

WWF Germany („WWF Germany“, „we“, „us“ or „our“) takes the protection of personal data very seriously and understands that our users („you“ or „your“) are concerned about maintaining the privacy and security of their personal data that we might receive and process and is committed to protect this privacy and security. For this reason, we would like to inform users of our website how we process your personal data. This Privacy Policy (“Privacy Policy“) applies to WWF Water Risk Filter website. There may be another privacy policy on servers/websites accessed using external links.

Controller

Controller in the meaning of Art. 4 (7) of the EU General Data Protection Regulation ("GDPR") for this website is:

WWF Germany

A Civil Law Foundation
Reinhardtstr. 18
10117 Berlin
Phone: 030 311777-0
Fax: 030 311777-199
E-Mail: info@wwf.de

Data Protection Officer

If you have any questions regarding the processing of your personal data or this Privacy Policy, you can contact our Data Protection Officer at:

WWF Germany

Data Protection Officer
Reinhardtstr. 18
10117 Berlin
Phone: 030 311777-0
datenschutz@wwf.de

What personal data concerning you do we collect?

All information which is related to an identified or identifiable natural person (e.g., name, address, phone number, or email address) is "personal data". The processing of your personal data entails for example the data's collection, storage, usage or deletion.

Information you provide to us

We collect personal data that you provide to us via our website, for example in order to use the functions of the Water Risk Filter website, you may be required to register with your company information (although personal data is not required for the registration process in some cases your email address may contain personal data such as name or surname). The data will be used exclusively

for the provision and use of our services. Analysis or distribution to third parties is prohibited. As a registered user you can delete your account at any time by clicking on 'My Account' at the top of the homepage to access your admin panel. In the admin panel, you can edit information and delete your account.

Log Files

Every time you use the Internet, your Internet browser automatically transmits certain information which is then saved by us in log files that may contain personal data. We save log files for the purposes of determining disruptions and for security reasons (e.g., to elucidate attack attempts) for a period of 7 to 10 days and delete them thereafter. Log files which need to remain stored for evidence purposes are excluded from deletion until the respective incident has been finally resolved and may be forwarded to investigating authorities on a case-by-case basis.

Log files contain in particular the following information: Internet address of the website from which the online offer is accessed (so-called URL of origin or referrer URL); Name of the service provider through which access to the online offer occurs; Type of action or query performed on the online offer; Name of accessed file or information; Date and time and duration of access; Amount of data transmitted; Operating system and information on the Internet browser used, including add-ons installed (e.g., for the Flash Player); Status or error codes (e.g. „request successful“ or „file not found“). The evaluation is conducted only by employees authorized by us.

What are the purposes and legal bases for the processing of your personal data?

We process your personal data through our website for the following purposes, based on the legal bases listed:

No.	Purpose for processing	Legal basis for processing	Description of legitimate interest for processing if applicable
1.	To contact you and provide you with information that you have requested and deal with any matters arising as a result of that contact	Performance of user contract	We process your personal data to provide the service and perform tasks in connection with the relationship with you as a user of our website
2.	To collect statistical information about the use of this website (so-called web analytics, please refer to section „ Google Analytics “ for further information	Legitimate Interest	We have a legitimate interest in analysing the usage of our website in order to continuously improve it and to customise it to our users' needs

3.	To enable our users to recommend our website via social plug-ins or share information about our website with others (please refer to section „Use of Social plug-ins ” for further information)	Legitimate Interest	We have a legitimate interest in the processing of data if our users activate a social plug-in and thus express that they would like us to transfer data to the respective social network
4.	To determine disruptions and to ensure the security of our systems, including the detection and tracing of (the attempt of) unauthorised access to our web servers (please refer to section „Log files ” for further information)	Compliance with the legal obligations regarding data security as well as legitimate interest	We have a legitimate interest in resolving disruptions, ensuring the security of our systems and the detection and tracing of (the attempt of) unauthorised access
5.	To safeguard and defend our rights	Legitimate Interest	We have a legitimate interest in exercising and defending our rights
6.	To comply with relevant legal obligations, such as keeping accounting records	Compliance with legal obligations	N/A

Use of Cookies

In order to make your visit to our website attractive and to enable the use of certain functions, we use so-called cookies on several pages. These are small text files that are stored on your device. Some of the cookies we use are deleted at the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your device and enable us or our partner to recognize your browser on your next visit (persistent cookies). You can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them or to exclude the acceptance of cookies for certain cases or in general. The failure to accept cookies may limit the functionality of our website.

