

# United Way of Bartholomew County

## Privacy Policy

*Revised 6/21/2019*

### **Donor Privacy Policy**

United Way of Bartholomew County (UWBC) will not sell, trade, or share your personal information with any other entity or send you mailings on behalf of other organizations. We will only share your personal information if you give us specific permission to do so through a self-directed donor designation. This policy applies to all information received by United Way of Bartholomew County, both online and offline, on any Platform ("Platform", includes the United Way website), as well as any electronic, written, or oral communications.

To the extent any donations are processed through a third-party service provider or employee workplace campaign, our donors' information will only be used for purposes necessary to process the donation.

For gifts designated through workplace campaigns to not-for-profit organizations other than United Way of Bartholomew County, employers must provide all necessary payment detail including employee name and/or I.D number and payment amount.

### **Personal Information**

Personal information is information that identifies you personally, such as your name, address, telephone number and email address. We collect and store the personally identifiable information that you have provided to us. Here are some examples of ways in which we may collect your information:

- When you request information via one of the email addresses identified on our website or otherwise contact us in person, by phone or email, with a question. We may then collect your name, address and email in order to respond to that inquiry.
- We may collect your name, email address and other contact information if you register for an event.
- We may collect your name, email address, telephone number and payment information when you make a contribution, either on our website, over the phone or by mail.

The above list provides a sample of personal information that may be collected by the United Way of Bartholomew County. From time to time, we may collect personal information from you in ways not described above.

The UWBC website is not intended for persons under the age of 16. We do not knowingly collect Personal Information online from persons in this age group. If UWBC learns that Personally Identifiable information (PII) has been collected or received from a child under the age of 16 on our Site, it will delete that child's personal information from its files and the Site, in accordance with the federal Children's Online Privacy Protection Act of 1998.

### **Passive Information Collection, Use, and Choices**

As you navigate the Site, certain Personal Information may be passively collected, meaning it is gathered without your 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 our Site, 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 Site.

*Through your browser:* Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type and operating system type and version screen resolution, and Internet browser type and version.

*Social Media Widgets:* Our Site may include social media tools, including social media widgets or plug-ins, to connect you to your social media accounts. These features may set a cookie or use other automatic collection and tracking technologies to collect information about you and your use of the social media features through and in connection with our Site. These social media tools may be hosted by a third party. Your interactions with these tools and the corresponding social media platforms are governed by the privacy policies of the companies that provide such platforms.

*Cookies:* Like many companies, our Site may use “cookies” to help make sure the Site is meeting the needs of its users and to help us make improvements. Cookies are bits of text that are placed on your computer’s hard drive when you visit certain websites. We may use cookies set by us on the Site to tell us, for example, whether you have visited us before or if you are a new visitor. We use third-party cookies set by our service provider, Google Analytics, to collect information about how visitors use the Site, including how long you spend on each page, and how you got to the Site. We do not use data collected by cookies to identify who you are. We do not allow Google to use or share our analytics data.

You can refuse our use of some or all cookies by turning off the use of cookies in your web browser. If you use your browser settings to block all types of cookies you may not be able to access all or parts of our Site or functionality may be limited. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies.

Changing your internet browser settings can prevent the use of cookies. Each browser has a different procedure for disabling the use of cookies. The Help function within your browser should tell you how. Alternatively, you may visit <http://www.aboutcookies.org> where you can review information on how to control cookies on a variety of browsers. You will also find details of how to delete cookies from your computer and other general information about cookies. You can visit <https://tools.google.com/dlpage/gaoptout> for information on how to opt out of Google Analytics cookies.

*Google Analytics:* We use Google Analytics, which is provided by Google Inc. It uses cookies to collect, for example, information about the operating system and the browser that you use, your IP address, the website you previously accessed (referrer URL) and the date and time of your visit to the Websites. On subsequent repeated visits to the Websites, frequently used information is automatically displayed for you. We are able to track your usage patterns with the help of the cookies. The information generated by cookies about the use of the Websites is transmitted to a Google server, which may be located within or outside of, the United States, and stored there. Google will use this information to evaluate your use of the Websites. Google may transfer these rights to third parties insofar as it is required to do so by law or in order that data may be processed on Google’s behalf. By accepting this policy, you consent to the processing of your data by Google. You can visit <https://www.google.com/analytics/learn/privacy.html> to learn more about Google Analytics’ use of cookies

### **How we Use the Information We Collect**

We use Personal Information submitted by you or otherwise collected through the Site and through other sources for the purposes described in this Privacy Statement and as otherwise described to you at the point of collection. Generally, we use the information you provide to us for the reason for which it was provided. For example, if you sign up to receive email notifications, we will contact you by email. If you provide us with

information to make a donation, we will use the information to process your donation. Specifically, we may use Personal Information from or about you:

- to respond to your inquiries and to send you information that you request and to process your donations
- to send you important information regarding our relationship with you or regarding the Site, changes to our terms, conditions, and policies, and other administrative information
- to notify you about upcoming events and donations
- to promote our products and services
- for our business purposes, such as data analysis, audits, recordkeeping, developing new products or services, enhancing the Site, improving our services, identifying Site usage trends, optimizing your experience on the Site, and determining the effectiveness of our fundraising campaigns
- if you choose to complete a survey, we may use the information for purposes of evaluating your feedback from the survey
- If we intend to collect and use Personal Information for another purpose, we will seek your permission at the time the information is collected

We may use any information that does not personally identify you, your computer, or your device, for any purpose.

