

## **Privacy Policy**

### **World Trade Centers Association**

**Last Updated: 01 July 2025**

**This Privacy Policy may be printed.**

This Privacy Policy (“**Policy**”) outlines how the World Trade Centers Association, Incorporated and its subsidiaries and affiliates (collectively, “**WTCA**”, “**we**”, “**us**”, “**our**”) collect, use, disclose, and protect the information you provide to us when you visit the websites <https://WTCA.org> or <https://join.wtca.org> (the “**Sites**”) or when you interact with us in person, such as at an investment fair.

This Policy does not override any specific contracts agreed to by the parties and relationships may be governed by further privacy agreements. If you are engaging with us on behalf of others in your company or otherwise providing the personal information of others, by engaging with us, you acknowledge and agree that you have the consent of the data subject.

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Last Updated" date will be revised accordingly. We encourage you to review this Privacy Policy periodically for any updates.

#### **Information We Collect and Sources of that Information**

We may, and in the past 12 months we may have, collected certain personal information, including:

1. Identifiers, such as name, postal address, phone number, and email address. We collect this information directly from you when you submit a membership application, attend WTCA events, or register for a webinar or web conference. We may also collect this information from other parties, like social media platforms or data analytics and advertising providers when you interact with our Sites or advertisements on third party websites.
2. Professional or Employment Information, such as current employer, job title, and contact information of your employer. We collect this information directly from you when you submit a membership application, attend WTCA events, register for a webinar or web conference, when you submit this information with your professional profile, or when you submit your information to run for a position with our Board of Directors, Member Advisory Councils and/or Regional Advisory Councils. We may also collect this information from data analytics and advertising providers, or from third party career sites or platforms, such as LinkedIn.
3. Education information, such as level of education, degrees earned, or schools attended. This information is collected directly from you when you submit this information with your professional profile, data analytics and advertising providers, or from third party career sites or platforms, such as LinkedIn.

4. Commercial information, such as business name, business address, and business contact information, such as phone number or email address. We may process this information in connection with your membership status. This information is collected directly from you when you use our Sites to apply for membership, or from data analytics and advertising providers when you interact with our Sites.
5. Geolocation information, such as IP address and zip code. We do not process precise geolocation information. This information is collected directly from you or from data analytics and advertising providers.
6. Financial account information, such as bank account information. This information is collected directly from you by our third party payment processors when you sign up for or renew your membership.
7. Internet, technical, or other similar network activity, which may include usage and browsing history; device and network information, including device properties, the server you are logged on to, domain name of your internet service provider, browser type and version, or general geographic area associated with your IP address; weblogs; time zone; date; language preferences; browsers used; web addresses visited; and other communication information. This data is collected from data analytics and advertising providers when you interact with our Sites.
8. Audio, Electronic, or similar information, which may include call recordings when you contact us or customer support; or when you submit a photograph. This information is collected directly from you when you contact us, interact with certain features of our Sites, or when you submit the information in connection with your membership or profile. We may also collect this data from service providers when you contact customer support.
9. Content of communications, such as the content of phone calls, emails, or text messages when you interact with us or third parties working on our behalf. This information is collected directly from you when you contact us or interact with our Sites, or from service providers when you contact customer support. This information is collected directly from you when you contact us or interact with our Sites.
10. Inferences drawn from other personal information, such as a profile reflecting your preferences, interests, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. This information is created about you from other information we have collected directly from you, or from service providers, data analytics providers, or others.
11. Any other information that you provide to us. We collect this information directly from you, such as when you submit a membership application, or when you provide information in a webform.

### **Use of Personal Information**

We may process any of the personal information we describe above for the following purposes:

1. **Internal business purposes.** To help us understand our members and do market research, and to provide our Sites and membership benefits. We may also use your contact information to respond to your inquiries and provide customer support.
2. **Improvement of our Sites or member benefits.** To improve and grow our Sites and membership benefits, including to improve the functionality and user experience of our Sites, to develop new membership benefits and opportunities, and to understand the needs of our members.
3. **Advertising and Marketing.** To send you marketing, to personalize the ads you see on other websites, and to see how well our ads work.
4. **Security.** To protect our Sites, network, and business operations, and to stop activities that may violate our policies or be fraudulent or illegal.
5. **Legal compliance.** To comply with legal process like warrants or court orders, and to comply with law.

### **How We Disclose Your Personal Information**

We may disclose any of the personal information we describe above:

1. Within our business or with our subsidiaries and affiliates.
2. To other WTCA members via the Membership Directory found [here](#).
3. WTCA employees, WTCA Board Members, and membership service providers will have access to your Financial Information in order to process your membership application.
4. Publicly on our website when you serve as a WTCA Board Officer or Director.
5. With service providers, suppliers, webinar or web conferencing partners, or vendors in the context of our business relationship with those parties.
6. During a change in ownership, such as a merger or bankruptcy, your personal information may be reviewed and transferred along with other business assets.
7. Where we have received your direction or consent to the disclosure of your personal information.
8. To fulfill a service to you or to respond to communications from you.
9. To comply with the law or respond to legal process or lawful requests, including from law enforcement and government agencies.
10. To investigate complaints or possible breaches of law, to protect the integrity of the Sites, or to cooperate in any legal investigation.

11. To protect the rights or property of WTCA or our members, including enforcing the terms governing your membership or use of the Sites.
12. To act on a good faith belief that access or disclosure is necessary to protect the health and/or safety of our employees, members, or the public.

### **Public Posting Areas and Social Media Pages**

We may offer interactive areas where visitors may publish comments or information, such as on our social media pages. You will be bound by posted rules on those pages or websites, as well as our Site Terms of Service. Rules for participation may establish age and other restrictions, such as posting abusive, offensive or inflammatory content. Anything you post online is public information. We are not responsible for anything you voluntarily post online, so users should use caution when disclosing personal information online.