Categories of Cookies

Absolutely necessary cookies are required so that you can navigate a website and use its functions. Without these cookies, certain features, such as actions during a visit (ex: text input), cannot be guaranteed even when navigating between website pages.

Functional cookies enable a website to store information already provided (ex: user name, language selection or your current location) and improve the user's ability to offer personal features. These cookies collect anonymous information and cannot track your movements on other websites.

Performance cookies collect information about the use of a website - for example, which pages visitors visit most frequently and whether they receive error messages from a page. These cookies do not store any information that would allow the user to be identified. The information collected is summarized and made anonymous. These cookies are used exclusively to improve the performance of a website and thus its user-friendliness.

Cookies for marketing purposes are used for the purpose of target-oriented advertising relevant to the user and adapted to the user's interests. They are also used to limit the frequency of an ad and to measure the effectiveness of advertising campaigns. They record whether you have visited a website or not. This information may be distributed to third parties (ex: advertisers). To improve targeting and advertising, cookies are often linked to third-party functions.

Google Analytics

We use Google Analytics, a web analysis service of Google Inc. ("Google"), for the demand-oriented design of web offers. WWF Germany only receives evaluations of data without any personal reference.

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

On behalf of the operator of this website, Google will use this information to evaluate the use of the website by users, to compile reports about website activities and to provide the website operator with further services associated with the use of the website and the Internet. Google may also transfer this information to third parties if this is required by law or if third parties process this data on behalf of Google. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, we would like to point out that in this case you may not be able to use all features of this website to their full extent. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes established above.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

For more information about Google Analytics Terms of Use and Privacy Policy, please visit: <https://www.google.com/analytics/terms/de.html> and

<https://support.google.com/analytics/answer/6004245?hl=de>.

In those cases where the plug in cannot be used on smart phones, for example, you can also prevent it from being captured by Google Analytics by clicking on the following link. When you visit this website, an opt-out cookie is set to prevent the future collection of your data: [Deactivate Google Analytics](#).

Use of Social Plug-ins or the "Share" Function

WWF uses social plug-ins or "share" functions from the following providers on some of its Internet services:

[Facebook Inc.](#), 1601 South California Avenue, Palo Alto, CA 94304, USA

[Google Inc.](#), 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

[Twitter Inc.](#), 1355 Market Street, Suite 900, San Francisco, CA 94103, USA

The plug-ins allow you to share content and images with other people. When using the plug-ins, WWF Germany would like to ensure that user data is only transferred if this is desired. We have therefore decided to use the so-called "2-click solution".

By default, the plug-in is disabled. Only when you as a user click on one of the buttons, it is activated and a connection to the servers of the providers is established. With the second click you can then use the button. Additional explanations about the so-called "2-click solution" can be found [here](#).

By using the plug-ins, the providers receive notification that you have visited our website. If you click one of the buttons while logged into your respective account, you can link to the contents of our pages on your profile. This allows the provider to assign the visit to our pages to your user account. We would like to point out that, as the provider of the website, we have no knowledge of the content of the data transmitted or how it is used by Facebook & Co.

Further information about the data protection of the individual providers can be found in their corresponding data privacy policy. Please follow the link under the provider name above.

Social Media Stream

In our website's social media stream, your participation in some of our campaigns is shown on social networks. All contributions that are created under a hashtag and made publicly accessible are recorded, aggregated and presented in our social media stream. The articles also contain personal data such as the profile picture, other published pictures, the user's name and information in the posts. The data will be used exclusively for the above purposes. Analysis or distribution of the data to third parties is prohibited.

How do we share and disclose your personal data?**Service Provider**

Except as set out in this Privacy Policy, we do not sell, trade, or otherwise transfer your personal data to outside parties. We provide access to or share your personal data with our service provider, Knoema Corporation, who perform services on our behalf. Knoema Corporation provides software development and maintenance of the WWF Water Risk Filter. We have signed with our service provider respective contracting obligations providing at least the same level of data protection as

WWF Germany does. Knoema Corporation acts only as so-called data processor on our behalf and subject to our instructions:

- **Knoema Corporation**, 1750 Tysons Boulevard, Suite 1500 McLean, VA, 22102, USA

Third Parties

We also may disclose your personal data to trusted third parties who assist us in conducting our business, so long as those parties agree to keep this information confidential:

- To external auditors in the event of audits or investigations, if there is a legal requirement or legitimate business interest to do so;
- If we are required to do so by law, statute, regulation, or professional standard, or to respond to a subpoena, search warrant, or other legal request, in response to law enforcement authority or other government official request.

