

GPML Digital Platform

Privacy Policy, Personal Data Protection and Terms of Use

1.0 Introduction

The Global Partnership on Marine Litter (GPML) Digital Platform is an open-source tool that compiles different resources, connects stakeholders, and integrates data to guide action on marine litter.

This Privacy Policy, Personal Data Protection and Terms of Use provides the framework on:

1. How the GPML Digital Platform will collect, store, and use data.
2. Security measures and steps that have been implemented to safeguard personal data.
3. How users can exercise their rights over their personal data.

The terms and conditions developed hereunder should serve as an agreement between UNEP and the users of the GPML Digital Platform. Users will be required to agree to these terms and conditions before using the Platform and to abide by them while using the Platform. The GPML Private Policy, Personal Data Protection and Terms of Use is framed within the UN Personal Data Protection and Privacy Principles, the UNEP Access-to-Information Policy and relevant UN administrative issuances.

2.0 Privacy Policy, Personal Data Protection and Terms of Use

2.1 Introduction

The Privacy Policy, Personal Data Protection and Terms of Use applies to **gpmarinelitter.org**, **digital.gpmarinelitter.org** and **gpmldatahub-uneplive.hub.arcgis.com**.

Registered users (“Stakeholders”) share their professional identities, exchange knowledge by sharing relevant resources to be displayed on the Digital Platform, view relevant content and bookmark content of interest. Content and data on some of our services can be viewed by non-registered users (“Visitors”).

2.2 Data Collection

The GPML Digital Platform captures three main types of data: Open Data, Personal Data and Web Traffic Data.

- Open Data will be shared on the Digital Platform;
- Personal Data will be mainly captured during Stakeholders registration; and
- Web Traffic Data will be captured anonymously for purposes of monitoring the sites usage and obtain statistics on such usage.

2.2.1 Open Data

Open Data, which will be shared openly, comprises of technical resources, financing resources, action plans, projects, events, and policies. It is important to note that the data should not be deemed as a representation of any views, beliefs, or opinions of UNEP.

2.2.2 Personal Data

Personal Data will be mainly captured during registration to the Digital Platform and will comprise of the following:

Attribute	Cardinality
Title	Mandatory
Last name	Mandatory
First name	Mandatory
Email	Mandatory
Representative sector	Mandatory
Country	Optional
Geo coverage type	Optional
Geo coverage	Optional

Profile picture	Optional
LinkedIn	Optional
Twitter	Optional
Seeking	Optional
Offering	Optional
About / Bio	Optional
CV / Portfolio	Optional
Tags they wish to be associated with	Optional
Captured for Stakeholders representing / working for organizations.	
Organization name	Mandatory
Role in the organization	Mandatory

The Digital Platform also provides the option to sign up using social logins, specifically Google, and LinkedIn. If Stakeholders opt for a quick sign up via Google or LinkedIn, they will be required to grant permission to access their personal information from the API provided by the social login provider necessary to prefill the GPML Sign Up form.

In addition to the data captured during registration, Stakeholder activity data on bookmarked resources and stakeholders' information will be collected and stored for purposes of Stakeholder content recommendations. Stakeholder profiles will only be accessible to other Stakeholders and not to Visitors.

2.2.3 Web Traffic Data

Web Traffic Data on the platform usage is collected for purposes of improving the Digital Platform's performance. By accessing this site, certain information such as Internet protocol (IP) addresses, navigation through the site(s), software used, and time spent may be captured. This

data will enable monitoring of the sites' visitors' usage patterns, helping to identify which pages are the most and least popular. The Web Traffic Data is collected anonymously.

2.3 Data Handling and Processing

Data handling and processing of the Digital Platform is governed by the following principles:

1. Data is collected, stored, and processed on a lawful basis; users are fully informed of the data collected, data use and exposure.
2. Data is collected and used only for those purposes and duration that have been transmitted to the data subject and about which the consent has been received.
3. Personal Data collected is adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed.
4. Personal Data is kept accurate and where necessary kept up to date, and old and outdated and/or inaccurate personal data is erased without delay.
5. Personal Data is not kept longer than necessary.
6. Handling of Personal Data is conducted in a manner ensuring appropriate security, which include protection against unlawful processing or accidental loss, destruction, or damage.

2.4 Data Use

Data use of the Digital Platform is governed by the following principles:

2.4.1 Open Data

Resources submitted to the Digital Platform will have an Open Data access policy to support the free online communication and exchange of knowledge. The data shall not be in any way processed by UNEP.

2.4.2 Personal Data

Email addresses may be used to send out system wide updates and to notify Stakeholders on changes in the GPML Digital Platform Privacy Policy, Personal Data Protection and Terms of Use.

Stakeholders profile data and the associations data will be used to match Stakeholders to other Stakeholders whom they may have an interest in. The matchmaking is intended to be done using a recommender system service that utilizes some of the most common Artificial Intelligence algorithms.

