

California – Data Privacy Notice - Online

Date of last update: 8 July 2025

This California Data Privacy Notice (“Notice”) is provided on behalf of Wood Mackenzie, Inc. (hereinafter “we” “our” or “us”) and applies to consumers (hereinafter, “you” or “your”) of California. This notice applies to personal data we collect on www.woodmac.com or any Wood Mackenzie-branded website.

Personal Information We Collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a consumer. For purposes of this Notice, consumers include those who interact online or offline with us. We have collected personal information in the following categories from consumers in the last 12 months:

Category	Examples	Collected (y/n)
Identifiers	Real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, e-mail address, account name, or other similar identifiers	YES
Personal information categories listed in California Civil Code § 1798.80(e)	Name, signature, address, telephone number, employment, employment history, bank account number, or other financial information	YES
Characteristics of protected classifications under California or federal law	California and federal laws provide protection against discrimination if you belong to a protected class.	NO
Commercial information	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	YES
Internet and other electronic network activity	IP address, browser history, search history, and information regarding interactions with the site / application / advert	YES
Geolocation data	Physical location, geocode, longitude/ latitude (from the IP address).	YES
Audio, visual	Audio, visual information	YES
Professional or employment-related information	Current or past job history.	YES
Education information as defined in the Family Educational Rights and Privacy	Records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes,	NO

Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)	student financial information, or student disciplinary records.	
Inferences	Drawn from any of the information to create a profile or summary.	YES

Our use of sensitive personal information

We do not use your sensitive personal information.

Sources from which we obtain personal information

We may obtain personal information from the following sources:

- Directly from you: for example, from forms you complete, or products and services offered to you through us, as well as when you communicate with us, such as when you send an e-mail or communication through a social media platform
- Indirectly from you: for example, from action you take when visiting our websites or that is collected automatically.
- Clients and third parties in connection with products and services they provide to you
- Clients and third parties in connection with products and services you provide to them
- From our affiliates and subsidiaries
- Publicly available sources

Purposes for which personal information is collected

We may use personal information that we collect for one or more of the following purposes:

- To fulfill the reason the information was provided: for example, to provide the product or service requested
- To operate, evaluate, and improve our business
- To develop, maintain the quality or safety of, improve, upgrade, or enhance our products and services
- To perform market research
- To advertise and market our products and services and to determine the effectiveness of such advertising and marketing
- To administer our websites
- As required or necessary in response to law enforcement requests or to comply with applicable law, court orders, or governmental regulations
- To perform auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards
- To detect security incidents
- To resist and protect against malicious, deceptive, fraudulent, or illegal activity
- To identify and repair errors that impair existing intended website functionality
- To perform services on behalf of, or for, clients or service providers, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of clients or service providers

Categories of third parties that we may disclose personal information to

- Affiliates and subsidiaries

- Service providers and sub-processors that perform services for us, our affiliates, and/or subsidiaries.
- Clients for which we perform services
- Vendors of Clients for which we perform services

Purposes for which we disclose personal information to third parties

We disclose the following categories of personal information to third parties for the following purposes:

- To fulfil contractual obligations with clients and service providers,
- To complete e-commerce transactions, and
- To provide technical and analytical support for customers.

Selling or Sharing of personal information

“Selling” means the selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer’s personal information to a third party for monetary or other valuable consideration.

“Sharing” means sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer’s personal information to a third party for cross-context behavioural advertising.

We do not sell or share consumers’ personal information.

To opt-out from Wood Mackenzie emails you may click on an ‘unsubscribe’ link in our marketing emails, or submit your request online here: [Unsubscribe | Wood Mackenzie.](#)

We will still send you legally required emails such as transaction receipts from online purchases and confirmations of event registrations.

Your rights regarding your personal information

The right to know what personal information has been collected about you, including the categories of personal information, the categories of sources from which personal information is collected, the purpose(s) for collecting, selling, or sharing personal information (as applicable), and the categories of third parties to whom personal information has been disclosed

- The right to delete personal information collected about you, subject to certain exceptions
- The right to correct inaccurate information that we maintain about you

Exercising your rights

To exercise your rights, you or your authorized agent may contact us at: privacy@woodmac.com or call our toll-free number: + 1 833 684 9198. In order for us to process your request, we may need to ask additional questions to verify your identity before processing your request.

Contact Us

If you have questions or concerns about this notice, you may contact us at privacy@woodmac.com

How to Contact Us

To exercise your rights, you or your authorized agent may contact us at:

- Email: Privacy@woodmac.com, or call our toll-free number: + 1 833 684 9198

If you are a candidate, please refer to the Candidate privacy notice.

In order for us to process your request, we may ask that you provide information to verify your identity. Any information collected will only be used for identity and address verification purposes.

Non-discrimination / No retaliation

You will not receive discriminatory treatment or be retaliated against for exercising any of your rights as described above or otherwise in accordance with applicable law.

We will not:

- Deny you goods or services
- Charge you a different price or rate for goods or services, including through granting discounts and other benefits or imposing penalties
- Provide you a different level or quality of goods or services
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services