



DONOR PRIVACY POLICY

Donor Privacy Policy for United Way of Ventura County

The Privacy Policy governs the manner in which United Way of Ventura County collects, uses, maintains and discloses information collected from Donors (each, a “Donor”) on the websites (collectively, the “Site”) or from printed documentation submitted to United Way of Ventura County.

We reserve the right to revise this policy at any time. When we do, we will give you notice of the revised Privacy Policy by posting the revised Privacy Policy on the Site and by revising the “effective date” at the end of this Privacy Policy. You are responsible for regularly reviewing the current privacy policy.

Information We Collect

We collect “personally identifiable information” and “usage information.” Both are defined below:

Personally Identifiable Information

We may collect personally identifiable information from Donors in a variety of ways, including, but not limited to, when Donors visit our site, register on the site, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. We may collect a Donor’s name, email address, phone number, mailing address, date of birth, and payment information. We will collect personally identifiable information from Donors only if they voluntarily submit such information to us. Donors can always refuse to supply personally identifiable information, but it may prevent them from engaging in certain related activities or their ability to use the Site.

Usage Information

We may collect “usage information” anytime you view and/or interact with our Site or its pages, features and functionality. For example, we may collect information about a Donor’s browser and type of computer, technical information about a Donor’s means of connecting to our Site (e.g., the operating system and internet service providers utilized), and other similar information such as a Donor’s IP address.

We may also use other technologies to obtain information about a Donor’s online activities, such as the websites, pages and content viewed, the time and duration of visits and whether a Donor clicked on an advertisement. These technologies include both cookies (which are discussed below) and pixels that are placed on the Site.

Web Browser Cookies

Our Site and email communications may use “cookies” to enhance Donor experience. A cookie is a small text file that a website’s server places on a Donor’s computer, mobile phone or other device. Donors may choose to set their web browsers to refuse cookies, or to alert them when cookies are being sent. If they do so, note that some parts of the site may not function properly.

Cookies can transmit information back to the website’s server about the browsing activities of the Donor on the site. This includes information such as pages and content viewed and the time and duration of visits.

Cookies can also be used to recognize Donors and maintain data related to a particular individual, including passwords in order to make repeated visits to our site more efficient.

We do not exchange cookies with other entities and do not use cookies to track your movement among different websites.

How We use Information that We Collect

We will never sell, rent or give away any of our donor information

United Way of Ventura County collects and uses personally identifiable information for the purpose for which it is provided and for the other purposes described in this Privacy Policy. For example, we may use personally identifiable information for the following purposes: To communicate with you regarding donations, the United Way and its agencies, and for marketing and promotional purposes -

- To process donations and other payments
- To respond to emails
- To provide customer support
- To establish your online account

We use usage information for the following purposes:

- To help us run and maintain our Site
- To study traffic patterns and generally learn about the usage of the Site
- To personalize Donor experience
- To improve our Site

Security

Information transmitted on the Internet and/or stored on systems attached to the Internet is not 100% secure. As a result, we do not ensure, warrant or guarantee the security or integrity of such information. We will not be responsible for disclosure of any information due to errors in a transmission or the unauthorized acts of third parties.

Google Analytics

United Way of Ventura County may from time to time use third party tools that help us understand how visitors engage with the Site. We may share the data collected by such services with third parties in order to obtain web analytics and benchmarking services.

United Way of Ventura County is currently using Google Analytics through a third party service provider. All website owners using Google Analytics are required to have a privacy policy that fully discloses the use of Google Analytics. [Here is the full Google Analytics Privacy Policy.](#)

Sharing Your Personally Identifiable Information

We may use third party service providers to help us operate our business and the Site and to administer activities on our behalf. We may share your personally identifiable and use information with these third parties for such purposes. For example, we may share your information with individuals who fundraise on our behalf, third party service providers who send out emails, newsletters, surveys and other mailings, and who provide billing and payment processing services.

We may use and disclose personally identifiable information and usage information when we have reason to believe that using and/or disclosing this information is necessary to investigate, identify, contact, or take action against someone who may have engaged in illegal activities or who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other Donors of our Site, or anyone else who could be harmed by such activities. We may also disclose personally identifiable information when we reasonably believe that the law requires it.

In the event that our assets or any business unit is sold, personally identifiable information may be one of the transferred assets.

Third Party Websites

We do not provide your personal information to third parties except to those third parties described above in Google Analytics

Privacy of Children

The Site is a general audience website. We do not intentionally collect personally identifiable information from Donors of this Site who are under the age of thirteen (13).

If we become aware that a Donor of our Site is under the age of 13 and has donated using our Site, we will remove that child's personal information from our files.

Updating Your Information

If you would like to review and/or request changes to any of your personally identifiable information collected through the Site, you may contact us at info@vcunitedway.org.

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

This document was updated on May 25, 2017.

Approved by UWVC Board:
4/27/2017