

# UNITED WAY OF HENDERSON COUNTY

## DONOR PRIVACY POLICY

### General

At the United Way of Henderson County, your privacy is important. United Way values the trust its donors place in the organization and adheres to the highest standards in gathering, using and safeguarding donor information. We keep your personal information in strict confidence. We maintain appropriate technical and organizational safeguards to protect your personal information against loss, theft, unauthorized access, disclosure, copying, use or modification.

All employees, agents (including authorized volunteers) and authorized service providers of United Way of Henderson County are required to adhere to a Code of Ethics that ensures they are informed about the importance of privacy protection and are required to protect the confidentiality of your personal information.

### The information we collect

When you choose to give to United Way of Henderson County, you complete a pledge form that asks you to provide us with your name, postal and email addresses, telephone number and pledge information. In addition, depending upon your method of payment, we may ask for credit or debit card, banking and other information required to process your payment.

### Use of and disclosure of your information

Our policy is to use such information for internal purposes only. We will not sell or trade our donors' names or personal information to or with any other entity; share donor information with third parties, except as hereinafter provided; or send mailings to our donors on behalf of other organizations. This policy applies to all information received by United Way of Henderson County, both online and offline, on any platform, and including electronic, written and oral communications.

By submitting information to us, you acknowledge, consent and agree that United Way of Henderson County may access, read, preserve and disclose the personal information you provide us as a donor, along with usage history, submitted messages or data and similar information in order to: (a) comply with any applicable law, regulation, legal process or governmental request; (b) detect, prevent or otherwise address fraud, security or technical issues; (c) respond to your requests for customer service; or (d) as otherwise set forth in this policy.

We provide donor information to third parties only under the following conditions:

- (a) Designations: If all or a portion of your donation is directed to a United Way partner agency or other eligible organization, we provide your name, your contact information, the amount of your donation, and identification of your workplace to the

organization receiving your donation. If you do not want this to occur, you may indicate on your pledge form that you wish to remain anonymous. Although we require all such agencies to set high privacy standards, we do not control their policies, and we cannot take responsibility for their use of donor contact information.

- (b) Public recognition: There are times when we publicly recognize and thank donors, volunteers and other stakeholders for their generosity, such as in our annual report. If you prefer to remain anonymous, you may indicate this when completing your pledge form.
- (c) Third party service providers: A third party company may be contracted to provide mailing services or may perform processing duties on our behalf. Such 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 performed.

### **Change of policy**

This policy may be changed or updated from time to time by posting a notice of such change or update on the United Way of Henderson County website. A subsequent donation by you will be deemed your agreement that your information may be used in accordance with the new policy. If you do not agree with any change, you should notify us that you do not want your information used in accordance with the change. You may *opt out* at any time.

### **Contact us**

You may at any time contact us with any questions, comments or complaints about this Donor Privacy Policy, how your personal information is handled, or to review or change your personal information. Your contact with us may be in writing to our postal address, by a visit to our offices at our physical address, by a visit to our website, or by telephone.

Postal address: United Way of Henderson County  
P.O. Box 487  
Hendersonville, NC 28793

Physical address: 32 Smyth Avenue  
Hendersonville, NC

Telephone: (828) 692-1636

Website: [www.liveunitedhc.org](http://www.liveunitedhc.org)

*Approved by the UWHC Board of Directors, October 24, 2018*