#### **Our Disclosure of Your Information**

UWW does not sell your Personal Information. We may share your Personal Information with third parties only as described in this Privacy Statement or as otherwise described at the point where we collect the information from you, including:

- to the companies or individuals that we hire to provide services to us, such as website hosting services and pledge payment processing companies
- to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, or assets (including in connection with any bankruptcy or similar proceedings)

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

- We will use your information to comply with the law or in the good faith belief that such action is necessary to conform to the requirements of law or comply with legal process served on us, protect and defend our rights or act in urgent circumstances to protect the personal safety of others.
- We will use the personal information to protect against potential fraud. We may verify with third parties the information collected in the course of processing a gift, event registration or other donation. If you use a credit or debit card on the website, we may use card authorization and fraud screening services to verify that your card information and address matches the information that you supplied to us and that the card being used has not been reported lost or stolen.

#### **Links to Third Party Sites**

The Site may contain links to other Web sites for the convenience of users in locating information, products, or services that may be of interest. If you access a third-party website from a link on this Site, any information you disclose on that website is not subject to this Privacy Statement. It is possible that these links may be used by third parties or others to collect personal or other information about you. UWW is not responsible for the privacy practices of such websites, advertisers, or third parties or the content of such websites and it is your sole obligation to review and understand the privacy practices and policies of these other websites. UWW does not control these third parties' use of cookies, collection of information, or how they manage such information. It is solely your

obligation to review and understand the privacy practices and policies of these other websites, advertisers and any third parties.

### **Security**

United Way uses industry-leading technology to protect against the loss, misuse and unauthorized alteration of the information it collects and maintains, both online and offline. All information is stored in a secure database. Unfortunately, the transmission of information via the internet is not completely secure. Although United Way does our best to protect your personal information, the security of your personal or sensitive information transmitted to us is not guaranteed. Any transmission of personal information or sensitive information is at your own risk. United Way will not be responsible for disclosure of information due to errors in transmission or circumvention of any privacy settings or security measures United Way put in place for your protection.

In the event of a data breach, we will notify affected individuals and organizations.

### **Data Retention**

We generally retain Personal Information for so long as it may be relevant for the purposes identified in this Privacy Statement, unless a longer period of time is required by law.

### **Lawful Basis for Processing Your Personal Information**

UWBC's lawful basis for processing your personal information is in support of our legitimate interests, where those interests are not overridden by your fundamental rights and freedoms: we handle personal information because it furthers our legitimate business and charitable interests. This includes:

- Providing a safe user experience on our Site
- Customer service
- Sending communications to you to let you know about what we are doing with your donations and to solicit additional donations
- Protecting users, our workers, and our property
- Analyzing and improving our operations (e.g., optimizing the design and operation of our Site)
- Managing legal issues.

This Privacy Statement is issued on behalf of United Way of Bartholomew County as controller of your Personal Information under applicable data protection laws. A "controller" is the person or organization who alone or jointly determines the purposes for which, and the manner in which, any personal information is, or is likely to be, processed.

### **Your Data Rights and Choices**

You have the right to review information that we have collected about you. And, you have the right to correct your personal data. You also have the right to have your data erased from our records. To review that information please contact us at 1531 13th Street Columbus, IN 47201 or email [skinnick@uwbarthco.org](mailto:skinnick@uwbarthco.org) ; or phone (812) 314-2701

You can opt-out of the use of certain cookie-related processing by adjusting the settings on your web browser

### **Removing Your Name from our Mailing List**

It is our desire to not send unwanted mail or email to our donors. Please contact us if you wish to be removed from our mailing list: [khendricks@uwbarthco.org](mailto:khendricks@uwbarthco.org)

**Right to Change Privacy Statement**

UWBC reserves the right at any time to modify, alter, or update this Privacy Statement. Your use of the Site following any changes means that you agree to follow and be bound by the Privacy Statement as changed, subject to limitations under applicable law. Any change to this Privacy Statement shall be effective as to any user who has visited the Site before the change was made. Please review this policy periodically, and especially before you provide any Personal Information to us. The Privacy Statement was last updated on the date indicated above.

**Contact Us**

If you have comments or questions about our donor privacy policy, please send us an email at [info@uwbarthco.org](mailto:info@uwbarthco.org) or call us at (812) 314-2702