

# ARC Registry Privacy Policy

Green Blue Institute, Inc., a Delaware non-profit corporation (referred to in this Privacy Policy as “GreenBlue”, “we”, “us”, or “our”) respects your privacy and we are committed to protecting it through compliance with this Privacy Policy. This Privacy Policy is part of the ARC Registry Terms of Use, located at <https://www.rmcertified.com/about/standard/> (the “ARC Registry Terms”). Except as otherwise defined herein, all terms used in this Privacy Policy have the meanings set forth in the ARC Registry Terms. **Please read this Privacy Policy and the ARC Registry Terms carefully to understand our policies and practices regarding how we use your information.**

## 1.0 Introduction

This Privacy Policy describes the types of information we may collect through your use of the ARC Registry Services (as defined in the ARC Registry Terms) and our practices for collecting, using, maintaining, protecting, and sharing that information. This Privacy Policy applies to the ARC Registry website located at <https://registry.rmcertified.com> (the “ARC Registry Website”) and the ARC Registry Services.

## 2.0 Updates to Privacy Policy

As technology changes and as the ARC Registry grows and develops, we may modify this Privacy Policy from time to time. Changes to this Privacy Policy will be made and will become effective as described in the ARC Registry Terms.

## 3.0 Definitions

As used in this Privacy Policy:

**3.1. “Non-Personal Information”** means information or content other than Personal Information, including, for example, aggregated, anonymized, or de-identified information about users of the ARC Registry Services and other information that does not identify any individual.

**3.2. “Personal Information”** means personally-identifiable information (information relating to an individual that can be used to identify, locate, or contact that individual, alone or when combined with other personal or identifying information), such as: name, home or physical address, e-mail address, phone number, or personal characteristics (such as descriptions of physical appearance and photos of individuals), and any Sensitive Information (as defined below), or any other information about an individual that we collect through the ARC Registry Services and maintain in personally identifiable form in combination with other personally-identifiable information.

**3.3. “Sensitive Information”** means Social Security numbers, passport numbers, driver’s license numbers, bank account numbers, credit or debit card numbers, login or authentication credentials (such as passwords and API keys) (“Login Credentials”), or other similar information.

## 4.0 Types of Information Collected

**4.1. Visitor Information.** We may automatically collect information about you when you use the ARC Registry Services, such as the pages, materials, and features you access and use, the amount of data transferred, the links and buttons you click, the amount of time you spend interacting with the components of the ARC Registry Services, and other information about your interactions with the ARC Registry Services, as well as certain standard information that your browser or device sends to every website or Internet server that you visit, including your Internet Protocol (IP) address, operating environment (such as browser type and version, browser plugins installed, operating system version, regional and language settings, screen size and/or resolution, windows size, and page size), access dates and times, and referring websites. We may also collect diagnostic information, including without limitation device hardware and operating system information, and information relating to how the ARC Registry Services and other aspects of the ARC Registry Services function on the device you use to access the ARC Registry Services. We may share such diagnostic information and other Non-Personal Information with our service providers to diagnose and improve the ARC Registry Services and other aspects of the ARC Registry Services. The ARC Registry Services may use cookies, flash cookies, web beacons, pixel gifs, HTML 5 local storage, and other technologies for a variety of purposes, such as saving and retrieving information about you, your visit, and your preferences and settings. We may use such technologies to share Non-Personal Information with third parties or to retrieve Non-Personal Information from third parties. At this time, the ARC Registry Website does not respond to “Do Not Track” signals sent to us by your browser.

**4.2. Google Analytics and Google Marketing Platform.** We may, from time to time, use a tool called “Google Analytics” (including Google Analytics Demographics and Interest Reporting, Remarketing, Google Display Network Impression Reporting, and Google Marketing Platform (formerly DoubleClick) features) to collect information about your use of the ARC Registry Services, which helps us provide content that is relevant and optimized for the devices that you use (such as smartphones and tablets). We respect and value your privacy, and we never combine the information collected through the use of Google Analytics with other Personal Information. We use the information we receive from Google Analytics only to improve the ARC Registry Services. Google’s use and sharing of information collected by Google Analytics about your visits to the ARC Registry Website is restricted by the Google Analytics Terms of Service (located at: <https://marketingplatform.google.com/about/analytics/terms/us/>) and the Google Privacy Policy (located at: <https://policies.google.com/privacy>). For more information about Google’s privacy practices, see: How Google uses data when you use our partners’ sites or apps (located at: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)). You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using Google’s Ad Settings tool (<https://www.google.com/settings/ads/>). As an added privacy measure, you can use the Google Analytics Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout/>). You can also opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Google Ad Settings (see: <https://adssettings.google.com/>).

