

WELL

HEALTH-SAFETY RATING



GUIDEBOOK



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ENROLLMENT

Enrollment signifies your intent to pursue the WELL Health-Safety Rating for Facility Operations and Management. The WELL digital platform (projects.wellcertified.com) is the official online registration application and project management system for WELL and WELL Health-Safety. Once the enrollment fees for the WELL Health-Safety Rating have been paid, projects are considered officially enrolled to apply for the rating. To remain an active WELL Health-Safety Rating project and to be eligible to receive seals of achievement each year, the enrollment must be renewed annually and all rating requirements must continue to be met.

Upon enrollment, WELL Health-Safety Rating projects must submit documentation within one year from the date of enrollment or renewal. If a project does not submit documentation within this time period, enrollment will expire. If a project anticipates difficulty in meeting these deadlines, it must request an extension from IWBI at least six months prior to the enrollment expiration date and submit documentation explaining why a longer period of time is necessary.

WELL projects and WELL Portfolio members

Organizations with properties that are pursuing WELL Certification and WELL Certified properties, as well as subscribed WELL Portfolio members, can pursue the WELL Health-Safety Rating from within their existing WELL account. If documentation for the WELL Health-Safety Rating features is submitted within an existing review cycle associated with the project or portfolio, there are no additional fees to earn the WELL Health-Safety Rating. Projects teams may also schedule an additional, separate review for WELL Health-Safety Rating documentation, in which case additional fees apply.

Option to Pursue WELL Certification

WELL Certification requires a comprehensive approach to health and well-being, applying strategies from the WELL Building Standard™ (WELL™) across ten concept areas: Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind and Community. WELL is the world's leading global health rating system and the first to be focused exclusively on the ways that buildings, and everything in them, can improve our comfort, drive better choices, and generally enhance, not compromise, our health and wellness. The WELL Health-Safety Rating features are a subset of those available through the WELL Building Standard, adapted to focus specifically on facilities operations and management. For more information, see the WELL Certification Guidebook and the WELL Building Standard.

Projects enrolled in the WELL Health-Safety Rating can elect to pursue the rating on its own, or in conjunction with WELL Certification. For projects seeking to pursue the WELL Health-Safety Rating and WELL Certification, certification can be pursued concurrently with the WELL Health-Safety Rating, or at a later date. (See notes above for WELL projects and WELL Portfolio members.) If a project's enrollment in the WELL Health-Safety Rating is in good standing, the project is eligible to receive a discount on the WELL Certification registration fee. Additional review and performance testing fees will apply based on the WELL Certification fees associated with the project specifications.

Project Boundary and Scope

Enrollment requires submitting basic information about the project and the project scope. At enrollment, owners define the boundaries of what falls within the project scope. The WELL Health-Safety Rating boundary may not unreasonably exclude portions of the building, space or site to give the project an advantage in complying with rating requirements. The project must accurately communicate the scope of the enrolled project in all promotional and descriptive materials and distinguish it from any non-enrolled space.

The project should be defined by a consistent owner and clear boundary such that the project is physically distinct from any non-enrolled areas. Separate buildings are considered distinct projects for the WELL Health-Safety Rating. Pursuit and achievement of the WELL Health-Safety Rating features must be consistent across the project.

Projects in which 75% of the project area is occupied by one or more tenants/residents and/or serves as common space in the building accessible to all tenants/residents are considered to have a Core scope for the WELL Health-Safety Rating, and as such, are subject to the “Core scope” notes within the rating’s features.

Owners that wish to pursue the WELL Health-Safety Rating for multiple projects concurrently may do so through the multiple projects’ pathway, which provides access to streamlined documentation and pricing opportunities. See the Documentation Requirements, Multiple Projects Pathway section for more information.

