



Tropical Forest Alliance (“TFA”) Privacy Notice

Last updated: 25/11/2019

TFA is a global public-private partnership in which partners take voluntary actions, individually and in collaboration, to reduce tropical deforestation associated with the production of commodities such as palm oil, soy, beef, and paper and pulp. TFA Secretariat being hosted at the World Economic Forum (hereinafter the “TFA”, “we”) and funded by a grant from Norway's International Climate and Forest Initiative, the United Kingdom's Department for International Development and the Government of the Netherlands, is committed to complying with data protection laws and to the protection and confidentiality of the personal data of TFA partners who have been admitted to the partnership status (hereinafter “Partners” “you” “your”) and collaborators who are engaged with TFA activities in general (hereinafter also referred to as “Collaborators” “you” or “your”). In this Privacy Notice (the “Notice”), we explain how we collect, share and use personal data we obtain from you when you register to our events, access or use our TFA public website and core community platform (“Platforms”), join our partner calls (e.g. webinars), when you apply and are admitted to the partnership status, collaborate on joint projects, collaborate with other TFA partners, as well as how you can exercise your data privacy rights.

The TFA wants you to be well informed of the gathering and use of your personal data. Please read this Notice carefully.

If you have any questions or concerns about our use of your personal data, then please contact us using the contact details provided at the bottom of this Notice under “How to contact us”.

Identification of the controller

The World Economic Forum as the hosting entity of TFA, with registered offices at 91-93 route de la Capite, CH-1223 Cologny/Geneva, Switzerland, processes your



personal data as a controller in accordance with applicable legislation with regard to the processing of personal data, namely Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter "**GDPR**") and any applicable national data protection acts, including the Swiss Federal Act on Data Protection of 19 June 1992 (Status as of 1 January 2014) (together referred to as "**Data Protection Law**").

What types of personal data do we collect?

The TFA may collect and process the following types of personal data about you:

- *Information that you provide voluntarily*
 - Identification details (including your name, first name, date of birth, nationality, company or affiliation and title),
 - Contact details (including email address, postal address, telephone number)
 - Voice and image (including but not limited to your name, appearance, voice, biographical material as well as your performance and presentation)
 - IDs and passports

- *Information that we collect automatically*

When you visit the Platforms or other third party hosted platforms, we may collect certain information automatically from your device. In some countries, including countries in the European Economic Area, this information may be considered personal data under applicable Data Protection Law.

Specifically, the information we collect automatically may include information like your IP address, device type, unique device identification numbers, browser-type, preferences, broad geographic location (e.g. country or city-level location) and other technical information. We may also collect information about how your device has interacted with Platforms, including the pages accessed and links clicked.

- *Information that we obtain indirectly from third parties*

From time to time, we may receive personal information about you that we obtain from other sources (for example: the Internet).



How do we use your data and for what purposes?

The TFA processes your personal data for the following purposes:

- To enable you to travel to and participate in the events organized by the TFA, to organise sessions during these events and to provide you with any other services in connection with your participation to these events;
- To manage your Platforms account and to allow you to access the Platforms' applications and features (such as community pages, initiative mapping, working groups and exclusive partner discussions areas);
- To analyse and monitor general trends and patterns in the use of Platforms;
- To improve the content, performance and organization of Platforms;
- To promote the TFA's image and activities on the Platforms or social media to a broader public;
- To internal data analytics;
- For other legitimate interests for the purpose of planning and managing TFA activities and events, as well as to manage security at the events;
- To send you information such as invitations to future activities or events, newsletters or other informational materials of the TFA;
- To invite you to the future events of the World Economic Forum;
- To communicate with you for other purposes than direct marketing (e.g. in order to respond to your questions);
- To share certain personal data with other TFA Partners, Collaborators and/or with the participants of the TFA events or initiatives (such as working groups and projects) in which you participate for the purpose of facilitating communication and collaboration.



We will use the personal data we collect from you only for the purposes described in this Notice or for purposes that we explain to you at the time we collect your personal data. However, we may also use your personal data for other purposes that are not incompatible with the purposes we have disclosed to you in accordance with Data Protection Law.

On what legal grounds do we process your personal data?

In general, we will process your personal data in order to manage our relationship with you and the activities of the TFA. We may also be required to process your personal data in order to comply with local laws and regulations, for example where we are required to disclose certain information to the local authorities in countries where we are organizing our events. Otherwise, we will process your personal data in order to carry out our business legitimate interests, where such interests do not override your fundamental rights and liberties. Where required, we will ask you to provide your consent for certain processing activities.

Where the provision of personal data is based on a statutory or contractual requirement, or a requirement necessary to enter into a contract, you are obliged to provide us with this personal data. If you refuse or do not allow us to process your personal data, you may not be able to be part of the activities offered by the TFA. For example, we might not be able to complete your registration to an event or to give you full access to our participants' or partners' list.

Who do we share your data with?

The TFA may share your personal data with the following parties:

1. Forum Entities

The TFA may share your personal data with its Forum Entities (as defined below) in other locations around the world, for example, to manage TFA activities and/or events, to notify you about future events or to answer your questions adequately.



2. Other Partners, Collaborators or Participants of the TFA Events

The TFA may also make available certain personal data (e.g. name, e-mail address, position and organization) to the other Partners of TFA community, Collaborators or participants to enable communication and collaboration in connection of TFA activities and events.

