

HEART OF WEST MICHIGAN UNITED WAY

PRIVACY POLICY

Effective Date: 04/30/2019



Heart of West Michigan
United Way

OUR COMMITMENT

The information we collect is used to support the Heart of West Michigan United Way mission and provide donors with the best experience possible. Heart of West Michigan United Way collects information as visitors interact with our website, email messages, social media posts, and through our Workplace Giving Program. The details below are intended to describe the information we collect and how Heart of West Michigan United Way will use that information.

- **We will not sell your information to any third party.**
- **We will not share your information with any third party outside of our organization other than service providers we use to improve our ability to communicate effectively with you.**
- **Your pledge information is known only to you, Heart of West Michigan United Way, our service providers (as stated above), and, to the extent necessary, the Employee Campaign Coordinator appointed by your company for conducting your workplace campaign. If you participate in an employer sponsored ePledge campaign, we will also provide the information we collect to your employer.**

This Privacy Policy describes the information Heart of West Michigan United Way collects, uses and maintains through websites operated by us or our service providers (the “Websites”), through the software applications made available by us for use on or through computers and mobile devices (the “Apps”), through our social media pages that we control (collectively, our “Social Media Pages”—the Websites, the Apps, and our Social Media Pages: the “Services”), through email messages that we send to you that link to this Privacy Policy and through offline interactions that we may have with you (see below: “How We May Collect Personal Information”).

By providing information to Heart of West Michigan United Way, taking surveys, answering questions, etc., you agree to this Privacy Policy.

PERSONAL INFORMATION WE MAY COLLECT

Heart of West Michigan United Way may collect information including your name, email address, postal address, phone number, social media ID, and similar contact information as well as credit card or other payment information (“Personal Information”). If you choose to provide your payment or credit card information to Heart of West Michigan United Way for pledge or gift purposes, we will only use that information for the purposes for which it was provided.

HOW WE MAY COLLECT PERSONAL INFORMATION

Heart of West Michigan United Way and our service providers may collect Personal Information in a variety of ways, including but not limited to Personal Information provided through forms such as e-newsletters, surveys, pledge forms, event registration/participation (including volunteering) and interaction with email and websites.

HOW WE USE PERSONAL INFORMATION

Heart of West Michigan United Way and our service providers may use Personal Information to:

- Send you information regarding Heart of West Michigan United Way, our affiliates, and our partners.
- Process and respond to inquiries for which you provided the information, such as to process donations, register or renew as a donor or supporter, or receive information about a project, special event, or volunteer activity.
- Personalize the content, improve the ability to use the Services, and customize your experience on the Services, including targeted content, volunteer opportunities, and/or customized email messages.
- Notify you about special programs, events, and volunteer opportunities.

ONLINE PLEDGING

If your employer has elected to host an ePledge campaign, a web-based campaign management tool presented in partnership between your organization and Heart of West Michigan United Way, your employer will provide Heart of West Michigan United Way with a list of employee information. This information will be used to provide each employee a secure link to login, submit their donation preference and later provide a thank you and tax receipt if required or requested. Our pledge form could contain your name, address, zip code, work and personal e-mail addresses, pledge amount, and pledge type. If you participate in an employer sponsored ePledge campaign, we will also provide the information we collect to your employer. As with most on-line transactions, Heart of West Michigan United Way employs security measures to ensure your information is protected (see “How We Protect Information” below).

OTHER INFORMATION WE MAY COLLECT

“Other Information” is any information that does not reveal who you are or does not identify you or another individual. We may collect Other Information such as IP address, browser type, mobile device type, content or websites visited while on the Websites or Apps, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, or the duration of the use of the Services. Collecting browser activities or IP addresses, along with the time of the visit and the page(s) that were visited, are common practices and are often performed automatically by many websites, applications and other services for such purposes as calculating usage levels, helping diagnose server problems, and administering the Services. If you use your personal computer to access our Websites or Apps, this information, such as IP address, could be used to identify you.

HOW YOU CAN CONTROL COLLECTION AND USE OF YOUR INFORMATION

- **Marketing Email Opt Out:** You may, at any time, choose not to receive emails sent by Heart of West Michigan United Way by following the opt-out procedures at the bottom of our emails. Please allow 10 business days for us to respond to your request.
- **Accessing, Modifying, Updating, and Deleting Your Information:** We strive to keep our records as accurate as possible. You may, under applicable laws, have a right to access, correct, modify, or request the deletion of your Personal Information that you have previously provided to us at any time. To do so, contact notify@hwmuw.org.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a donation or enter a promotion, you may not be able to change or delete the Personal Information provided until after the completion of such donation or promotion). There may also be information that stays within our databases and other records which cannot be removed.

HOW WE PROTECT YOUR INFORMATION

Heart of West Michigan United Way takes steps to protect your Personal Information from unauthorized access or disclosure. We take precautions to help ensure the security, integrity, and confidentiality of your information; however, we cannot guarantee 100% security of your information. Heart of West Michigan United Way’s database is hosted in a secure, independently audited environment meeting SOC 2 and SOC 3 standards.

RETENTION PERIOD

We will retain your Personal Information for the period of time necessary to complete the purposes outlined in this Privacy Policy unless a longer period of time is required or permitted by law.

THIRD PARTY CONTENT AND LINKS

Our Services may contain links to third-party websites, applications, or similar technology that are not controlled by Heart of West Michigan United Way. Any access to and use of such linked websites is not covered by this Policy. Heart of West Michigan United Way is not responsible for the information practices or content of these other websites and/or applications.

CHANGES TO THIS PRIVACY POLICY

Heart of West Michigan United Way may, from time to time, change this Privacy Policy. We will post any revisions to the Services, and we recommend you check back periodically. The “Effective Date” reference at the top of this page indicates when this Privacy Statement was last revised. Any changes to this Privacy Policy become effective when the revised Privacy Policy on the Services is posted. Your continued use of the Services or other interaction with us after such changes are made means you have agreed to the revised Privacy Policy.

QUESTIONS/CONTACT INFORMATION

If you have any questions, concerns, or suggestions regarding this Privacy Policy or Heart of West Michigan United Way’s privacy practices please contact notify@hwmuw.org.