**4.3. Information You Provide.** When you create and use an ARC Account (as defined in the ARC Registry Terms), you may provide us with a wide variety of information, such as your name, photo, postal address, physical address, e-mail address, phone number, billing and payment information, your search queries within the ARC Registry Services, messages you send us, and your Account Holder Data (as defined in the ARC Registry Terms), and other types of information. We will store and use such information only in accordance with the ARC Registry Terms and this Privacy Policy.

## 5.0 Cookie Policy

We may use cookies and other similar technologies, such as HTML5 local storage, to provide the ARC Registry Website.

**5.1. Cookies and Local Storage.** Cookies are small text files placed onto your device when you visit and interact with the ARC Registry Website. Local storage is a technology that allows a website or application to store information locally on your device. These technologies enable us to provide and enhance your experience using the ARC Registry Website.

**5.2. How We Uses Cookies and Local Storage.** We use these technologies to provide the ARC Registry Website to you and to analyze and improve the ARC Registry Website. Our uses generally fall into one of the following categories:

**5.2.1. Essential Processes and Security:** To enable essential functions of the ARC Registry Website, such as protecting your security, and helping us fight spam, and abuse.

**5.2.2. Preferences:** To remember information about your browser and your preferences.

**5.2.3. Performance, Analytics, Research, and Marketing:** To help us understand and measure how you use the ARC Registry Website and to improve the ARC Registry Website, which may include cookies associated with Google Analytics and the Google Marketing Platform. For more information, see: How Google uses data when you use our partners' sites or apps (located at: <http://www.google.com/policies/privacy/partners/>).

**5.3. Blocking and Removing Cookies.** We are committed to protecting your privacy, as described in this Privacy Policy. Most browsers allow you to modify your settings to accept or deny all cookies or to request your permission each time a website attempts to place a cookie on your device, and most browsers allow you to delete cookies that have already been placed on your device. However, the ARC Registry Website will not function properly if you prevent it from placing cookies on your device.

## 6.0 Use of Non-Personal Information

We may use Non-Personal Information (including, for example, aggregated information about users of the ARC Registry Services or information that does not identify any individual) for any purposes whatsoever (including without limitation, advertising, marketing, enhancing, designing, or developing products and/or services, and research), and we may share Non-Personal Information with others, including our partners, affiliates, and our service providers.

## 7.0 Use of Personal Information

**7.1. How We Use Your Information.** We will only store and use your Personal Information as is reasonably necessary or appropriate in connection with your use of the ARC Registry Services, including:

**7.1.1.** to contact you in connection with your use of the ARC Registry Services, including to respond to your inquiries;

- 7.1.2. for authentication and identification purposes;
- 7.1.3. to enable us to provide the ARC Registry Services;
- 7.1.4. to process ARC transactions, including the issuance, transfer, and retirement of ARCs;
- 7.1.5. to process payments;
- 7.1.6. to provide you with notices about your ARC Account;
- 7.1.7. to fulfill any other purpose for which you provide such information to us;
- 7.1.8. in any other way we may describe when you provide the information;
- 7.1.9. to carry out our obligations and enforce our rights;
- 7.1.10. to ensure your compliance with the ARC Registry Terms and/or to investigate any potential breach of the ARC Registry Terms;
- 7.1.11. to protect individuals, including other users of the ARC Registry Services; and
- 7.1.12. to protect our networks, data, software, or organization interests.

