

Terms of Use for use of the messaging platform in support of the UN Act Now Climate Action Campaign

Please read these Terms of Use which include a Privacy Statement and General Terms and Conditions that apply to your interaction with the UN Act Now Climate Action Campaign through the WhatsApp messaging platform. By messaging the UN Act Now Climate Action Campaign using WhatsApp, you are confirming that you understand and agree to these terms.

Privacy Statement

When you interact with the UN Act Now Climate Action Campaign, you accept to provide to the United Nations the personal information needed to reply to your messages. You can, however, stop interacting with the UN Act Now Climate Action Campaign and request the deletion of your data as explained below.

1. What data is collected and with whom is it shared?

Your data is collected by the United Nations and shared with our technology partner, Praekelt PBC(Praekelt) and with WhatsApp. The data gathered, stored and shared is as follows:

| What data? | How is it collected? | With whom is it shared? |
|---|--|--------------------------------|
| Phone number | automatically captured from the user's profile | WhatsApp, Praekelt, UN |
| Profile name | automatically captured from the user's profile | WhatsApp, Praekelt, UN |
| Metadata about your connection (IMEI, MAC address, IP address) | this will be automatically recorded from the user's mobile and connection being used | WhatsApp |
| Message content | the specific information sent by the user, including photos, videos and audio files | UN, Praekelt |

As the WhatsApp messaging platform is used for the service, WhatsApp will also capture certain data unrelated to the UN Act Now Climate Action Campaign, as per the [WhatsApp Terms of Service](#).

2. Why is the United Nations collecting your data?

The United Nations will use the data collected for the purpose of the UN Act Now Climate Action Campaign.

Praekelt will have access to and process the same data in order to support the UN Act Now Climate Action Campaign through the WhatsApp platform, routing messages from users to the United Nations and back, and facilitating the automation of message delivery based on the content of messages received.

In addition, the United Nations and Praekelt will collect anonymized data about participation in the UN Act Now Climate Action Campaign, which will be utilised to review and improve engagement with civil society on climate and other issues within the mandate of the United Nations. The United Nations will not sell your data, and will not disclose it other than as disclosed in this Privacy Statement. Praekelt has also committed to use your data only for the limited purposes described here.

3. How to opt out or request deletion of your data?

You can choose to stop engaging with the UN Act Now Climate Action Campaign at any time and ask for your data to be deleted. Simply message the phrase “STOP” to no longer receive messages. To request deletion of your data and interactions, simply message the word “ERASE” and you will be prompted to confirm you no longer wish to receive messages from the UN Act Now Climate Action Campaign and wish to delete your data stored by the United Nations, including all messages exchanged with the United Nations.

Your data will be stored by the United Nations for a maximum period of 365 days since your last engagement with the UN Act Now Climate Action Campaign, after which it will be deleted; except for the anonymized data used by the United Nations and Praekelt for assessment of the UN Act Now Climate Action Campaign.

For opting out of the WhatsApp messaging service, please consult [WhatsApp's Terms of Service](#).

General Terms and Conditions

Engaging with the UN Act Now Climate Action Campaign means you agree to the following terms and conditions:

1. Code of Conduct for the UN Act Now Climate Action Campaign

You agree to the following code of conduct, supplementary to WhatsApp's existing Terms of Service:

- Do not share any personal data about yourself or others.
- Do not use the application to violate the intellectual property rights of other persons or entities (i.e., the rights affording protection to creative and intellectual effort which include copyright, designs, patents, trademarks, layouts, and confidential information which may be part of your content).

2. Disclaimer

Engaging with the UN Act Now Climate Action Campaign through the WhatsApp platform is subject to WhatsApp's existing Terms of Service. The United Nations is not responsible for any harm suffered in connection with use of the WhatsApp messaging platform.

The use of the WhatsApp platform for the United Nations Act Now Climate Action Campaign does not constitute an endorsement. The United Nations does not endorse WhatsApp, Praekelt PBC, Turn.io or any other messaging applications from other providers.

3. Intellectual Property

All intellectual property rights relating to United Nations materials provided through the United Nations Act Now Climate Action Campaign remain vested in the United Nations, unless otherwise stated. Extracts of the materials and other information provided may be viewed, downloaded, and printed for personal, non-commercial use only, without any right to sell, resell, or create derivative works therefrom.

Any use other than for personal purposes, including reproduction or translation of substantial portions of United Nations-owned materials requires the express prior written permission of the United Nations.

4. UN Name and Emblem

The UN name and emblem are the exclusive property of the United Nations. They are protected under international law. Unauthorized use is prohibited. They may not be copied or reproduced in any way without the prior written permission of the United Nations.

5. No Waiver

Nothing in or relating to UN Act Now Climate Action Campaign including this User Agreement shall be deemed a waiver of the privileges and immunities of the United Nations.

6. Further Questions?

Questions about these Terms of Use may be sent to socialmedia@un.org.