

Privacy Policy of EFB

The European Federation of Green Roof and Living Wall Associations (“EFB”, “we”, “our”, or “us”) is committed to safeguarding your personal data. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you visit our website www.efb-greenroof.eu (the “Site”).

Please read this Privacy Policy carefully. By accessing or using the Site, you agree to the terms of this policy. If you do not agree, please do not use the Site.

Data Controller

The data controller responsible for processing your personal data under applicable data protection laws is:

European Federation of Green Roof and Living Wall Associations – EFB
Wiedner Hauptstraße 63
A-1045 Vienna, Austria
T: +43 660 40 23 927
E: office@efb-greenroof.eu

1. Information We Collect

We may collect personal and non-personal information in the following ways:

a. Personal Data

Information you voluntarily provide, such as your name, email address, telephone number, organization, or any other contact details when you:

- Subscribe to our events
- Fill out contact forms
- Engage in other communication with us

b. Technical and Usage Data

Automatically collected information includes:

- IP address
- Browser type and version
- Device information
- Operating system
- Referring website
- Pages visited and time spent on the Site

c. Cookies and Tracking Technologies

We may use cookies, pixels, and other tracking tools to personalize and improve your browsing experience. For more information, please review our Cookie Policy.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To operate and maintain the Site
- To respond to your inquiries and provide support
- To send newsletters, updates, or other communications
- To improve the functionality and user experience of the Site
- To analyze traffic and usage trends
- To comply with legal and regulatory obligations

3. Disclosure of Your Information

Your information may be shared in the following circumstances:

a. Legal Requirements

If required to do so by law or in good faith belief that such action is necessary to:

- Comply with legal obligations
- Protect and defend our rights or property
- Investigate fraud or other illegal activity

b. Service Providers

We may share data with third-party service providers for tasks such as:

- Website hosting
- Data analysis
- Email distribution
- IT services
- Marketing assistance

Some of our third-party service providers may be located outside the European Economic Area (EEA), including in countries that may not offer the same level of data protection.

c. Organizational Changes

In the event of a merger, reorganization, or similar corporate change, your data may be transferred as part of that process.

4. Third-Party Links

Our Site may contain links to external websites. We are not responsible for the privacy practices or content of such third-party sites. Please review their privacy policies independently.

5. Data Security

We implement appropriate technical and organizational measures to protect your personal data. However, no internet transmission or storage system is completely secure. We cannot guarantee the absolute security of your information.

6. Data Retention

We retain personal data only for as long as necessary for the purposes described in this Privacy Policy or as required by applicable law. When we no longer need your data, we will securely delete or anonymize it.

7. Your Rights Under the GDPR

You have the following rights regarding your personal data:

- Right of access – obtain confirmation and a copy of the data we hold about you.
- Right to rectification – correct inaccurate or incomplete data.
- Right to erasure ("right to be forgotten") – request deletion of your data.
- Right to restrict processing – request limited use of your data.
- Right to data portability – receive your data in a structured, machine-readable format.
- Right to object – to processing based on our legitimate interests.
- Right to withdraw consent – at any time, for processing based on consent.

To exercise any of these rights, please contact us at **office@efb-greenroof.eu**.

8. Children's Privacy

We do not knowingly collect or process data from children under the age of 13. If you believe we have inadvertently gathered such data, please contact us immediately.



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9. Changes to This Privacy Policy

We may update this Privacy Policy periodically. The most recent version will be indicated by the “Effective Date” below. Continued use of the Site after changes means you accept the revised terms.

Effective Date: May 2025

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

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