



# Wilder Earth Privacy Policy



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## 1. Summary

Wilder Earth LLC ("Wilder Earth") is committed to protecting your privacy and providing a safe online experience. This privacy policy (the "Privacy Policy") applies to the [www.wilder.earth](http://www.wilder.earth) website, the blockchain-based registry system of environmental assets made available by Wilder Earth, the marketplace and fundraising platforms made available by Wilder Earth, as well as any subsequent versions (and any other websites which are owned or operated by Wilder Earth (collectively, the "Platform")) and governs data collection and usage by Wilder Earth on the Platform.

## 2. Scope

2.1 This Privacy Policy provides you with guidance on your rights and obligations in relation to your personal information.

2.2 This Privacy Policy establishes and communicates the key principles that Wilder Earth follows in protecting the personal information that we collect.

## 3. Policy Modification

3.1 Wilder Earth reserves the right, at any time, to modify this Privacy Policy. If we make revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy.

3.2 If we make material changes to our Privacy Policy, we will take reasonable steps to notify you by other means prior to the changes taking effect, such as by posting a notice on our Platform or sending you a notification via email.

3.3 You should review this Privacy Policy periodically so that you keep up to date on our most current policies and practices. Each time you use this Platform, the current version of the Privacy Policy will govern your use. We will note the effective date of the latest version of our Privacy Policy at the end of this Privacy Policy.

## 4. Collection of Personal Information

4.1 "Personal information" is any information that can be used to identify an individual. When using the Platform, Wilder Earth will collect the following types of personal information:

- a) your name,
- b) physical address,
- c) email address,
- d) phone number,
- e) login information,
- f) marketing preferences,
- g) company affiliation (i.e., with which company you are connected),
- h) geographic location,
- i) date of birth, and
- j) IP address.

4.2 Wilder Earth carries out background checks on its prospective users, which involves processing personal information about certain individuals connected to the prospective users (such as a board member or an owner of a controlling interest in the business) when we onboard their business. To carry out these checks, we collect the following types of personal information:



- a) Business information, specifically business telephone number (landline and mobile) and email address, job title, the company name or business trading name, proof of authority for individuals to open a Wilder Earth account on behalf of the organisation, and business/operational address.
- b) Where the prospective user is a sole trader:
  - Full name and title; and
  - VAT number (if applicable).
- c) Identification information related to individuals:
  - Identification card; and
  - Photograph.

4.3 This Privacy Policy only applies to information that is collected through the Platform; it does not apply to any information collected by other Platform users, such as through email communications between you and another user.

4.4 Wilder Earth provides, through the Platform, access to third-party websites where content is not controlled by Wilder Earth. If you disclose your information to other Platform users, different rules may apply to their use or disclosure of your personal information. Wilder Earth does not guarantee the privacy or security of the personal information you provide to others. We therefore encourage you to evaluate the privacy and security policies of the other Platform user before sharing your information. You should also review the privacy statements of websites that have links within the Wilder Earth Platform and which you choose to navigate to from the Wilder Earth Platform so that you understand how those websites collect, use and share your information. Wilder Earth is not responsible for the privacy statements or other content on websites outside of the Platform.

4.5 Further details on our use of cookies can be found in our [Cookies Policy](#).

## 5. Method of Collection

We collect personal information when you:

- a) Open an account on any part of the Platform.
- b) Upload information on your profile when logged into your account.

## 6. Purpose and Use

Wilder Earth uses your personal information for the following purposes, as permitted by applicable law. The principal purpose of the collection your personal information is to offer you a safe, optimum, efficient and personalised experience.

6.1 Providing the functionality of our Platform and fulfilling your requests.

- a) To provide the Platform's functionality to you, such as arranging access to your registered account, and providing you with related benefits, special promotions, or customer service.
- b) To respond to your inquiries and fulfil your requests, when you contact us via one of our online contact forms or otherwise, for example, when you send us questions, suggestions, compliments or complaints, or when you request a quote for or other information about our Platform.
- c) To complete your transactions, verify your information, and provide you with related benefits, special promotions, or customer service.
- d) To send administrative information to you, such as changes to our terms, conditions, and policies.