ROLES AND RESPONSIBILITIES

WELL Reviewer

After documentation submission, the Green Business Certification Inc. (GBCI) will assign a GBCI WELL Reviewer to the project. The WELL Reviewer is the third-party individual responsible for reviewing your project for the WELL Health-Safety Rating. After submission for the rating, the WELL Reviewer is responsible for reviewing documentation for compliance with WELL Health-Safety Rating requirements.

Project Team Roles

Project team members will have distinct responsibilities throughout the rating process, as described below.

Project Administrator

Project administrators act as project managers and oversee the WELL Health-Safety Rating process. The project administrator is the primary point of contact and must be copied on all correspondence with IWBI and GBCI. This individual will also be the recipient of a comprehensive WELL Health-Safety report following documentation review, as well as the WELL Health-Safety award package. The project administrator can be a WELL Accredited Professional (WELL AP), the owner (see below), or another designated representative for the rating. This individual is responsible for ensuring that all documentation is complete and accurate before submitting for review. The project administrator is ultimately responsible for the overall quality of the documents submitted and is expected to complete a thorough quality control check of all documentation and forms prior to submission for review.

Owner

Owners are responsible for authorizing enrollment of the project and will be required to validate various documents used to demonstrate that WELL Health-Safety Rating strategies are satisfied. Participation in the WELL Health-Safety Rating Program is subject to the WELL Health-Safety Rating Agreement. An owner can be an individual property owner or a representative who is delegated responsibility by an entity that owns the space. Owners have the authority to hold and control project-relevant property and to authorize decisions pertaining to that property. In circumstances where multiple owners hold rights over a property, a single owner must be identified as the authorized decision-maker for purposes of the WELL Health-Safety Rating. In such cases, the project team must submit a Confirmation of Primary Owner's Authority Form, which is available upon request.

WELL Accredited Professional (WELL AP)

The WELL AP credential recognizes building industry professionals who are knowledgeable of the conceptual and applied frameworks of WELL and are experienced in its application. WELL APs can help guide projects to successful rating and certification awards. Project teams are not required to include a WELL AP but having a WELL AP as part of a project team will help to address various components of the WELL Building Standard, including those that are applicable to the WELL Health-Safety Rating.

DOCUMENTATION REQUIREMENTS

In order to achieve the WELL Health-Safety Rating, projects are required to provide documentation as evidence demonstrating that a minimum of 15 features from the rating have been met. Projects have flexibility to choose any combination of WELL Health-Safety Rating features provided that they achieve the minimum number of features. There are no points associated with WELL Health-Safety Rating features, nor are there different levels of achievement associated with the rating.

The WELL Health-Safety Rating features are a collection of WELL v2 features, adapted to focus specifically on facilities operations and management. WELL v2 is the post-pilot version of the standard and will be released in full to the public in August 2020.

The WELL digital platform (projects.wellcertified.com) is the official online enrollment application and project management system for the WELL Health-Safety Rating. This online platform is used to house all documents related to the project and to submit information for review by the WELL Reviewer.

Upon enrollment, project documents may be uploaded at any time during the term. Enrollment fees include one review cycle per year, which is scheduled by the project administrator. Additional review cycles, subject to additional fees, may be scheduled. At each review cycle, GBCI will conduct a review of all documents that have been submitted for review via the WELL platform for the project(s).

Required Document Types

All documentation must be submitted through the WELL platform via your wellcertified.com account. Documentation may be uploaded onto the WELL platform as it is prepared by the project team.

1. Annotated Documents

Annotated documents refer to existing project documents that are notated to provide additional information to indicate how WELL Health-Safety Rating features have been met.

Types of annotated documents may include the following:

- A. Operations schedules with time log templates (as applicable).
- B. Policy documents (e.g., employee handbooks with pertinent information marked or highlighted).
- C. Signage and communication materials.
- D. Professional narratives.
- E. Other materials including ongoing reports.

2. Letters of Assurance (LOAs)

Separate letters of assurance must be submitted by the appropriate professional overseeing the implementation of a specific feature. Letters of assurance will be required for specific strategies from the owner to confirm that the requirements have been met.