### **Data Security and Retention**

Personal information we collect or receive may be stored and processed in the United States or any other country where we or our service providers have facilities. We take reasonable physical, technical, and organizational measures to safeguard and secure any personal information you provide to us. Please understand, however, that no data transmissions over the Internet can be guaranteed to be 100% secure due to the inherent risks of data transmission over the Internet. Consequently, we cannot ensure or warrant the security of any information you transmit to us, and you understand that any information that you transfer to us is done at your own risk. If we learn of a security system breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Sites or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your membership or use of the Sites. We may post a notice via our Sites if a security breach occurs. We may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

We will only retain your personal information for as long as we need it and in line with our data retention policy, unless we are required to keep it for longer to comply with our legal, accounting or regulatory requirements.

### **Disclaimer Regarding Video Content**

The Sites may contain social media pixels, cookies, or other similar tools which provide us and third parties with analytics regarding how website visitors interact with video content, audiovisual content, or content of a like nature. You may see targeted advertising on third-party websites or platforms because of these tools. Video content is provided for information purposes or to enhance the user experience on the sites. You understand that your personal information, including your video viewing history, may be processed according to this Privacy Policy and our [Cookie Policy](#).

Please note that this Privacy Policy and the Cookie Policy do not apply to third-party video content on our Sites. Please review the privacy policies of those third parties to understand their information practices.

### **International Data Transfers**

If you are visiting our Sites from a location outside of the U.S., your connection may be through and to servers located in the United States. Any information you provide during your visit will be processed and maintained on our server and other internal systems located within the U.S. or otherwise as described above. You acknowledge you understand that by providing your personal information to us, your personal information (i) will be used for the purposes identified above in accordance with this Privacy Policy, and (ii) may be transferred to the U.S. as indicated above, in accordance with applicable law. By using the Sites, participating in any of the services, and/or providing us with this information, you acknowledge this transfer, which may not offer the same level of data protection as the country where you reside, in accordance with the terms of this Policy and you do not require separate notification of each such transfer that occurs. If you have any questions, you can contact us at [privacy@wtca.org](mailto:privacy@wtca.org).

### **Cookies and Similar Technologies**

We use, and may allow certain third parties (including advertising and analytics providers), to use cookies, and other similar technologies (together, “**cookies**”) to provide our services, serve advertisements on the Sites, and to improve the performance of our advertising across the Internet. Please see our Cookie Policy [here](#) to learn more.

**Do Not Track and Opt-Out Preference Signals.** The “Do Not Track” (DNT) privacy preference is an option that may be made available in some web browsers allowing you to opt-out of tracking by websites and online services. We make best efforts to action browser settings requesting that we do not track your personal information, subject to technical limitations; we may not be able to respond to all user settings or signals. WTCA recognizes opt-out preference signals, such as the Global Privacy Control, in a frictionless manner and as a request to opt-out of the sale or sharing of your personal information. The Global Privacy Control is available [here](#). The Global Privacy Control applies to devices and individual browsers, so additional devices and browsers may need to have the Global Privacy Control activated.

### **Your Options and Rights Regarding Your Personal Information**

**Your Account:** Please visit your account page to update your account information.

**Email Unsubscribe:** You can unsubscribe from our updates at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing [privacy@wtca.org](mailto:privacy@wtca.org).

**Text or SMS Messaging:** We may also offer text/SMS messaging to you. In some circumstances, we might require you to opt in to receive text messages from us. At any time, you may opt out of receiving particular text messages from us (other than necessary reminders) by texting STOP in response to any text message.

## ***Your UK, Swiss, And European Privacy Rights***

Individuals located within the European Economic Area, Switzerland, and the United Kingdom have certain rights under applicable data protection laws. These include the right in certain circumstances to:

1. access your personal information (also known as a “subject access request”);
2. correct incomplete or inaccurate information we hold about you;
3. ask us to erase the personal information we hold about you or request anonymity;
4. ask us to restrict our handling of your personal information;
5. ask us to transfer your personal information to a third party;
6. object to how we are using your personal information;
7. obtain information about data transfers, including the safeguards we use to transfer your data across borders; and
8. withdraw your consent to us processing your personal information.

You also have the right to lodge a complaint with us or the supervisory authority for data protection issues in the relevant country. Contact details for data protection authorities in the EEA and Switzerland are available here: [http://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm). Contact information for the UK Information Commissioner is at <https://ico.org.uk/global/contact-us/contact-us-public/>. Contact information for the Swiss Federal Data Protection and Information Commissioner is at <https://www.edoeb.admin.ch/edoeb/en/home/deredoeb/kontakt.html>.

## **Links to Other Websites**

Our Sites may contain links that lead to other third party websites or sites that do not belong to WTCA. If you click on these links, WTCA is not held responsible for your data and privacy protection and visiting those websites is not governed by this Policy. Make sure to read the privacy policy of those third party websites.

## **Children's Privacy**

Our Sites are not intended for or directed towards children under the age of 16. We do not knowingly collect personal information from children.

## **Contact Us**

Your feedback and suggestions on this privacy notice are welcome. We’ve worked hard to create a notice that’s easy to read and clear. But if you feel that we have overlooked an important perspective or used language which you think we could improve, please let us know by email at [privacy@wtca.org](mailto:privacy@wtca.org).

If you have any questions or concerns about this Privacy Policy or our data practices, or would like to make a rights request, please contact us at:

Address: World Trade Centers Association, Inc.  
Attn: Legal Department  
115 Broadway, Suite #1202  
New York, NY 10006

Telephone: (212) 432-2626  
Email: [privacy@wtca.org](mailto:privacy@wtca.org)