We will engage in these activities to manage our contractual relationship with you and/or to comply with a legal obligation.

6.2 Providing you with our newsletter and/or other marketing materials and facilitating social sharing.

- a) To send you marketing related emails, with information about our Platform, new services and other news about our company.

We will engage in this activity with your consent or where we have a legitimate interest.

6.3 Analysing personal information for business reporting and providing personalised services.

- a) To analyse or predict our users' preferences in order to prepare aggregated trend reports on how our digital content is used, so we can improve our Platform.
- b) To better understand your interests and preferences, so that we can personalise our interactions with you and provide you with information and/or offers tailored to your interests.
- c) To better understand your preferences so that we can deliver content via our Platform that we believe will be relevant and interesting to you.

We will provide personalised services based on our legitimate interests, and with your consent to the extent required by applicable law.

6.4 Aggregating and/or anonymising personal information.

- a) We may aggregate and/or anonymise personal information so that it will no longer be considered personal information. We do so to generate other data for our use, which we may use and disclose for any purpose, as it no longer identifies you or any other individual.

We will engage in this activity where we have a legitimate interest.

6.5 Accomplishing our business purposes.

- a) For data analysis, for example, to improve the efficiency of our Platform.
- b) For audits, to verify that our internal processes function as intended and to address legal, regulatory, or contractual requirements.
- c) For fraud prevention and fraud security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft or money laundering and to check your authority to represent your company.
- d) For developing new services for the Platform.
- e) For enhancing, improving, repairing, maintaining, or modifying our current services available on the Platform, as well as undertaking quality and safety assurance measures.
- f) For identifying usage trends, for example, understanding which parts of our Platform are of most interest to users.
- g) For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users.
- h) For operating and expanding our business activities, for example, understanding which parts of our Platform are of most interest to our users so we can focus our energies on meeting our users' interests.

We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation, and/or based on our legitimate interest.



## 6.6 Carrying out background checks, involving individuals linked to prospective users.

- a) For protecting our business, preventing fraud or abuse of our Platform and for internal record keeping purposes.

We engage in this activity to comply with a legal obligation, where there is a substantial public interest and/or based on our legitimate interest. Wilder Earth has a legitimate interest to carry out background checks to protect its business interests, including any reputational risk to Wilder Earth.

Wilder Earth is required to carry out the background checks by law including, but not limited to, the 5th AML Directive (EU 2018/843) and the UK Money Laundering and Terrorist Financing (Amendment) Regulations 2019. The processing of personal data for the background checks is necessary for reasons of substantial public interest, on the basis of the UK Data Protection Act 2018, including the following reasons: (i) the processing is necessary for the purposes of complying with, or assisting other persons to comply with, a regulatory requirement that involves a person taking steps to establish whether another person has committed an unlawful act, or been involved in dishonesty, malpractice, or other seriously improper conduct, and in the circumstances, we cannot reasonably be expected to obtain the consent of the individual to the processing; or (ii) the processing is necessary for the purposes of preventing fraud or other unlawful acts.

## 7. Disclosing Personal Information

7.1 Wilder Earth will share your personal information with service providers under contract with Wilder Earth to help with our business operations.

7.2 Wilder Earth will also share personal information with third parties assisting Wilder Earth in providing you the Platform. Our sub-processors are listed below and are given access to data reasonably necessary to provide the service(s) and will be subject to confidentiality obligations in their service agreements.

7.3 Wilder Earth will share or disclose personal information to:

- a) Service providers and business partner to facilitate services they provide to us. These can include providers of services such as website hosting, data analysis, payment processing, order fulfillment, fraud prevention, information technology and related infrastructure provision, customer service or related benefits (including special promotions), email delivery, auditing, and other services. Such service providers will be required to maintain the privacy of your information in a manner at least as restrictive as this Privacy Policy.
- b) There may also be instances when Wilder Earth will disclose your personal information to:
  - i. Honour a request that you have made through the Platform.
  - ii. Comply with the law or in response to a court order, government request, or other legal process (this may include laws outside of your country of residence).
  - iii. Protect the interests, rights, safety, or property of Wilder Earth or others.
  - iv. Protect against fraud, money laundering or for risk management purposes.
  - v. Respond to adverse third parties (i.e., adverse parties and their counsel and other agents) in the context of litigation.



