

UNITED WAY OF SOUTHWEST MICHIGAN

DONOR PRIVACY POLICY

Effective January 1, 2020

United Way of Southwest Michigan (UWSM) values the trust its donors, volunteers, community partners and others place in the organization and adheres to the highest standards in gathering, using and safeguarding personal or confidential information. This policy covers all information collected both online and offline, on any platform or through any medium.

How your information may be used: UWSM uses your personal information to provide you with personalized service, to send e-mail alerts to you, to answer your requests, to process your donation, etc. Your information will also be used to track visitor use of our website and collect aggregate (non-individual) data about our social media traffic. We do not sell, rent or exchange our mailing list of donors, prospective donors, volunteers or other interested individuals to any third parties outside of the United Way system.

Donations: UWSM will collect and use personal information necessary to process donations and payments, redirect a donation or any part of a donation to another charity as instructed by the donor, issue tax receipts, confirm renewal of giving and maintain a donation history, keep donors informed about giving opportunities and the work of UWSM, acknowledge and recognize donations, and comply with federal regulatory guidelines and reporting requirements. If you prefer to remain anonymous, please indicate this when completing your pledge form.

Workplace Participation: UWSM supports workplace organizations who wish to run internal employee giving campaigns and engagement activities. We may be provided with employee names, business contact information and other employee-related information using paper pledge forms or secure online links in order to provide personalized giving and engagement programs. We will work with each workplace to determine data needs that ensure an optimal experience for employees and which also meets the organization's personal data management policies. The data provided to UWSM is used only for the purposes of setting up the systems and facilitating the employee experience. In some situations, workplaces run campaigns that reach beyond employees to include other related individuals such as retirees. The same practices are followed with these individuals as with employees.

Volunteers: UWSM will collect and use personal information to establish and maintain the volunteer relationship, assist volunteers in performing their volunteering roles and responsibilities, and keep volunteers informed about relevant UWSM activities and the work of UWSM.

How to contact us: You may choose to opt out at any time, which will cease all communications with us. If you have questions about this policy or wish to opt out of receiving further communications, contact UWSM at _____.