

Privacy Policy, Terms & Conditions

Privacy Policy

Effective as of May 16, 2019

Our Commitment to Our Donors and Their Privacy

The Wiregrass United Way (sometimes referred to as “WUW”, “us”, or “we”) values the trust donors and other stakeholders place in our organization. Your privacy is our priority and we thank you for your confidence in us and promise to protect both your charitable investment and your personal information in keeping with the highest ethical standards and industry practices.

This Privacy Policy (“Policy”) describes our practices with information that we (or our service providers) collect from a user (sometimes referred to as “you” or “your”); both online and offline, on any Platform (“Platform”, includes the WUW website) or through any medium including electronic, written and oral communications; for donors, volunteers, and other constituents as well as visitors (“Visitor”) to our website, www.wuw.org (“Site”).

Introduction

Your privacy is a priority for the WUW and we want you to be familiar with how we collect, use, and disclose information relating to you, your computer, or your device and that enable your identification (the “Personal Information”). This Privacy Statement describes our practices with information that we (or our service providers) collect from a donor (sometimes referred to as “you” or “your”).

1. Collection of Personal Information from Donors

When you interact with us, we may collect information from you as described below.

a. Information You Provide

You may be asked to submit Personal Information in order for you to benefit from the specified features or participate in a certain activity, such as newsletter subscriptions or donation processing. For example, if you make a donation, we may request Personal Information such as your name and contact information. In the process, we may collect your credit or debit card or other financial account information. We treat the combined information in accordance with this Privacy Statement.

b. Sensitive Information

Unless we specifically request or invite it, we ask that you not send or otherwise disclose to us your racial or ethnic origin, political opinions, religion or other beliefs, health, criminal

background, or trade union membership. In those cases where we may request or invite you to provide the foregoing information, we will only do so with your express consent, in accordance with applicable data protection law requirements. Where you provide us with such information without request from WUW, we reserve the right (but do not have any obligation) to erase any such information at our discretion.

c. Information About Minors

We do not knowingly collect Personal Information from persons under the age of 16 years old. We reserve the right to delete any information identified as having been provided by such persons at our discretion.

d. 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 <https://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

Our site currently does not respond to "Do Not Track" (DNT) signals and operates as described in this Privacy Statement whether or not a DNT signal is received, as there is no consistent industry standard for compliance.

2. How We Use the Information We Collect

We use Personal Information submitted by you or otherwise collected 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:

- i. to respond to your inquiries and to send you information that you request and to process your donations;

- ii. to send you important information regarding our relationship with you, changes to our terms, conditions, and policies, and other administrative information;
- iii. to notify you about upcoming events and donations;
- iv. to promote our products and services, and the products and services of our affiliates;
- v. for our business purposes, such as data analysis, audits, recordkeeping, developing new products or services, improving our services, and determining the effectiveness of our fundraising campaigns;
- vi. if you choose to complete a survey, we may use the information for purposes of evaluating your feedback from the survey; and
- vii. if we intend to collect and use Personal Information for another purpose, we may seek your permission at the time the information is collected.

We may use any information that does not personally identify you for any purpose.

3. Our Disclosure of Your Information.

WUW 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:

- i. to our affiliates and other United Way organizations for the purposes described in this Privacy Statement;
- ii. to the companies or individuals that we hire to provide services to us, such as payment processing; and
- iii. 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).

4. Uses and Disclosures to Comply with Laws.

In addition, we use and disclose Personal Information collected as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.

5. 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. WUW 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. WUW 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.

6. Security

WUW will take reasonable steps to protect the information collected and provided from loss, misuse, and unauthorized access, disclosure, alteration, or destruction.

7. 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.

8. Right to Change Privacy Statement.

WUW reserves the right at any time to modify, alter, or update this Privacy Statement. 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.

9. Contacting Us.

If you have any questions about United Way's privacy policies or practices, please contact:

Walter Hill, Chief Executive Officer; Email: ceo@wuw.org

Angie Sherrill, Finance & Human Resource Manager; Email: finance@wuw.org

Phone: 334.792.9661

Mail to: Wiregrass United Way

Post Office Box 405

Dothan, Alabama 36302