



## LET'S DO IT FOUNDATION

### PRIVACY POLICY

Effective date: 3<sup>rd</sup> September 2020

Let's Do It Foundation ("us", "we", or "our") operates the [www.worldcleanupday.org](http://www.worldcleanupday.org) and [www.letsdoitfoundation.org](http://www.letsdoitfoundation.org) websites (the "Website").

We are committed to ensuring the privacy of your personal information, such as your full name, address, e-mail address, telephone number or other identifying information. Let's Do It Foundation only uses your personal information for purposes as disclosed in this Privacy Policy or as disclosed by us at the time information is requested from you.

Personal information includes information such as your name, street address, email address, billing information, credit card number and expiration date, and any other personally identifying information you may provide ("Personal Data"). Your Personal Data is collected when you submit it, for example, when you subscribe to our newsletter or email updates, participate in online interactive activities (such as chat rooms, using invitation generator etc), endorse our campaigns, sign up as a volunteer, make a donation, submit content or suggestions, or register for sweepstakes or contests.

The controller for your Personal Data, when the data are processed in ways outlined herein, is Let's Do It Foundation, with its headquarter at Telliskivi 60a, Tallinn 10412, Estonia.

#### **Types of Data Collected**

##### *Contact details*

While using our Website, we may ask you to provide us with certain Personal Data that can be used to contact you. The Personal Data we ask may include your name, email address and other contact details.

### *Usage Data*

We may also collect information about how the Website is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (i.e. IP address), browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

### *Tracking & Cookies Data*

We use cookies and similar tracking technologies to track the activity on our Website and store certain Personal Data.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Website.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Website.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Website.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

### **How we use your Personal Data**

Our website provides a variety of opportunities for your involvement with the Let's Do It Foundation services and features. These opportunities and the ways in which your Personal Data is used are described below.

### *Donation and Donor Information*

To make a donation to Let's Do It Foundation, you must submit Personal Data so that we may use it for the purpose of processing donations. We will not trade, share or sell a donor's Personal Data to anyone else, nor send e-mails to donor on behalf of other organizations online and offline. The legal basis for the processing of Personal Data in this case is the performance of a contract to which you, as a data subject, are a party, or the performance of a legal obligation, or our legitimate interest in having an overview of our donors.

### *Sign Up for Let's Do It News*

To receive Let's Do It News emails, you must submit your email address to us. You will then start receiving emails on a regular basis. We may share this Personal Data with our email list manager, a third party company that manages the list of subscribers to the Let's Do It News emails for the sole purpose of sending you Let's Do It News. The legal basis for the processing of Personal Data in this case is your consent.

The email list manager cannot not sell your Personal Data or use it for any other purpose than described in this Privacy Policy.

You can unsubscribe from Let's Do It News emails by following the unsubscribe instructions in each email.

### *Contests, Sweepstakes, and Giveaways*

To enter any of our contests, sweepstakes, or giveaways, you must provide certain information. This information will be disclosed to third parties as required to fulfil the contest or sweepstake rules and to award prizes. The legal basis for the processing of Personal Data in this case is the performance of a contract to which you, as a data subject, are a party.

Your Personal Data will not be sold or used for other purposes unless described in this Privacy Policy or in the rules of the contest or sweepstakes posted on the website, or unless otherwise required by law.

### *Other ways how we use your Personal Data*

Let's Do It Foundation may use your Personal Data also for the following purposes.

- To provide and maintain the Website. The legal basis for the processing of Personal Data in this case is our legitimate interest.
- To notify you about changes to our Website. The legal basis for the processing of personal data in this case is our legitimate interest to ensure that the users of our Website are aware of changes made to the Website.

