

# UNITED WAY OF GREATER GREENSBORO

## DONOR PRIVACY POLICY

Effective November 1, 2012

The United Way of Greater Greensboro (UWGG) values the trust its donors and other stakeholders place in the organization and adheres to the highest standards in gathering, using and safeguarding their information. We do not rent, sell or trade donor information to any third parties outside of the United Way system.

The information you or your employer provide to us is used to help us in our campaign, to process and receipt your donation and to respond to any of your requests. We also use your information to send acknowledgement of your gift information and to provide information about our work which we think you may find of interest. If you do not wish to receive such communications, you may let us know at any time by contacting the United Way office. In addition, every e-Newsletter message you receive from United Way will include instructions on how to unsubscribe.

United Way educates our employees and volunteers on the importance of protecting the privacy and security of confidential personal and organizational information. Organizations that provide operational or other support services to us must also agree to safeguard your information in strict compliance with our Privacy Policy.

We do not provide donor information to third parties except under the following conditions:

**Designations** - if a portion of your donation is directed to another United Way or agency, we provide your name, your contact information, the amount of your donation and your workplace to the organization receiving your donation. If you do not want this to occur, please indicate on your pledge form that you wish to remain anonymous. Although we encourage agencies to set high privacy standards, we do not control their policies, and we therefore cannot take responsibility for their use of donor contact information.

**Public Recognition** - There are times when we publicly recognize and thank donors, volunteers and other stakeholders for their generosity. If you prefer to remain anonymous, please indicate this when completing your pledge form.

**Third Party Suppliers** - In order to maintain cost effectiveness and continue to provide a high level of donor service, selected third parties (i.e. data processing, pledge card scanning or mailing firms) conduct processing duties on our behalf. These companies enter into strict confidentiality agreements and agree not to keep information on file after the contract has been completed.

**As required By Law** - United Way will release information when we are required to comply with the law.

For more information or questions, contact Marci Peace, Vice President of Finance and Administration at (336) 378-6618 or [marci.peace@unitedwaygso.org](mailto:marci.peace@unitedwaygso.org).