you can choose to withdraw your consent to our processing of your information using specific features provided to enable you to withdraw consent, like an email unsubscribe link or your account privacy settings. If you have consented to share your precise device location details but would no longer like to continue sharing that information with us, you can revoke your consent to the sharing of that information through the settings on your mobile device. This is without prejudice to your right to generally permanently close your account and delete your personal information.

If you are unable to exercise any of the rights in this section from your account, please contact WEConnect with details of your concerns or requests. If you wish to close your account, please email us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org)

## 6. Children

This Site is not directed towards children. We do not knowingly collect personal data from anyone under the age of 18 through Site and/or Services. Our Services are not intended for use by children and people under the age of 18 are prohibited from using the Services. If you are under 18, please do not attempt to use the Site or register for the Services or send any Personal Information about yourself to us. If you have reason to believe that a person under the age of 18 has provided personal data to us, please contact us, and we will work on deleting that information from our database.

## 7. Other Web Services

The Site and the Services may contain content, services, advertising and other materials that link external Sites. WEConnect does not endorse and is not responsible for the content of such external Sites. Please refer to our [International Appendix](#), the terms and use and privacy notices of the External Sites for more Information.



## **8. Changes to This Notice**

This Privacy Notice is effective as of the date started at the top of this Privacy Notice. We may change this Privacy Notice from time to time. Your access of this Site or continued use of our Services after such change will be deemed acceptance of this and future Privacy Notices.

## **9. How to Contact Us**

If you have any questions or concerns about WEConnect's privacy practices or about exercising your rights, you may contact us at [privacy@weconnectinternational.org](mailto:privacy@weconnectinternational.org) or Call us at +1 202-810-6000. You may also write to us at:

WEConnect International  
1100 H St., NW  
Suite 530  
Washington, DC 20005 USA

WEConnect International is the entity responsible for the processing of personal data as described in this Privacy Notice.