

Terms and Conditions

These terms and conditions apply to the use of the **Non-Fungible Earth** website. By accessing the site you agree to be bound by the terms and conditions set out below.

Copyright

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Disclaimer

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Privacy Policy

At **Non-Fungible Earth** we respect the privacy of visitors to our website www.nonfungibleearth.com. This policy is concerned with how we collect information, what we do with it and what controls you have over your personal information.

Your Privacy

We take our duty to process your personal information very seriously. This policy explains how we collect, manage, use and protect your personal information.

Refer to the sections below for more details on how and why we use your personal information:

1. Who we are
2. What personal information we collect and how we use it
3. Legitimate interests
4. Sharing your information
5. Retaining your information
6. Your details on the web
7. What are your rights?
8. How to contact us

1. Who we are

In this policy references to the Company Name, or to 'we' or 'us' are to **Non-Fungible Earth Ltd**, which is a registered company in England and Wales.

2. What personal information we collect and how we use it

What we need

Non-Fungible Earth is what's known as the 'controller' of the personal information you provide to us. We will usually collect basic personal information about you like your name and email address.

Why we need it

We collect your personal information in connection with specific activities, such as campaign updates, newsletter requests, feedback and competition entries.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our site. However, if you choose to withhold requested information, we may not be able to provide you with certain services.

Our marketing

Sometimes, with your consent, we will process your personal information to provide you with information about our work or our activities that you have requested or are expecting.

On other occasions, we may process personal information when we are required to do this by law or other regulations.

Non-Fungible Earth also processes your information when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our products, campaigns, services, products, newsletter requests, feedback, competitions and other activities. Please see the section on 'Legitimate Interest' for more information.

How we obtain your details

We will also hold information about your details so that we can respect your preferences for being contacted by us.

We collect your personal information in a number of ways:

When you provide it to us directly.

When you provide permission to other organisations to share it with us (including Facebook or Twitter).

When we collect it as you use our websites or apps.

When you have given it to a third party and you have provided permission to pass your information on to us.

We combine the information from these sources with the information you provide to us directly.

Children

If you are under 16 please ensure you obtain your parent/guardian's consent before sending any personal information to any website or Non-Fungible Earth.

As a parent or guardian we encourage you to be aware of the activities in which your children are participating, both offline and online. If your children voluntarily disclose information, this may encourage unsolicited messages. We suggest that you discourage your child from providing any information without your consent.

Anything else?

Some or all of your data may be stored or transferred outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store or transfer data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under the GDPR. One legal ground for transferring personal data set out in the GDPR is an "adequacy decision." An adequacy decision is a decision by the European Commission that an adequate level of protection exists for the personal data in the country, territory, or organization where it is being transferred. The Privacy Shield framework constitutes one such example of an adequacy decision. Our Third Party providers Mailchimp, Squarespace and Stripe have certified their compliance to the Privacy Shield

framework, and are committed to treating all personal data received from EU member countries in accordance with the Privacy Shield framework's applicable principles. If you would like to change the way you hear from us or no longer wish to receive communications from us then use the contact form on our 'Contact Us' page or click unsubscribe at the bottom of our newsletter.

3. Legitimate interests

We have a number of lawful reasons that mean we can use your personal information. One of these is something called 'legitimate interests'. Broadly speaking Legitimate Interests means we can process your personal information if:

We have a genuine and legitimate reason.

and

We are not harming any of your rights and interests.

Please read the information we have provided in the 'Legitimate Interests' below for more detailed information.

4. Sharing your information

We do not share your information with any other organisations or individuals unless we are obliged to by law, for purposes of national security, taxation and criminal investigations and in the following instances:

If you have agreed that we may do so.

When we use other companies to provide services on our behalf, e.g. processing, sending mail and emails, customer analysis, assessment or when using auditors/advisors.

We may disclose aggregate statistics about our site visitors, supporters, customers and sales to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.

And, we will never sell or rent your personal information to other organisations.

5. Retaining your information

We hold your information only as long as necessary for each reason that we use it. We have provided some examples of the time we will keep your information in this paragraph but you can contact us for more information.