Transfers of your data to countries outside the EEA

We transfer personal data to our service provider located outside the European Economic Area („EEA“). We ensure prior to the transfer that it is subject to appropriate safeguards, for example by entering into so-called standard data protection clauses of the European Union with the recipient (Art. 46 GDPR).

You may also receive a copy of the appropriate or suitable safeguards in place. Please use the details provided in section „Controller“.

For how long do we keep your personal data?

We store your data as long as it is necessary to provide this website and the services connected with it or as long as we have a legitimate interest in continued storage. In all other cases, we delete your personal data with the exception of such data that we are required to retain for the purpose of contractual or statutory (e.g., taxation or commercial law) retention periods.

What are your rights and how you can exercise them?

Right of access:

You have the right to obtain confirmation from us as to whether or not your personal data is being processed and a right to access your personal data that is being processed by us.

Right of rectification:

You also have the right to obtain without undue delay the rectification of any inaccurate personal data relating to you and to have any of your personal data that is incomplete completed. In case we have

transferred your personal data to third parties, we will inform them about this rectification and completion if required by law.

Right to erasure ('right to be forgotten')

You have the right to obtain the erasure of your personal data from us without undue delay and we have the obligation to erase your personal data without undue delay if one of the following grounds applies:

- your personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- the processing of your personal data is based solely on your consent and you have withdrawn your consent;
- you have objected to direct marketing;
 - you have objected to the processing that is based on our legitimate interest on grounds that relate to your particular situation and there are no overriding legitimate grounds for the processing;
- your personal data have been unlawfully processed;
- your personal data have to be erased for compliance with a legal obligation

In case we have transferred your personal data to third parties, we will inform them about this erasure if required by law.

Please keep in mind that there are limitations to your right to erasure. We are for example not allowed to erase data that we are legally obliged to store (namely due to statutory retention periods). Also, your right to erasure does not apply if we need to store the data for the establishment, exercise or defence of legal claims.

Right to restriction of processing:

You have the right to restrict our processing of your personal data where

- you contest the accuracy of the personal data until we have taken sufficient steps to correct or verify its accuracy;
- the processing is unlawful but you do not want us to erase the data;
- we no longer need your personal data for the purposes of the processing, but you require them for the establishment, exercise or defence of legal claims; or

- you have objected to processing based on our legitimate interest (see below) pending verification as to whether we have compelling legitimate grounds to continue processing.

Where personal data is subjected to restriction in this way, we will only process it with your consent or to a very limited extent, e.g. for the establishment, exercise or defence of legal claims.

Rights to object:

You have the right to object to the processing of your personal data that is based on our legitimate interest, on grounds to your particular situation, at any time.

You may address your objections to:

WWF Germany

A Civil Law Foundation
Reinhardtstr. 18
10117 Berlin
Phone: 030 311777-0
Fax: 030 311777-199
E-Mail: info@wwf.de

or to our Data Protection Officer:

WWF Germany

Data Protection Officer
Reinhardtstr. 18
10117 Berlin
Phone: 030 311777-0
datenschutz@wwf.de

Right to Data portability:

Where we are relying upon your consent or the fact that the processing is necessary for the performance of a contract to which you are party as the legal basis for processing, and that personal data has been provided by you and is processed by automated means, you have the right to receive all such personal data which you have provided to us in a structured, commonly used and machine readable format, and also to require us to transmit it to another controller where this is technically feasible.

Right to lodge a complaint with the Supervisory Authority:

You have the right to lodge a complaint with a Supervisory Authority. You can appeal in particular to the Supervisory Authority, which is competent for your place of residence or your state or to the Supervisory Authority which is competent for us. This is:

Berlin Commissioner for Data Protection and Freedom of Information
Friedrichstr. 219
10969 Berlin
E-Mail: datenschutz@wwf.de

Additional details can be found on WWF Germany Legal Notice page.

You may exercise your rights in connection with the processing through our website by contacting us via the contact details supplied in section „Controller“ or in section „Data Protection Officer“.

Please ensure for this purpose that a clear identification of your person is possible for us.

Changes to our Privacy Policy

We reserve the right to amend this Privacy Policy at any time to reflect changes in the law, our data collection and use practices, or advances in technology. We will make the revised Privacy Policy available on our websites. If we make a material change to the policy we will provide you with an appropriate notice in accordance with legal requirements. Our registered users will be informed about the changes beforehand.