

Purpose

Maintenance of the trust and confidence of donors and prospective donors is of paramount importance to the Cooke County United Way (“CCUW”). The purpose of this Donor Privacy Policy of the Cooke County United Way (“Donor Privacy Policy” or “Policy”) is to provide transparency as to the CCUW’s practices, policies, and procedures for the collection, use, and protection of information relating to donors and prospective donors.

Consent

This Donor Privacy Policy applies to collection, use and protection of information, including information collected on our website. By submitting your information to us or any of our staff, you consent to the terms and conditions of the Policy and to our processing personal information for the purposes stated below.

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 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 mailing in a check. The above list provides a sample of Personal Information that may be collected by CCUW. From time to time, we may collect Personal Information from you in ways not described above.

Use and Disclosure of Personal Information

- We will not sell, trade, or share your personal information, collected on the website or through any other business activities with anyone else.
- We will not send you mailings on behalf of other organizations.
- We will only share your personal information if you give us specific permission to do so.
- We will collect payment information, billing address and other information necessary to process a donation or event registration.
- We will use your personal 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. Except as described in this Donor Privacy Policy or at the time we request the information, we do not otherwise disclose your Personal Information to any third parties. Further, CCUW will not sell or trade your personally identifiable information to any third parties.

Donor Recognition

Donor contributions may be publicized in donor recognition materials produced by the CCUW, including print, spoken and/or web-based media. If you do not wish to your name appear in these materials or be otherwise published, please contact us in writing at PO BOX 208, Gainesville, Texas 76241.

Access to Records

You have the right to review personal information that we have collected about you. To review that information please contact us in writing at PO BOX 208, Gainesville, Texas 76241.

Relation to Other Policies

This policy is intended to amplify our practices related to information on our donors and prospective donors and is not intended to supersede other CCUW policies which may address the collection, use and/or protection of donor information. In instances where there may be a conflict between policies, the terms of this Donor Privacy Policy shall control.

Changes to the Privacy Policy

The CCUW reserves the right to amend and modify this Donor Privacy Policy from time to time with or without notice to donors or prospective donors.

Policy Compliance

The Chair of the Board of Directors of the CCUW, or person(s) directed by the Chair, shall ensure appropriate compliance with this Policy by all administrative staff, consultants and volunteers.

Adopted this 25th day of March, 2021 pursuant to a vote of the Board of Directors of Cooke County United Way, Inc.