If you decide not to support Non-Fungible Earth any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

6. Your details on the web

Please read the information we have provided in the Cookies Policy for more detailed information.

7. What are your rights?

You have a number of rights about how the personal information you provide can be used. These are:

Transparency over how we use your personal information (right to be informed).
The ability to request a copy of the information we hold about you, which will be provided to you within one month (right of access).
Update or amend the information we hold about you if it is wrong (right of rectification).
Ask us to stop using your information (right to restrict processing).
Ask us to remove your personal information from our records (right to be 'forgotten').
Object to the processing of your information for marketing purposes (right to object).
Obtain and reuse your personal information for your own purposes (right to data portability).
Not be subject to a decision when it is based on automated processing (automated decision making and profiling).
If you would like to know more about your rights under the data protection law, you can find out more at the Information Commissioners Office website.

Remember, you can change the way you hear from us or withdraw your permission for us to processing your personal information at any time by clicking unsubscribe at the bottom of our newsletter.

8. How to contact us

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact us (details at the bottom of this page), we will be happy to help.

If you wish to raise a complaint on how we have handled your personal information, you can contact our data protection adviser who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law you can complain to the Information Commissioner's Office (ICO).

If you wish to talk to us about anything in the policy or the information we hold about you please contact us:

By email: NFE@nonfungibleearth.com

Legitimate interests

The new data protection requirements have a number of reasons by which we can use the personal information you provide to us. One of these is called 'legitimate interests'.

This means that we have the potential to use your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests. So, what does this mean? When you provide your personal details to us we may use your information within our ongoing business practices. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns.

How we may use your personal information

Personalisation: Where the use of the information enables us to personalise, enhance or otherwise improve our services/communications for the benefit of our customers.

Analytics: To use your personal information for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research: To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you.

Due Diligence: We need to undertake due diligence on potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us.

Your interests

Before we use your personal information for our legitimate interests, we will always consider and balance any potential impact on you and your rights under data protection legislation and any other relevant law. Our legitimate business interests do not automatically override your interests – we will never use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by emailing us at NFE@nonfungibleearth.com.

Cookie Policy

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to

provide information to the owners of the site. The following tables explain the cookies we use and why.

Cookie Name	Duration	Purpose
ss_cid	2 years	Identifies unique visitors and tracks a visitor's sessions on a site
ss_cvr	2 years	Identifies unique visitors and tracks a visitor's sessions on a site
ss_cvisit	30 minutes	Identifies unique visitors and tracks a visitor's sessions on a site
ss_cvt	30 minutes	Identifies unique visitors and tracks a visitor's sessions on a site
ss_cpvisit	2 years	Identifies unique visitors and tracks a visitor's sessions on a site
ss_cookieAllowed	30 days	Remembers if a visitor agreed to placing Analytics cookies on their browser if a site is restricting the placement of cookies
crumb	Session	Prevents cross-site request forgery (CSRF). CSRF is an attack vector that tricks a browser into taking unwanted action in an application when someone's logged in.
SS_MID	10 years	This cookie identifies a unique visitor. No visitor information is stored except a unique ID dropped on visitors to the site.

Provider	Name	Time Held	Purpose
Squarespace	SS_MATTR SS_ABPP ss_lastid	From 30 minutes to a maximum of 2 years from first visit.	To provide us with information about your visit, such as device and browser usage and referral sites. This helps us to identify areas for improvement and those that are most valued. The cookies collect information in an anonymous form.
Google Analytics	__utma __utmz __zcmid __ga __gid	2 years from set up 6 months from set up 1 year 2 years 1 day	To provide us with information about your visit, such as the number of unique visitors. This helps us to identify areas for improvement and those that are most valued. The cookies collect information in an anonymous form.
Mixpanel	mp_b36aa4f2a42867e23d8f9907ca741d91_mixpanel	1 year	This cookie is set by Mixpanel for analyzing traffic, and in particular how visitors reached the website.
Stripe	__stripe_mid	1 year	Used by Stripe to measure web traffic

How do I change my cookie settings?

Most web browsers allow some control of cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>