

## Donor and Data Privacy Policy

### **Our Commitment to our Donors and Volunteers**

United Way of Mid Coast Maine respects the privacy of our donors and values the trust our donors and other stakeholders place in us. We adhere to the highest standards in gathering, using, and safeguarding donor information. We do not share, sell, or trade our donor information with other organizations. We release a donor's information to other agencies only if they are receiving funds specifically designated by that donor—unless the donor has requested anonymity. We provide information to our Board and campaign volunteers and staff on a confidential, need-to-know basis. If you give by payroll deduction, your workplace's payroll office/United Way team will also see this information.

### **What Information We Collect and How it is Used**

The information you or your employer provides to us via checks, paper pledge form, online pledge form, through our website, by telephone, email, or using the GiveSmart online fundraising platform, is retained in a secure database where it is used to communicate with donors and potential donors, verify transactions, print receipts, thank supporters for their contributions, keep supporters informed, and facilitate and solicit future donations. We do not keep credit card information in this database. The personal information (PI) typically includes your name, address, e-mail address, telephone number, pledge amount, type of payment, and, if used, employer-specific identifying information. Your e-mail address, for example, may be used to send you information related to your giving or volunteer activities. You will always have the option to unsubscribe to future emails. We honor all requests to be removed from our list for future mailings. We respect the wishes of donors who prefer to remain anonymous.

As of 2024, United Way of Mid Coast Maine uses the Weebly web platform, whose privacy policy can be viewed at <https://squareup.com/us/en/legal/general/privacy> and GiveSmart online giving, whose privacy policy is at [www.givesmart.com/privacy-policy](http://www.givesmart.com/privacy-policy).

For more information and to review our full Donor and Data Privacy Policy, click here: [www.uwmcm.org/accountability](http://www.uwmcm.org/accountability)

Updated June 2024

# Donor and Data Privacy Policy

**United Way of Mid Coast Maine is committed to protecting your privacy.**

## Privacy Policy

Your privacy is a priority for United Way of Mid Coast Maine (UWMCM) and we want you to be familiar with how we collect, use, process, and disclose information relating to you that enables your identification (“Personal Information” or “PI”). This “Privacy Notice” describes our practices with information that we (or our service providers) gather about you through our website ([www.uwmcm.org](http://www.uwmcm.org)) or that you provide directly to us. We will not sell, share, or trade our donor or volunteer names or personal information with any other entity unless required by law, or it is necessary for completing an authorized operation. Credit card information is not stored in our database, and we ensure all vendors use best-practice security standards. This policy applies to all information received by UWMCM through any electronic, written, or oral communications and on any platform.

## Opt-Out Right

Donors who provide pledge information via the online giving platform, by telephone, in person, or on a paper pledge form may opt-out of having their personal information used for future communication or disclosed to third parties (e.g. to the non-profit organization where the donor has designated their gift) after the donation is processed. Additionally, you can opt-out by contacting us at [info@uwmcm.org](mailto:info@uwmcm.org) or by calling 207-443-9452 (select option 1).

## Information We Collect:

**Information you give us:** In some instances, you may provide information directly to us on a form, email, survey, phone call, or in a conversation with a UWMCM representative. For example: if you make a donation, you may provide us with your name, contact information, and payment information. We may compile this information with additional information you have provided previously. We treat the combined information in accordance with this Privacy Notice.

**Passive Information Collection:** As you navigate our website, certain Personal Information (“PI”) may be passively collected, meaning it is gathered without you actively providing it. This is done using the following techniques in the following ways:

- **IP Addresses:** An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other on the Internet. When you visit the website, we may view the IP address of the device you use to connect to the Internet. We use this information to determine the general physical location of the device and understand from what geographic regions our website visitors come. We also may use this information to enhance our website.
- **Through your browser:** Certain information is collected by most web browsers, such as your Media Access Control (MAC) address, computer and operating system type, version screen resolution, and Internet browser type and version.

**Information provided in employer campaigns:** If your employer has elected to host a campaign, and you make a payroll donation, or if your employer is hosting an online campaign, and you make an online payroll donation, we will provide pledge information to your employer for payroll deduction purposes.

## How information is used:

We use Personal Information (PI) for the purposes described in this Privacy Notice and as otherwise described to you at the point of collection. Specifically, we may use PI from or about you to:

- Respond to inquiries and fulfill requests;
- Process donations and transactions;
- Transmit employment applications;
- Provide information related to donations, the organization, changes to terms, conditions, policies, or other administrative information;

- Evaluate survey feedback;
- Support administrative and development, such as data or trend analysis, audits, recordkeeping, website updates, and customer service;
- Ensure compliance with legal obligations, as described in Section 4 below; and
- Collect or use PI for another purpose: if we do so, we will seek your permission at the time the information is collected.

## **Security**

We have established and maintain security standards and procedures intended to protect user information. When you submit personal information, your information is protected both online and offline. We have implemented measures to protect the confidentiality of your personal information. We make reasonable efforts to protect donor information using commercially available methods.

- We employ firewalls and intrusion protection monitoring to prevent unauthorized access to our systems. Pledge information resides in a separate database server behind a firewall. We safeguard this information with an encryption technology called Secure Socket Layer (SSL).
- Donors who pledge online will receive an email confirmation of their pledge. Due to the nature of the Internet, we cannot guarantee the security of this email correspondence.
- We restrict access to personal information to UWMCM employees, specifically designated volunteers, contractors, and agencies who need to know that information to process donations. These individuals are subject to contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.
- We regularly review our information collection, storage and processing practices, including physical security measures to guard against unauthorized access to systems. Notwithstanding our security standards and procedures, your communications containing personal information may be unlawfully intercepted or accessed by third parties and/or the website may be subject to network attacks or malfunctions. Accordingly, we cannot and do not guarantee that your personal information or any other information is completely secure and safe from any risk.

## **Uses and Disclosures to Comply with Laws**

We may use and disclose PI we collect as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.

## **External Links**

For your convenience, we provide links to other websites from our website. We do not monitor the privacy practices of these linked third-party websites and do not exercise authority over such websites. If you access a third-party website from our link, any information you disclose on that website is not subject to this privacy policy. We, therefore, assume no responsibility for the data collection policies and procedures of linked websites, or the content of such websites. If you choose to access a third-party website linked to our site, you do so at your own risk.

## **Access To and Ability to Correct Personal Information**

Donors who provide pledge information may modify, correct, change, or update their personal records by request via mail or email.

## **Data Retention**

We generally retain PI while relevant for the purposes identified in this Privacy Notice, unless a longer period of time is required by law.

**Changes to Privacy Policy**

UWMCM reserves the right at any time to modify, alter, or update this Privacy Notice. Please review this policy periodically, and especially before you provide any Personal Information to us. The Privacy Notice was last updated in June 2024.

**Limitation of Liability**

By accessing our website or providing us with Personal Information and other data, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of such information. In addition, while we take efforts to ensure the proper and appropriate use of data by our service providers that may receive your information from us, we are not responsible for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of your information caused by those service providers.

**Contacting Us**

Please contact us if you have any questions about this Privacy Notice. You may contact us by email: [info@uwmcm.org](mailto:info@uwmcm.org); phone: 207-443-9752; or mail: 34 Wing Farm Parkway, Suite 201, Bath, Maine 04530.