

United Way of Southern Chester County (UWSCC) Website/Donor Privacy Policy

Date of Board Approval: 4-26-17	Supersedes:			
Dates Reviewed by Policy Committee:	5-9-19			

UWSCC is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the UWSCC website and governs data collection and usage. By using the UWSCC website, you consent to the data practices described in this statement.

Collection of Your Personal Information

UWSCC collects personally identifiable information, such as your e-mail address, name, home or work address, or telephone number. UWSCC also collects anonymous demographic information, which is not unique to you, such as your zipcode, age, gender, preferences, interests, and favorites.

There is also information about your computer hardware and software that is automatically collected by UWSCC. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by UWSCC for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the UWSCC website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through UWSCC public message boards, this information may be collected and used by others. Note: UWSCC does not read any of your private online communications.

UWSCC encourages you to review the privacy statements of websites you choose to link to from UWSCC so that you can understand how those websites collect, use, and share your information. UWSCC is not responsible for the privacy statements or other content on websites outside of the UWSCC and UWSCC family of websites.

Security of your Personal Information

UWSCC secures your personal information from unauthorized access, use, or disclosure. UWSCC secures the personally identifiable information you provide on computer servers in a controlled secure environment, protected from unauthorized access, use, or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Use of your Personal Information

UWSCC collects and uses your personal information to operate the UWSCC website and deliver the services you have requested. UWSCC also uses your personally identifiable information to inform you of other products or services available from UWSCC and its affiliates. UWSCC may

also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

UWSCC does not sell, rent, or lease its customer lists to third parties. UWSCC may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, UWSCC may share your data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to UWSCC, and they are required to maintain the confidentiality of your information.

UWSCC does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

UWSCC keeps track of the websites and pages our donors visit within UWSCC's website, in order to determine what UWSCC services are the most popular. This data is used to deliver customized content and advertising within UWSCC to donors whose behavior indicates that they are interested in a particular subject area.

UWSCC websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on UWSCC or the site; (b) protect and defend the rights or property of UWSCC; and, (c) act under exigent circumstances to protect the personal safety of users of UWSCC or the public.

Donor Personal Information

UWSCC considers personal information received from donors or shared by third parties with UWSCC about their donation important to protect. Such donor personal information is collected and maintained for internal use only and is retained only as long as necessary to comply with federal and state record retention regulations and legitimate business needs. To the extent any donations are processed through a third-party service provider, our donors' personal information will only be used for purposes necessary to process the donation. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

UWSCC may, from time-to-time, publish names and donation levels as a way of publicly thanking its donors. Donors may choose to be anonymous in all publications by letting UWSCC know on the response forms. Personal information about donors who designate their United Way donation to other non-profit agencies will be sent to the agency receiving the donation. This privacy statement does not bind other non-profit agencies. UWSCC cannot guarantee the privacy of donors who choose to designate their donations to other non-profit agencies.

Use of Cookies

The UWSCC website uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your computer by a webpage server. Cookies cannot be used to run

programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize UWSCC pages or register with UWSCC site or services, a cookie helps UWSCC to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same UWSCC website, the information you previously provided can be retrieved, so you can easily use the UWSCC features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the UWSCC services or websites you visit.

Changes to this Statement

UWSCC will occasionally update this Statement of Privacy to reflect company and customer feedback. UWSCC encourages you to periodically review this Statement to be informed of how UWSCC is protecting your information.

Contact Information

UWSCC welcomes your comments regarding this Statement of Privacy. If you believe that UWSCC has not adhered to this Statement, please contact UWSCC at info@unitedwayscc.org. We will use commercially reasonable efforts to promptly determine and remedy the problem.