

Policy Type: Operational | Finance
Policy Title: Donor Privacy Policy
Date: April 9, 2018



United Way of Central and
Northeastern Connecticut

This privacy policy applies to the collection, storage, and use of donors' personal information. The policy will be displayed on our website and is available to anyone upon request. United Way of Central and Northeastern Connecticut (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. We do not rent, sell or trade donor information to any third party.

The information we obtain from individuals or from employers online and offline is used to help ensure accurate records for our campaign. We will use the information to process, confirm receipt of donations and to respond to any donor requests. We may also gather information from other interactions, such as requesting information about our work, registering for an event, volunteering with us or simply asking a question. Types of information we may collect include name, address, telephone number, email address, employer information, details about gifted mutual funds and securities and credit/debit card information. Any information donors provide is stored in accordance with pertinent laws, rules, and regulations. We do not store credit/debit card information in our systems or on our server. If a donor does not wish to receive communications from United Way he/she may opt-out by contacting us at 30 Laurel Street, Hartford, CT 06106 or by calling 860-493-6800.

Personal information is stored on our server and is NOT publicly accessible. To prevent unauthorized access, maintain accuracy, and safeguard the proper use of information, we have physical, electronic, and managerial procedures in place to secure the information we collect. Sensitive data, such as credit/debit card numbers, are processed using industry standard security measures.

United Way educates our employees and volunteers on the importance of protecting the privacy and security of confidential personal and organizational information. All employees are required to read, attest to and apply all aspects of our Code of Conduct and Confidentiality policies to their work and interactions with confidential information.

We do not provide donor information to third parties except under the following conditions:

Designations – If a portion of a donor's contribution is directed to another United Way, we provide name, contact information, the amount of the donation and employer (if known) to that United Way. If the donor requests to be anonymous, we have an agreement with other United Ways to release the donor's name for internal records only. However, if a portion of a donor's contribution is directed to a nonprofit agency, we only provide name, contact information, the amount of the donation and employer (if known) to the organization receiving your donation. For donors who wish to remain anonymous, we do not release the donor's name. 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.

Public Recognition – There are times when we publicly recognize and thank donors, volunteers and other stakeholders for their generosity unless a donor wishes to remain anonymous.

Third Party Suppliers – In order to maintain cost effectiveness and continue to provide a high level of donor service, selected third parties (i.e., data processing, marketing platforms) may conduct 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.

(Adopted by the Board of Directors on April 25, 2018.)