

## **United Way of Northern Chautauqua County DONOR PRIVACY POLICY**

Adopted by Board of Directors 7/20/15  
Reviewed by Finance Committee 8/5/15

United Way of Northern Chautauqua County (United Way) values the trust its donors and other stakeholders place in the organization and adheres to the highest standards in gathering, using and safeguarding their information. United Way does not rent, sell or trade donor information to any third party outside of the United Way system.

The information provided to United Way is used to help ensure accurate records for campaign, to process and confirm receipt of donations and to respond to any requests. We also use information to send acknowledgement of gifts and to provide information about United Way work which may be of interest. If donors do not wish to receive such communications, they may let us know at any time by contacting the United Way office. In addition, every e-mail message received from United Way will include instructions on how to unsubscribe.

United Way educates employees and volunteers on the importance of protecting the privacy and security of confidential personal and organizational information. Organizations that provide operational or other support services must also agree to safeguard information in strict compliance with this Donor Privacy Policy.

This privacy policy applies to collection of information, including information collected on United Way's Web site. By submitting information to United Way or any staff, the donor consents to the terms and conditions of the policy and to the processing of personal information for the purposes stated below.

### **Personal Information**

"Personal Information" is information that identifies you personally, such as name, address, telephone number and email address. United Way collects and stores the personally identifiable information provided. Here are some examples of ways in which information is collected.

- United Way may collect name, address and email in order to respond when information is requested via one of the email addresses identified on United Way's web site or otherwise contacted in person, by phone or email, with a question.
- United Way may collect name, email address and other contact information through event registration
- United Way may collect name, email address, telephone number and payment information when a contribution is made, either on the United Way web site, over the phone or by mail via check.

The above list provides a sample of personal information that may be collected by United Way of Northern Chautauqua County. From time to time, we may collect personal information in ways not described above.

United Way does not provide donor information to third parties except under the following conditions:

**Designations** – if a portion of the donation is directed to another United Way or agency, United Way provides name, contact information, the amount of donation and workplace to the organization receiving the donation. Although we encourage agencies to set high privacy standards, we do not control their policies and we therefore cannot take responsibility for their use of donor contact information. Donors are able to select to remain on pledge forms. In that case, only gift amounts will be shared.

**Public Recognition** – There are times when United Way publicly recognizes and thanks donors, volunteers and other stakeholders for their generosity. Donors are able to select to remain on pledge forms.

**Third Party Suppliers** –A third party company may be contracted to provide data processing, pledge card scanning or mailing firms, or may conduct processing duties on our behalf. These companies will be required by United Way to enter into strict confidentiality agreements and agree not to keep information on file after the contract has been completed.

**As Required By Law** – United Way will release information when we are required to comply with the law.

07/20/2015