3. Innovation proposal

Innovations pave the way for projects to develop unique strategies for creating healthy environments. Innovations must be supported by sufficient rationale based on cited scientific, medical and industry research. Innovation proposals are submitted along with other documentation for review.

4. General Documents

Annotated documents and letters of assurance are tied to specific feature requirements. The documents listed below, however, are not linked to the verification of a specific feature but are instead required as a general document for the rating process at large. These documents do not need to be annotated but are used to inform IWBI and the WELL Reviewer of details of the project.

Required general documents include the following:

- A. WELL Health-Safety Rating Agreement.
- B. A project checklist listing the attempted strategies.
- C. Representative floor plans or project maps.
- D. Narrative describing the project in general.
- E. Proof of construction completion. This may be through a certificate of occupancy or other documentation that similarly confirms that construction is complete.

Multiple Projects Pathway

Owners that enroll multiple properties in the WELL Health-Safety Rating concurrently can leverage opportunities to submit documentation efficiently at scale across the projects enrolled to provide efficiencies in the documentation process. All associated projects that are utilizing the multiple projects pathway must submit in one review cycle per year. Additional reviews may be scheduled as needed for additional fees.

The documentation scalability follows the same methods that exist for WELL Portfolio members. The scales are described in detail below and summarized in Table 1. WELL Portfolio members submitting for the WELL Health-Safety Rating must identify the projects targeted for WELL Health-Safety Rating in their documentation submission, and all such feature documentation for the identified projects must be submitted together during the same review.

Shareable Documents

Projects pursuing the multiple projects pathway can apply Shareable documents across multiple projects (see Table 1). For example, a corporate commitment documented by a policy document could apply to all such projects; or, an owner involved with several projects could use the same owner letter of assurance to attest to the conditions across those projects. Shareable documents are uploaded by an administrator or other authorized individual into the WELL digital platform. This individual may assign such a document to all projects, some projects or no projects at all.

In assigning the document, the individual is attesting that it applies as written to the project(s) selected. In addition, once a Shareable document is part of the document library, team members may select and assign it to their own project. Multiple documents may exist in the library for a given feature. For example, separate versions of a document may be created to apply to subsets of the projects. Once GBCI successfully reviews a Shareable document, it is considered approved for all projects to which that document was assigned at the beginning of the review cycle. Project teams that subsequently assign the document to their project will receive credit for the relevant feature in the next review cycle. Any changes to Shareable documentation as part of a review cycle require a reconfirmation that projects using the document continue to meet the updated documentation.

Guideline Documents

Guideline documents (or “Guidelines”) are a special type of Shareable document that describes the requirements projects adhere to rather than the details of how a particular project has met the feature. They can be used to streamline documentation for users of the multiple projects pathway in instances when the verification method is specific to the conditions of an individual project: for example, a project-specific plan. As with other Shareable documents, authorized team members upload Guidelines to the team’s document library and may assign the

Guideline to any number of projects. In doing so, the team member is attesting that the project(s) selected is meeting the requirements laid out in the Guideline document. Project teams may also assign previously uploaded Guidelines to their project within the defined projects. GBCI evaluates Guidelines for equivalency with the feature language; the Guideline must address the requirements at a minimum. Because Guidelines outline requirements rather than demonstrate compliance with WELL Health-Safety Rating features, a subset of projects to which the Guidelines are assigned will be required to provide additional documentation for the relevant feature (see Auditing).

Photographs

The WELL Health-Safety Rating lists photographs as the verification method for some features. Photographs provide visual evidence that certain WELL Health-Safety Rating features have been met on site. Photographs are considered a Guideline document. Therefore, rather than submitting a photograph for every relevant feature pursued, teams enrolled in the multiple projects pathway may submit a Guideline document describing what the photograph would need to show and only provide the actual photograph for the projects selected for audit (see Auditing). Photographs must be date stamped and identify the location within the project boundary.