- c) If Wilder Earth sells all or part of its business or makes a sale or transfer of assets or is otherwise involved in a merger or business transfer, you acknowledge that Wilder Earth may transfer your personal information to a third party as part of that transaction.

7.4 Wilder Earth requires any unaffiliated third parties to treat personal information as confidential. Wilder Earth will not provide personal information to third parties for their own marketing purposes without your consent.

7.5 If you participate in a discussion forum, chat room, or provide comments related to Wilder Earth on a social media or other public platform, you should be aware that:

- a) The information you provide on such forums or platforms (i.e. your public profile) will be made broadly available to others, and could be used to contact you, send you unsolicited messages, or for purposes neither Wilder Earth nor you have control over.
- b) Social media forums and chat rooms not controlled by Wilder Earth may have additional rules and conditions.
- c) Wilder Earth is not responsible for the personal information or any other information you choose to submit on these forums that are not Wilder Earth controlled.
- d) The Platform offers you the ability to share personal information through a social networking site (e.g., Facebook, Twitter), using integrated tools (e.g. Facebook “Like” button, or Twitter “Tweet” button).
- e) The use of such integrated tools enables you to share personal information about yourself with other individuals or the public, depending on the settings that you have established with such social networking site.

7.6 For more information about the purpose and scope of data collection and use in connection with such social networking site or a site’s integrated tools, please visit the privacy policies of the entities that provide these social networking sites.

## **8. Third Party Payment Service**

The Platform provides functionality allowing you to make payments using third-party payment services with which you have created your own account. When you use such a service to make a payment to us, your personal information will be collected by such third party and not by us, and will be subject to the third party’s privacy policy, rather than this Privacy Policy. We have no control over, and are not responsible for, this third party’s collection, use, and disclosure of your personal information.

## **9. Storage & Security of Personal Information**

9.1 We seek to use reasonable organisational, technical and administrative measures to protect Personal Information within our organisation. Unfortunately, no data transmission or storage system can be guaranteed to be completely secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “Contact” Section 12 below.



9.2 The criteria Wilder Earth use to determine our retention periods include:

- a) The length of time we have an ongoing relationship with you and provide our Platform to you (for example, for as long as you have an account with us or keep using the Platform);
- b) Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or
- c) Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

## 10. Jurisdiction and Cross-Border Transfer

10.1 Your personal information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Platform you understand that your information will be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country.

10.2 Some non-EEA and UK countries are recognised by the European Commission and the UK as providing an adequate level of data protection according to EEA or UK standards (the full list of these countries is available [here](#)). For transfers from the EEA or UK to countries not considered adequate by the European Commission or the UK, we have put in place adequate measures, such as standard contractual clauses adopted by the European Commission to protect your personal information. You can obtain a copy of these measures by contacting us in accordance with the “Contact” Section 12 below.

## 11. How you can access, change, or delete your personal information

11.1 If you would like to request to access, correct, update, suppress, restrict, or delete personal information, object to or opt out of the processing of personal information, or if you would like to request to receive a copy of your personal information for purposes of transmitting it to another company (to the extent these rights are provided to you by applicable law), you may contact us in accordance with the “Contact” Section 12 below. We will respond to your request consistent with applicable law.

11.2 In your request, please make clear what personal information you would like to have changed or whether you would like to have your personal Information suppressed from our database. For your protection, we may only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

11.3 Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a purchase or enter a promotion, you may not be able to change or delete the personal information provided until after the completion of such purchase or promotion).

## 12. Contact

12.1 Wilder Earth LLC, located at 1309 Coffeen Avenue STE 1200, Sheridan, Wyoming 82801, is the company responsible for collection, use, and disclosure of your personal information under this Privacy Policy.



12.2 If you have any questions or concerns related to this Privacy Policy, please contact [legal@wilder.earth](mailto:legal@wilder.earth), Wilder Earth welcomes your comments regarding this Privacy Policy.

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