

BERGEN COUNTY'S UNITED WAY PRIVACY POLICY

Bergen County's United Way respects the privacy of our donors. We have developed this policy to ensure that your personal information will not be shared with any third party.

PURPOSE:

This privacy policy articulates the principles, actions, and beliefs of Bergen County's United Way (BCUW) with regard to the information collected, retained, and used related to our primary donors, volunteers, prospects, and project partners.

This policy is intended to guide the actions of the BCUW's employees, volunteers, contractors, and authorized representatives.

POLICY:

We value our donors, volunteers, prospects, and partners (hereafter referred to as our "donors") and take the protection of privacy seriously. We respect the privacy of the personal and organizational information that we are privileged to have and learn about our donors. Our commitment to respect the privacy of our donors extends to how we obtain, use, protect, and share information about them. This privacy policy is intended to be applied in conjunction with related BCUW policies, including, but not limited to, fiscal management and controls.

PRINCIPLES, ACTIONS, AND BELIEFS:

Every precaution is taken to protect donor information.

- We do not sell donors information.
- Without the donor's consent, we do not provide donor information to organizations or individuals outside the organization.
- We contractually require any person or organization providing services or products to BCUW to protect the confidentiality of donor information.
- We will hold strictly confidential all information concerning donors and prospects, including names, addresses, names of beneficiaries, nature and value of estates, amounts of gifts, etc., unless a donor or prospect grants permission to use selective information for purposes of referral, testimonial, example, recognition, or publicity.
- We have procedures in place to limit access to information to those employees and volunteers who need to know such information in order to fulfill our mission.

- We educate our employees and volunteers on the importance of protecting the privacy and security of confidential personal and organizational information.
- We will use our best efforts to comply with the expressed wishes of any donors who does not want their name used in any promotional material, wishes their name removed from solicitation lists, or wishes to have their gifts or services be anonymous.
- We will collect, use, and share information about donors among employees, volunteers, affiliated organizations, and United Way Worldwide only on a need-to-know basis and for the sole purpose of carrying out BCUW's mission.
- We provide donors with the opportunity to remove their name from our mailing and e-mailing lists, if so desired. Subscribers may choose to unsubscribe at any time and unsubscribe information is located at the bottom of each eNewsletter.

Information collected and used includes personal information obtained from donors, volunteers, and prospects through pledge cards, letters, surveys, applications, and other forms, in writing, in person, by telephone, or electronically (e.g. name, address, employer, birth date, credit card number, family members, interests, etc.).

Individual information may also be collected about donors, volunteers, and the present and past giving history of prospects, volunteer activity, committee service, information from public documents and reports, and any other interactions an individual may have had with BCUW or its affiliated organizations.

BCUW works hard to ensure that the giving experience is a positive one. If you have any questions about this privacy statement or your dealings with our organization, please feel free to contact:

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