Individual-scale Documents

The verification methods detailed in the WELL Health-Safety Rating were written to validate features for single projects. These project-specific documents are Individual-scale documents; they are uploaded by a project team member and applied only to the project selected. Any project can use the Individual-scale verification method for any feature. For example, Individual-scale documentation methods might be applied if only one project is pursuing a feature or if a project is meeting a feature in a different way than the rest of the team’s projects. All features in which the verification method is an on-going data report require Individual-scale documents.

Table 1: Documentation Scales

WELL v2 verification method	Scale	Subject to audit?
Owner LOA	Shareable	No
Policy and/or Operations Schedule		
On-going Maintenance Report	Shareable (Guidelines)	Yes
On-site Photographs		
Professional Narrative		
Technical Document		
On-going Data Report	Individual-scale	No

Auditing

GBCI will audit project-level documentation in each review cycle in which projects use Guideline documents to check that WELL Health-Safety Rating requirements are being consistently met at the project level. If audited, the team will be required to provide project documentation for the applicable feature, utilizing the original verification method referenced in column 1 of *Table 1*. GBCI will not begin review until all audited project-level documentation is provided. For each Guideline document assigned in a review cycle, the audit will affect the square root (rounded down) of the number of projects to which that document is assigned. For the first documentation submission, a

team may select the projects for which audited documentation must be submitted; for documentation submissions in subsequent years, projects will be selected based on a random audit.

For projects that are subject to an audit, the full Individual-scale documentation must be submitted for any features being pursued with Guideline documents. Failure to submit audited documentation and/or meet the requirements of an audit will result in a loss of corresponding feature achievement for the project. Additionally, if a team fails the audit of a particular feature multiple times in a single review cycle, further audits of additional projects may be required for the team to be allowed to apply the Guideline to any project during that review cycle (additional fees apply).

Documentation Review

All projects must successfully pass Documentation Review, which takes place in a project's annual review cycle. For a team pursuing the multiple projects pathway, all documentation must be submitted together in one annual review cycle. Additional review cycles may be scheduled for a fee and are subject to GBCI availability.

The WELL Reviewer will begin this review once a project team submits all documentation for a given project attesting to conditions in-place. After documentation is submitted, the WELL Reviewer will respond with review comments within 8-10 business days, indicating if documentation submitted for each feature is satisfactory, and indicating what additional information is needed. The project team will be notified if GBCI finds any submissions to be inaccurate or unsatisfactory, or if further documentation is required. The project team will have an opportunity to amend existing documents or submit additional materials for a second review. The WELL Reviewer will respond with the results of the second review within 8-10 business days. If any additional reviews are required, additional fees will apply. Any additional rounds of review will also be completed within 8-10 business days. For multiple location WELL Health-Safety submissions, depending on the complexity and quality of the review submissions, review timelines may be longer than the standard of 8-10 business days, with a maximum of up to 25 business days.

WELL HEALTH-SAFETY REPORT

Following documentation review, the WELL Health-Safety report will provide an assessment of whether requirements of the rating features pursued by the project team for a given project were approved. Once the WELL Health-Safety report is issued, the project team is required to either accept their WELL Health-Safety report via the WELL platform or initiate an appeal within 180 calendar days. If, within 180 calendar days after issuance of the WELL Health-Safety report, the project team has neither affirmatively accepted the WELL Health-Safety report on the WELL digital platform nor initiated an appeal, the WELL Health-Safety report will be considered final.

Award & Ongoing Monitoring

Award

Projects that have satisfied the requirements of the WELL Health-Safety Rating and have accepted the WELL Health-Safety report are officially designated as WELL Health-Safety Rated projects.

IWBI encourages project teams to promote their achievement through a variety of means, and provides a suite of resources to support WELL Health-Safety Rated projects, including:

- WELL Health-Safety seal (four complimentary blue seals per asset).
- Digital, printable WELL Health-Safety seal.
- One printed certificate featuring enrolled project name.
- Digital, printable certificate featuring enrolled project name.
- Digital promo kit with sample press release and social posts.
- On-site marketing collateral toolkit.

