



# WePlanet Privacy and Cookie Policy

WePlanet is committed to safeguarding the privacy of all individuals who interact with our organization. This policy explains how we collect, use, and protect your personal data, and your rights in relation to this information.

## 1. Data Collection

We collect personal information when you engage with WePlanet, including when you:

- Visit our website or interact with our online platforms.
- Donate, subscribe to newsletters, or participate in campaigns.
- Contact us or engage with our social media channels.

We may collect the following types of data:

- Personal identifiers (name, email address, etc.).
- Financial details for donations.
- IP addresses and device information.

We use this information to:

- Facilitate donations and provide requested services.
- Personalize your experience and improve our website functionality.
- Keep you informed about our campaigns, initiatives, and activities.
- Comply with legal obligations and defend our legal rights.

## 2. Data Use

WePlanet uses your personal data in the following ways:

- To process donations and maintain a record of donor interactions.
- To communicate campaign updates, event information, and organization news.
- For website analytics to understand visitor behaviour and improve our online presence.
- To ensure that content is presented in the most effective manner for you and your device.

We may share your data with third-party service providers to facilitate these functions, such as payment processors and marketing platforms. However, we will never sell your data to third parties.

### 3. Cookies

We use cookies and similar technologies to collect and store information when you visit our website. Cookies allow us to:

- Understand your browsing preferences.
- Improve website performance.
- Provide tailored content and ads.



You can manage your cookie preferences through your browser settings or by using our on-site cookie management tool. By adjusting these settings, you can accept, reject, or delete cookies. Please note, disabling certain cookies may affect your user experience on our site.

#### Types of Cookies Used:

- Essential cookies: Required for basic site functionality.
- Performance cookies: Help us understand site performance and user interaction.
- Targeting cookies: Used for delivering more relevant content and advertising.

For a full list of cookies we use and their purposes, please check the browser bar to see all active cookies.



### 4. Data Security

WePlanet employs industry-standard security measures to protect your personal information. These measures include encryption, secure servers, and regular security reviews.

Despite our best efforts, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

### 5. Your Rights

You have rights regarding your personal data under applicable data protection laws, including:

- The right to access, correct, or delete your personal data.
- The right to restrict or object to data processing.
- The right to data portability.
- The right to withdraw consent for any processing based on your consent.

You may exercise these rights by contacting us at [admin@weplanet.org](mailto:admin@weplanet.org). We will respond to your request in accordance with the legal timelines.

## **6. Data Retention**

WePlanet retains your personal data for as long as necessary to fulfil the purposes for which it was collected, comply with legal obligations, resolve disputes, and enforce agreements.

## **7. Changes to This Policy**

WePlanet reserves the right to amend this privacy policy from time to time. Any changes will be posted on our website with an updated date. We encourage you to review this page periodically to stay informed of our data protection practices.

## **8. Contact Us**

If you have any questions or concerns about this privacy policy, or if you wish to exercise your data rights, please contact us at:

### **WePlanet Privacy Team**

**Email:** [admin@weplanet.org](mailto:admin@weplanet.org)

**Phone:** +32 (0) 0477563732

**Address:** Auguste Reyerslaan 80, 1030 Brussels, Belgium

## **WePlanet Cookie Policy**

At WePlanet, we use cookies and similar technologies to enhance your experience on our website and to help us understand how our visitors use the site. This policy explains what cookies are, how we use them, and how you can manage your preferences.

### **1. What Are Cookies?**

Cookies are small text files placed on your device when you visit our website. They allow us to recognize your device and store information about your preferences and past actions on the site.

### **2. Types of Cookies We Use**

We use the following types of cookies:

- **Essential Cookies:** These are necessary for the operation of our website. Without these, services like login and donations would not work.

- Performance Cookies: These help us analyze how visitors use our website, such as which pages are most popular. This data is aggregated and anonymized.
- Functionality Cookies: These allow us to remember your preferences and provide enhanced features, such as language settings or previously viewed content.
- Targeting Cookies: These are used to deliver more relevant advertisements and content to you, based on your browsing habits.

### 3. Third-Party Cookies

We may work with third-party service providers, such as Google Analytics, to place cookies on your device for analytics, advertising, or social media sharing purposes.

### 4. Managing Cookie Preferences

(You can control the use of cookies on our website in the following ways:

- Browser Settings: Most browsers allow you to manage cookie settings. You can accept, reject, or delete cookies through these settings.
- Cookie Banner: Upon your first visit to our website, you'll have the option to manage your cookie preferences through our cookie banner. You can modify these choices at any time by checking the active cookies in the browser bar.



Please note that disabling certain cookies may impact your ability to use some features on our website).

### 5. Cookie Retention

The cookies we use have different retention periods. Some cookies remain on your device only while your browser is open (session cookies), while others persist for a longer duration (persistent cookies).

### 6. Changes to This Cookie Policy

We may update this policy periodically to reflect changes in our practices or legal requirements. Please check this page regularly to stay informed of any updates.

### 7. Contact Us

If you have any questions about this Cookie Policy or how we use cookies, please contact us at:

**WePlanet Privacy Team**

**Email: [admin@weplanet.org](mailto:admin@weplanet.org)**

**Phone: +32 (0) 0477563732**

**Address: Auguste Reyerslaan 80, 1030 Brussels, Belgium**