2.4.3 Web Traffic Data

Web Traffic Data will be used internally, only for web site traffic analysis to help improve service delivery and will not be published for general access. Thus, it will not be accessible to Visitors.

2.5 Data Sharing

2.5.1 Open Data

Once a Stakeholder submits a resource to be added to the Digital Platform, the resource will undergo an approval/verification process and once approved, it will be fully visible to all Stakeholders and Visitors.

2.5.2 Personal Data

Stakeholder profiles will be fully visible to all Stakeholders of the Digital Platform and to the matchmaking service, to enhance stakeholder collaborations. Personal Data may be shared with:

1. **Service Providers:** UNEP uses external providers to help provide our services (e.g., maintenance, analysis, audit, fraud detection, and development). Service Providers will have access to Personal Data as reasonably necessary to perform these tasks on UNEP's behalf and are obligated not to disclose or use it for other purposes.
2. **Legal Authorities:** UNEP might disclose Personal Data if there is a good faith belief that disclosure is reasonably necessary to:
 - a. investigate, prevent, or act regarding suspected or actual illegal activities or to assist government enforcement agencies that UNEP has accepted to assist;
 - b. investigate and defend UNEP against any third-party claims or allegations;
 - c. protect the security and/or integrity of UNEP's services;
 - d. exercise or protect the rights and safety of UNEP personnel, or others.

2.6 Data Security

Security safeguards designed to protect Stakeholders data, such as HTTPS, have been implemented and systems are regularly monitored for possible vulnerabilities and attacks. However, UNEP cannot warrant the security of any information that is received. There is no guarantee that data may not be accessed, disclosed, altered, or destroyed by breach of any of UNEP's physical, technical, or managerial safeguards.

2.7 Stakeholder Choices and Obligations

2.7.1 Data Retention

Stakeholders' data shall only be retained for as long as Stakeholders keep their account open or as needed to provide Stakeholders with any other services.

2.7.2 Rights to Access and Control Stakeholders' Personal Data

Concerning their Personal Data, Stakeholders can request to:

1. Have access to their Personal Data.
2. Change or correct their Personal Data.
3. Object to, limit or restrict use of their Personal Data.
4. Have their Personal Data deleted from the Digital Platform.

2.7.3 Account Closure

Stakeholders may opt out of the GPML Digital platform. In such case, their accounts and profile information will be deleted immediately, and their data will stop being visible to other Stakeholders.

2.8 Contact Information

For further clarifications or enquiries on the privacy policy contact email:

unep-gpmmarinelitter@un.org

3.0 Terms of Use

3.1 Introduction

The Terms of Use apply to **gpmarinelitter.org**, **digital.gpmarinelitter.org** and **gpmldatahub-uneplive.hub.arcgis.com**. By accepting the Terms of Use, Stakeholders and Visitors enter a contractual agreement with UNEP. When organizations register and join the GPML Digital Platform, they become stakeholders. Users choosing not to register with the Digital Platform will only be able to view certain features as “Visitors”. Stakeholders will receive an update of any modifications to the Terms of Use.

3.1 Obligations

Stakeholders agree to:

1. Keep their account secure by using a strong password and keeping it confidential.
2. Not transfer any part of their account.
3. Share their profile with other Stakeholders.
4. Share submitted resources with both Visitors and Stakeholders.
5. Receive system-wide notifications and messages.

3.2 Rights and Limits

3.2.1 Service Availability

UNEP may change, suspend, or discontinue GPML Digital Platform services upon reasonable notice to Stakeholders.

3.2.2 Content

The content displayed on the Digital Platform is as shared by the Stakeholders and is not a representation of UNEP’s views, beliefs, or opinions.

Regardless of any other license and/or terms governing the use a resource from the Digital Platform must be attributed to relevant Stakeholder(s) that own that resource.

3.2.3 Intellectual Property Rights

Stakeholders are encouraged to use the GPML Digital platform to their benefit. They are permitted to use the Open Data, subject to their compliance with the Terms of Use and the

Privacy Policy, but the relevant Stakeholder(s) retain(s) the copyright(s) to all the resources shared on the GPML Digital Platform.

3.2.4 Automated Processing

Stakeholders provided information and Stakeholders interaction data may be automatically processed to make recommendations for Stakeholder-to-Stakeholder and Stakeholder-to-Resource connections.

3.3 Complaints Regarding Content

UNEP respects the intellectual property rights of other entities. UNEP requires that information posted by stakeholders be accurate and not in violation of the intellectual property rights or other rights of third parties. Complaints may be communicated via: unep-gpmmarinelitter@un.org

3.4 Contact Information

For further clarifications or enquiries on the Terms of Use email: unep-gpmmarinelitter@un.org.