- To allow you to participate in interactive features of our Website when you choose to do so. The legal basis for the processing of personal data is our legitimate interest to enable you to use the interactive features as you have requested, or the performance of a contract to which you, as a data subject, are a party.
- To provide customer care and support. The legal basis for the processing of personal data is our legitimate interest in taking care of our customers' needs, or the performance of a contract to which you, as a data subject, are a party.
- To carry out analysis or collect valuable information so that we can improve the Website. The legal basis for the processing of personal data in this case is our legitimate interest in learning how we can improve our Website.
- To monitor the usage of the Website. The legal basis for the processing of personal data in this case is our legitimate interest in ensuring the safety of our Website.
- To detect, prevent and address technical issues. The legal basis for the processing of personal data is our legitimate interest in ensuring the proper functioning of our Website.
- To provide our services to you. The legal basis for the processing of personal data is either the performance of a contract to which you, as a data subject, are a party or our legitimate interest, depending on the circumstances.

### **Transfer of Personal Data**

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province or country, where the level of data protection may also be different.

Let's Do It Foundation will take all steps necessary to ensure that your data is treated securely and in accordance with the applicable laws on data protection. No transfer of your Personal Data will take place to an organization or a country unless there are adequate measures in place to ensure the security of your Personal Data.

### **Disclosure of Personal Data**

### *Legal Requirements*

Let's Do It Foundation will not otherwise use or disclose your Personal Data to third parties unless we are required to do so by law or we in good faith believe that such action is necessary to (1) comply with legal obligations; (2) to protect and defend our rights and property; (3) protect against misuse or unauthorized use of the Website; or (4) to protect the personal safety or property of our users or the public.

### *Security of Data*

The security of your Personal Data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we take measures to protect your Personal Data, we cannot guarantee absolute security.

### *Website Providers*

We may employ third party companies and individuals to facilitate our Website ("Website Providers"), to provide the Website on our behalf, to perform Website-related activities or to assist us in analyzing how our Website is used. These third parties act as data processors on our behalf.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use the Personal Data for any other purpose.

### **Storage of your Personal Data**

We store your Personal Data only as long as is necessary to fulfil the purposes for which the Personal Data were collected. Your Personal Data will be stored longer only if this is needed to comply with legal obligations or for other reasons based on applicable laws.

### **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. This data is shared with other Google websites. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. You can find information about how to install the Google Analytics opt-out browser add-on here: <https://support.google.com/analytics/answer/181881?hl=en>

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

### **Facebook Tracker**

We track the number of clicks from a Facebook advert or link to our website, to understand how effective our social media posts have been.

### **Your rights as a Data Subject**

Subject to statutory restrictions, you have the right to:

- request access to your personal data;
- request rectification of your personal data;
- request erasure of your personal data;
- request a restriction on processing your personal data;
- object to the processing of your personal data;
- receive your personal data in a machine-readable format and to transmit the data to another controller (right to data portability);
- when your personal data is processed based on your consent, you have the right to withdraw your consent at any time, without this affecting the lawfulness of the processing prior to withdrawal.

You have the right to object to the processing of your personal data. However, we note that certain personal data is necessary for us to provide our services to you, such as your contact details. Therefore, when you object to the processing of such data, we may not be able to provide our services to you.

Where necessary, you may correct or update any Personal Data that you have provided to us by following the instructions at the sign-up page for each of the services or

features described above or by following the instructions listed on the emails you receive from us.

In order to exercise the abovementioned rights, please contact us at [info@letsdoitfoundation.org](mailto:info@letsdoitfoundation.org)

If you are of the opinion that we have breached your privacy rights in any way, you have the right to lodge a complaint with a supervisory authority in the Member State of your habitual residence. The list of European Data Protection Authorities can be accessed at [http://ec.europa.eu/newsroom/article29/item-detail.cfm?item\\_id=612080](http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080).

### **Links to Other Sites**

Our Website may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or websites.

### **Children's Privacy**

Our Website does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware of having collected Personal Data from Children without parental consent, we will take steps to delete that information from our servers.

### **Unsubscribe and Data Removal Policies**

If you would like to unsubscribe from any of the Let's Do It Foundation website services and features as described in this Privacy Policy, please follow the instructions within each listing or at the bottom of the emails you receive once signed up for the Let's Do It Foundation service or feature.

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us:

- By email:  
[info@letsdoitfoundation.org](mailto:info@letsdoitfoundation.org)