

**United Way of Hastings
Donor Privacy and Discontinue Contact Policy**

I. Purpose

By protecting the privacy of donor information, the United Way of Hastings (UWH) helps build trust amongst donors and the public. The UWH provides a secure environment for collecting donations and maintains internal controls governing the safekeeping of all confidential donor financial and personal information. This policy describes how donor information is collected, used, and protected as well as has provisions for individuals requesting no contact.

II. Compliance

The UWH adopts and complies with the Donor Bill of Rights established by the Association of Fundraising Professionals. Donors may locate the Donor Bill of Rights and this policy on the UWH website.

III. Collection

- A. Donor information is collected orally, in writing, and electronically.

IV. Usage

- A. Donor information is used to process and track donations as well as to mail UWH updates and appeals to donors.

V. Security

- A. Written donor information is stored in a locked cabinet until it can be digitized. Electronic donor information is stored in a password protected donation tracking system. All information is kept secure in accordance with the UWH Document Protection & Disposal Policy.
- B. Some electronic donor information is obtained via third-party exchanges, such as for credit card transactions and pledge/payment transactions.
- C. The UWH donation tracking system and third-party exchanges use industry standard security measures and encryption technology.
- D. Donors are encouraged to protect their credit card data. UWH is not liable for information the donor shares with others. Although security measures are in place, UWH cannot absolutely guarantee that the credit card data will be secure.
- E. UWH does not sell, trade, or share donors' information with other organizations, except periodically providing donor address information to third-party vendors who assist with UWH donor mailings. Third-party vendors are required to sign a confidentiality statement that helps insure that donor address information is kept confidential, used for the purpose intended, and destroyed by the third-party vendor after use. -

VI. Opt Out and Discontinue Contact

- A. Donors may contact the UWH if they wish to opt-out of UWH organizational updates and appeal mailings, review and/or update their information, and if they have any questions regarding this policy.
- B. Any person may notify UWH to discontinue contact.
 - 1. Upon a person's oral or written request, UWH will discontinue contact with the person.
 - 2. The person's database record will be modified to ensure that no further contact is made with the person.
 - 3. The UWH shall maintain a record of all requests by persons who indicate to UWH that they do not wish to be contacted by UWH. The records of persons who have made such a request will be maintained to the extent necessary for legal or liability purposes, and in accordance with the UWH Document Protection & Disposal Policy.