The WELL Health-Safety seal will indicate the year the project achieved the rating (with new seals made available at each annual renewal) and may only be displayed at the site of the WELL Health-Safety Rated project. For more information, please view the WELL Health-Safety Rating PR Guidelines.

Annual Submissions

In order to maintain status as a WELL Health-Safety Rated project, participants must renew their enrollment annually, pay the applicable enrollment fee and adhere to reporting and on-going verification requirements. Certain features require projects to submit reports on the following:

- A. Proof of maintenance (e.g., logs of cleaning schedules and filter replacement)
- B. On-going monitoring of environmental parameters (e.g., air and water quality). These strategies generally require submission to the WELL platform on an annual basis and as part of the annual renewal process.

To remain in good standing, projects must submit the documents within 12 months of achieving the WELL Health-Safety Rating and then every 12 months thereafter. Failure to provide these reports within the required time frame may render a project ineligible for renewal of the WELL Health-Safety Rating and/or result in additional requirements and fees assessed at the point of renewal. For details on reporting requirements, refer to the relevant WELL Health-Safety Rating features.

INNOVATIONS & ALTERNATIVE ADHERENCE PATHS

WELL ultimately seeks to establish a set of universally applicable strategies that are feasible across all building types and contexts. However, the various ways in which the built environment impacts health across diverse contexts are multiple and overlapping, and there are novel or innovative paths to achieve health and safety outcomes through operations and management that may be uncovered during the WELL Health-Safety Rating process.

In recognition of the complexity involved in fully addressing all dimensions of health through the built environment, and the myriad ways different projects can promote health for their populations, WELL provides opportunities for creativity through two processes:

1. Alternative adherence paths (AAPs). These are used when projects wish to deploy alternative strategies to meet the intent of an existing WELL feature.
2. Innovations. These are used when projects wish to receive credit in WELL for pursuing intents and strategies that do not have a precedent in an existing WELL Health-Safety Rating feature.

Alternative Adherence Paths (AAPs)

WELL allows for innovative, alternate solutions for meeting requirements in WELL through the AAP process, so long as proposals still meet the feature intent and are supported by cited scientific, medical and industry research. Project teams may propose an alternative for any WELL Health-Safety Rating feature by submitting an AAP through the project dashboard within the WELL platform. AAPs must be submitted as part of or prior to final documentation submission. AAPs submitted after the return of the WELL Health-Safety Rating report are considered appeals (see Appeals, below). Note that since an AAP is a review of an alternative strategy for a feature, the project may still be required to submit documentation based on the AAP ruling. Each AAP submission must pertain to one feature and there is no limit on the number of AAPs that can be submitted per project. For a given project, project teams may have only one AAP under review per feature. Unless an AAP for a feature has been reviewed and returned to the project team, another AAP for the same feature may not be submitted for the same project.

Each project team receives three free AAPs for each project; additional AAPs may be submitted for a fee. A project team may retract an AAP submission by submitting such a request through their project's Support tab in the WELL platform. The AAP submission will not be counted toward that project's free AAPs if the request to retract is received within 48 hours of original submission. The ruling for the AAP will be updated on the WELL digital platform within 12-15 business days after submission. If a clarification or additional information is required, a Mid-Review Clarification request (MRC) will be issued. The project team will have 10 business days to respond to the MRC request before review will resume. The AAP ruling will be issued within 10 business days of the MRC response.

Usually, AAP rulings apply only to the project for which it has been submitted. However, for projects that are a part of WELL Portfolio or team pursuing the multiple projects pathway, the project team may submit a single AAP and utilize the ruling across all or a subset of projects. Note that depending on the AAP submission, it is possible that the proposed strategy is approved for use across multiple projects but that project teams must provide individual, project-specific documentation for each project to satisfy the strategy; in these cases, the ruling will indicate what additional documentation is required.

