

## **UNITED WAY OF MARQUETTE COUNTY DONOR PRIVACY POLICY**

The United Way of Marquette County (United Way) respects the privacy of our donors and is committed to protecting the personal information that we gather and maintain regarding those donors. As such, the United Way's Board of Directors adopted the following Donor Privacy Policy (Policy) which guides our staff and volunteers on how they may and may not use donors' personal information. The Policy applies to the collection of donor information from any source: physical pledge cards, on line pledges, our website, electronic communications, and registration for an event or fundraiser or by any other means.

United Way collects, retains and uses donors' information such as: name, address, telephone numbers, email address, spouse's name, donation amount, designations, donor history, contributions and limited demographic information.

The United Way uses a third party online payment processing service with high levels of security. United Way does not store, nor does it have access to, credit card information, bank account numbers, or other account data sent to the payment processing service as part of an online donation, purchase or registration.

Credit card numbers provided by donors through any physical forms or via telephone to authorized United Way employees are securely transmitted to the third party online payment processing service and are then destroyed.

United Way uses donor information for the following purposes:

- To administer and maintain records relating to donations.
- To facilitate fundraising.
- To communicate with donors about the United Way.
- To distribute receipts to donors.
- To bill donors for unpaid pledges.
- To thank donors for their support.
- To provide information used in internal analysis.
- To comply with legal or regulatory requirements.

United Way will not use donor information in the following manner:

- United Way will not sell or trade donors' information with anyone else.
- United Way will not share donors' personal information with any third parties unless given specific permission to do so by the donors.

To make our website more useful to donors, volunteers and the general community, United Way's server automatically collects information when someone visits the website. This information includes, but is not limited to IP addresses, date and time of the visits, pages visited and click streams.

United Way may, at times, publically recognize the receipt and purpose of donors' gifts. Such recognition is always with the donors' prior knowledge and consent. The United Way honors all explicit requests from donors who choose to remain anonymous.

United Way has various safeguards and policies to protect donors' information. These include, but are not limited to:

- Physical measures such as locked filing cabinets and restricted access to offices.
- Controlled access to data
- The use of passwords
- A written Records Retention and Destruction Policy

Questions regarding the Policy or any other aspects of the use of donors' information should be directed to United Way office at **906-226-8171** or by email at [unitedway@uwmqt.org](mailto:unitedway@uwmqt.org)