3. Third party service providers

The TFA shares your personal data with third party service providers, e.g. to host your data, support with the organization of the events, management of logistics or for security purposes. The TFA takes the steps to ensure that third parties accessing your personal data shall comply with the same data protection requirements as the TFA and that the personal data will be used exclusively for the purposes set out in this Notice.

4. Partner Organizations

Partner organizations may collect your personal data on the TFA's behalf e.g. to enable you to engage TFA activities, or the TFA may share your personal data with partner organizations to be able to for example organize events in the relevant regions. The TFA takes the steps to ensure that partner organizations collecting or accessing your personal data shall comply with the same data protection requirements as the TFA and that the personal data will be used exclusively for the purposes set out in this Notice.

5. Public authorities

The TFA may share your personal data with local authorities to the extent deemed necessary by the TFA for the purposes set forth in this Notice, in particular for security reasons or as required by mandatory laws and regulations.

How we protect your privacy

We will process personal data in accordance with this Notice, as follows:



- **Fairness:** We will your process personal data fairly. This means that we are transparent about how we process personal data and that we will process it in accordance with Data Protection Law.
- **Purpose limitation:** We will process your personal data for specified and lawful purposes, and will not process it in a manner that is incompatible with those purposes.
- **Proportionality:** We will process your personal data in a way that is proportionate to the purposes which the processing is intended to achieve.
- **Data accuracy:** We take appropriate measures to ensure that personal data that we hold about you is accurate, complete and, where necessary, kept up to date. However, it is also your responsibility to ensure that your personal data is kept as accurate, complete and current as possible by informing the TFA promptly of any changes or errors. You should notify us of any changes to the personal data that we hold about you (e.g. a change of address).
- **Data security:** We use appropriate technical and organisational measures to protect the personal data that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal data. In particular, any personal data provided to the TFA by users of the Platforms is handled with due care and security and will not be used in ways other than as set forth in this Notice, or in any site/area-specific policies, or in ways that are not compliant with Data Protection Law. Furthermore, the World Economic Forum employs a range of technologies and security measures to protect the personal data maintained on its systems from loss, misuse, unauthorized access or disclosure, alteration or destruction. Finally, all World Economic Forum employees who have access to and are associated with the processing of personal data are obliged to respect the confidentiality of all such personal data.

International data transfers



Personal data may be stored and/or processed by the TFA in Switzerland, if applicable, in the United States by the World Economic Forum LLC (USA) and/or in any other country where the World Economic Forum or its affiliates, subsidiaries or offices has its facilities (hereinafter jointly the “**Forum Entities**”). Furthermore, personal data may be stored and/processed by the partner organizations based outside of European Economic Area.

The TFA takes steps to ensure that the data collected with regards to your registration is processed according to the provisions of Data Protection Law wherever the personal data is located. When the TFA transfers personal data from the European Economic Area to other countries, we use a variety of legal mechanisms in accordance with Data protection law, including contracts, to help ensure your rights and protections travel with your data.

How long do we keep your personal data?

The TFA will retain your personal information for the period necessary to fulfil the purposes outlined in this Notice.

For example, we may retain personal data we obtain from you where we have an ongoing legitimate business need to do so (for example, to engage you with the TFA activities you have requested or to comply with applicable legal, tax or accounting requirements).

Even if initial transmission of personal data to the TFA is not immediately followed by your registration for a TFA events, the TFA may nonetheless store such personal data for a reasonable time period in order to have access to such data for a possible registration in the future, whether as a result of your own initiative, the initiative of your employer, another accompanying person or spouse or the initiative of the TFA.

Your data protection rights

You have the following data protection rights:

- You may request **access** to and obtain a copy of your personal data.



- You may also request that any personal data that is inaccurate or incomplete be **rectified** or **completed**.
- You may request that your personal data be **erased** under certain legal conditions (for example, where the personal data is no longer needed to achieve the purposes for which the information was initially collected).
- In addition, you may **object to the processing** of your personal data, ask us to **restrict processing** of your personal data or **request portability** of your personal data under certain legal conditions.
- You have the right to **opt-out of electronic marketing communications** we send you at any time and free of charge. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us at: tfa@weforum.org
- Similarly, if we have collected and processed your personal data with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.
- You have the **right to complain to a data protection authority** about our collection and use of your personal data. For more information, please contact your local data protection authority. Contact details for data protection authorities in the European Economic Area, Switzerland and certain non-European countries (including the US and Canada) are available [here](#).

You may exercise any of the rights above at any time by contacting us as described under the “How to contact us” section below. We will respond to your request in accordance with applicable Data Protection Law.

Linking to other websites

The Platforms may include links to other websites that are not operated or maintained by the TFA and are not covered by this Policy. The processing of personal data on



these third party websites including by use of cookies, is subject to these third party's notices and terms and conditions. Please review the notices and terms and conditions of each website you visit.

We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

Updates to this Notice

We may update this Notice from time to time in response to changing legal, technical or business developments. You are encouraged to regularly review and consult it. Any changes to this Notice will become effective upon publication of the revised Notice on the TFA public website.

How to contact us

If you have any questions or concerns concerning this Notice or the way we process your personal data, or if you wish to exercise your data privacy rights as described above, please visit <https://wef.ch/MyData>.