While specific AAP proposals will be kept private, summaries may be published for future reference by the public. If an AAP has broad application, the strategies described in the application may be published as a precedent-setting AAP without project-specific information and released through IWBI-issued quarterly addenda. If a project team has any questions about AAP rulings, they should reach out to GBCI.

Innovations

Innovations pave the way for projects teams to develop unique strategies for creating healthy and safe environments. For a given project, innovations must either address a novel concept or strategy not already included in the WELL Health-Safety Rating or achieve results above and beyond the existing requirements. Features from the WELL Building Standard that have a relevant health and safety focus, including design strategies, but that are not already included in the rating requirements may be submitted as innovations.

Since innovation submissions are reviewed during the documentation review phase, project teams will only learn if innovation proposals were approved when they receive feedback about their full documentation submission. If a project team would like input on an innovation proposal before submitting documentation, the project team may submit the innovation proposal as an AAP and receive a ruling before Documentation Review commences.

APPEALS

The WELL Health-Safety report will outline if a project has failed any requirements. After the WELL Health-Safety report is issued, the project owner has 180 calendar days to either accept the report or file an appeal. Appeals are available to project teams that wish to undertake corrective measures to address unmet requirements, if any exist after two rounds of documentation review, or to contest findings of the WELL Health-Safety report. Fixed baseline fees are associated with appeals.

Appeals

Project teams may (for a fee) challenge any findings in the Documentation Review or submit new strategies for review by submitting an appeal application. The appeal application allows for the submission of supplementary information and for an additional round of review. Each appeal is applicable to one feature; a separate appeal must be submitted for each feature being challenged. All appeals must be submitted within 180 calendar days after the date of issuance of the WELL Health-Safety report. If the project team is challenging the results from the final Documentation Review, an appeal must provide an explanation of the basis of the appeal and identify any suspected errors. Upon receiving the appeal, GBCI will respond with an appeal review report within 20-25 business days. A project may either accept or appeal the review report.

Project teams are limited to two total appeals for each feature for any given projects. Any second and final appeal for a feature must be submitted within 90 calendar days of the date of issuance of the appeal review report.

RENEWAL

The WELL Health-Safety Rating is valid for one year from the date of issuance. To maintain the rating, project teams must meet requirements for annual renewal for a given project. Project teams must file an application for renewal extension on the WELL digital platform no later than one year after the date on which the project was awarded its WELL Health-Safety Rating. Filing an application for renewal extension increases the validity of the project's original rating period for three months, during which time the project team must satisfactorily complete the renewal process for the project to determine that the building continues to perform to WELL Health-Safety Rating requirements. If a project team does not file an application for renewal before the expiration of the original rating period or fails to successfully renew the rating within 15 months of receiving the initial rating, the project's WELL Health-Safety Rating will become inactive. The project team may make accurate statements about its historical achievement of the WELL Health-Safety Rating for a given project in a previous year. However, project teams may not refer to these projects as WELL Health-Safety Rated, may not use any other intellectual property of IWBI and may not make any misleading statements, nor may they indicate or imply (as determined by GBCI or IWBI in their reasonable discretion) that the project is currently WELL Health-Safety Rated. See the WELL Health-Safety Rating PR Guidelines for more information.

Renewal Requirements

At renewal, projects must submit all on-going monitoring and other annual submission requirements, as described in feature language (as applicable). GBCI will evaluate the project at renewal, at which point rating status may be revoked if the project team has not been fulfilling monitoring, progress and submission requirements for a given project. Further, at renewal, project teams must note if there have been any changes relevant to the strategies achieved since the project's initial rating and provide documentation for any changes that would have an impact on rating status. A project's rating may be compromised if the WELL Health-Safety Rating feature requirements have not been properly maintained.