**7.2. How We Share Your Information.** We are committed to protecting your privacy and we will not sell, lease, or disclose your Personal Information to any third party except as described in the ARC Registry Terms (if you have an ARC Account) and/or in this Privacy Policy. We may share with third parties any Personal Information that you choose to make publicly available through the ARC Registry Services, and if you have an ARC Account, we may share with third parties any information contained in a Public Reports (as defined in the ARC Registry Terms). In addition to using and disclosing your Personal Information in the manner described above and elsewhere in this Privacy Policy, we may disclose your Personal Information:

- 7.2.1. to any person, entity, or organization which you consent for us to disclose your Personal Information to;
- 7.2.2. in the case of a person who engages in an ARC transaction, to the other persons involved in the ARC transaction;
- 7.2.3. to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by us about our users is among the assets transferred;
- 7.2.4. to any person, entity, or organization in order to facilitate the provision of the ARC Registry Services, the processing of ARC transactions, or the processing of payments, such as providing your name, contact information, transaction details, and payment information to our third party payment processors (our “Payment Processors”) when you make a payment;

**7.2.5.** to any of the ARC Registry Parties (as defined in the ARC Registry Terms), our business partners, service providers, vendors, and agents who provide hosting services, technical support services, registry administration services, order processing services, Payment Processors, and as is necessary or appropriate in connection with the processing of payments or the operation, maintenance, and support of the ARC Registry Services;

**7.2.6.** to comply with any legal requirements, subpoenas, discovery requests, or court orders, to defend any legal or administrative proceedings, or as we believe in good faith is necessary to comply with any laws or legal requirements;

**7.2.7.** to any person as we believe is necessary or appropriate in an emergency situation, including without limitation, to prevent criminal activity, personal injury, or property damage;

**7.2.8.** to law enforcement, financial institutions, or other appropriate authorities in connection with any investigation of suspected criminal or fraudulent activity by any person or entity; and

**7.2.9.** if we believe it is necessary or appropriate to protect the rights, property, or safety of the ARC Registry Parties (as defined in the ARC Registry Terms) or other third parties (including, without limitation, to facilitate the enforcement of our rights under the ARC Registry Terms).

## 8.0 Opt-In Sharing Features

We will not knowingly disclose your Personal Information to a third party if we know or have reason to believe that the third party will use your Personal Information for direct marketing purposes, unless you opt-in or otherwise expressly consent for such sharing.

## 9.0 Nevada Residents

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: [rms@greenblue.org](mailto:rms@greenblue.org). However, please know that we do not sell data triggering that statute's opt-out requirements.

## 10.0 Security

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure, including the use of TLS to encrypt information you send through the ARC Registry Website. The safety and security of your information also depends on you. You are responsible for safeguarding your Login Credentials associated with your ARC Account and notifying us immediately if you suspect your Login Credentials for your ARC Account have been compromised. Unfortunately, the transmission of information via the internet is not completely secure. Despite our measures to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to or through the ARC Registry Services. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures of the ARC Registry Services or of our service providers, agents, or other third parties.

## 11.0 Third Party Sites

The ARC Registry Services may contain links to other websites that are operated by third parties. Once you have clicked on a link connecting you to such third-party website, you will leave the ARC Registry Services and be taken to a website that we do not control. This Privacy Policy does not apply to any Personal Information (or other information) collected on a third-party site. We suggest you read the privacy policy of the third-party site before providing any Personal Information on such third-party site. We are not responsible for any use by any person or entity of any information that you may provide while accessing or using any websites or services provided by a third party.

## 12.0 Access to and Change of Personal Information

You may contact us at any time to: (a) request the removal of the Personal Information you provided to us from our databases; and (b) update your Personal Information. However, certain information associated with your use of the ARC Registry Services and information about ARC transactions and payments made in connection with the ARC Registry Services, may be retained permanently for legal, tax, and business reasons. In addition, if you have an ARC Account, we may retain the information, content, and materials licensed by you to us for the duration of the applicable license. In addition, because certain Personal Information may be necessary to provide the ARC Registry Services to you, you understand that the removal of that Personal Information may require us to delete your ARC Account. When your Personal Information is updated or deleted, copies of such information may remain in our backups.

## 13.0 Contacting Us

You may contact us with questions relating to this Privacy Policy by sending an e-mail to [rms@greenblue.org](mailto:rms@greenblue.org).