For the first renewal event following initial rating, a project team can elect to have the project reviewed under either the version of the WELL Health-Safety Rating for which it achieved initial rating or any subsequently released version. Project teams have the option to have the project reviewed under subsequent versions but are only required to update to the most current version of the WELL Health-Safety Rating at every sixth renewal year. A project team always has the option to renew the project using a more recent version of the WELL Health-Safety Rating.

Project teams may preemptively begin the renewal process for a given project at any time before the rating period has concluded by paying renewal fees. All of the rules and timelines regarding acceptance of the WELL Health-Safety report apply. Project teams may change the boundary of the project at the time of renewal. In this case, the new project will be evaluated as a whole under the new boundary. (The additional areas added are not evaluated for feature compliance or minimum program requirements in isolation.)

USE OF PROJECT INFORMATION

Assessment under the WELL Health Safety Rating requires the submission of extensive information related to each project. Collected information typically includes project and owner identifying information, attestations, narratives, data, measurements, maps, drawings, specifications and other design, construction and operational-related information. This information may contain proprietary information, including copyrighted materials and/or trademarks. By submitting this information, the project team grants IWBI, GBCI and their affiliates and their respective employees, agents, representatives and subcontractors a limited, non-exclusive and non-revocable license to access and view all information that is submitted in the application as necessary to perform an assessment. IWBI also uses project data, on an anonymized and aggregated basis, to educate and provide resources for WELL projects and others, showcase project strategies and promote the WELL Building Standard and IWBI offerings on a global scale.

WELL Health-Safety Rating enrolled and rated projects are, by default, considered “public” projects and, as such, they are included in IWBI’s public WELL project directory. Inclusion in this directory allows the general public and members of the media to look up specific project listings and details, including the following: project name, project address, project type, enrollment date, identity of the owner, owner organization type, project team information, project gross square footage and the date the rating was achieved, among other project identifying information. Other than as permitted in this Guidebook and the WELL Health-Safety Rating agreement for purposes of assessing the project IWBI and its affiliates will not distribute or publish any submitted plans, drawings or schematics pertaining to any project without permission.

All public projects also benefit from publicity opportunities: IWBI may use project data to create case studies highlighting a project’s strategies, reference a project on the website or to the media, or create other derivative works. Information that may be used for articles, project profiles, presentations or similar promotional pieces may include service providers, project team members, promotional or other project photographs, project strategies for achieving the rating, or quotations from team members.

A project team may opt their project out of the WELL project directory and publicity opportunities by electing to be a “private project” at the time of enrollment. See the WELL platform for specific instructions in this regard. A private project means that the project name, street address and identity of the owner will not appear within the WELL project directory. Certain other non-project identifying information may be disclosed about the project, including, but not limited to, the city and state in which the project is located and the total project square footage.

When a private project achieves the WELL Health-Safety Rating, it will automatically be transitioned to a Public Project upon issuance of the WELL Health-Safety Rating. For so long as a project team maintains a project’s election as “private,” the team cannot market or represent the project to the general public as having applied for rating, or as having achieved the WELL Health-Safety Rating, and no intellectual property of IWBI including, but not limited to, the WELL Health-Safety Rated logo may be utilized or displayed in relation to the project.

Project owners may change the privacy setting for a project to public at any time before acceptance of the final award, using functionality in the WELL platform. Moreover, if it is determined in GBCI’s or IWBI’s reasonable discretion that despite its election as private project, your project has been/is being marketed to the public as having registered for or received the WELL Health-Safety Rating, it will be deemed implied consent given by you to GBCI or IWBI to consider your project as a public project. Further development of the WELL program depends upon the collection, analysis and distribution of information pertaining to how the WELL Building Standard and related resources have affected projects’ design, operational, construction and performance outcomes. IWBI and its affiliates may make internal use of any information that is submitted to IWBI – whether by a public or private project – including, and not limited to, any project performance data, and may publish this information to third parties, including the general public, in aggregated non-identifying form.

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