

# UWSWMN Donor Privacy & Information Security Policy – Updated 2026

*Aligned with United Way Worldwide Privacy Policy effective October 31, 2024.*

## **Commitment to Donor Privacy**

UWSWMN values the trust donors place in us and adheres to the highest standards in gathering, using, and safeguarding personal information. We do not sell, rent, trade, or loan donor data.

## **Scope and Definitions**

This policy applies to information collected through pledge forms, events, phone, mail, text messages, email, websites, applications, social media pages, and other network-connected products and services that link to this policy.

## **Information We Collect**

- Information You Provide: name, address, phone, email, donation and pledge details, and payment information when processing a gift.
- Automatically Collected Information: device and browser details, IP address, usage and interaction data, and analytics used to improve donor experience and security.
- Sensitive Information: Not collected unless expressly required and consented.
- Our website and online services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from children under the age of 16.

## **Access to Information**

- Access to donor data is limited to authorized employees through role-based, least-privilege controls, safeguarded by unique, password-protected user credentials and enforceable confidentiality agreements. Third-party service providers are contractually required to comply with applicable privacy and information-security standards.
- Public Recognition: Donors may opt out of being listed in recognition materials (online or print) by requesting anonymity.

## **How We Use Information**

To process and acknowledge donations, provide tax receipts, communicate about programs, events, and impact, manage communication preferences, conduct surveys, and complete transactions.

Donors may opt out at any time via unsubscribe links or by contacting UWSWMN.

## **Sharing of Information**

We do not sell, rent, or trade donor data. We share information only with:

- Service providers under contract who support donation processing, technology hosting, or administrative services.
- Designated nonprofit agencies (for donor-directed gifts), sharing name, employer, preferred contact, and gift amount unless the donor opts out.
- Legal authorities when required to prevent fraud or illegal activity.

If donors use external giving platforms, their information is subject to the platform's privacy policy.

## **Payment and Financial Security**

Online transactions use industry-standard encryption (SSL/TLS). UWSWMN does not store credit/debit card numbers. Phone-provided card information is entered directly into a secure processor and destroyed after processing. Recurring donors are encouraged to manage payment information through our secure online system. If required information is not provided, we may be unable to complete a transaction.

## **Data Security Practices**

We implement technical and organizational measures including encrypted transmission, firewalls, role-based access controls, staff confidentiality obligations, secure disposal of sensitive information, and periodic reviews and audits.

## **Donor Rights**

Donors have the right to know our mission and how donations are used; access financial information; receive acknowledgement; request anonymity; expect confidentiality; and know whether fundraisers are employees or volunteers.

## **Contact Information**

United Way of Southwest Minnesota

PO Box 41, Marshall, MN 56258

Phone: 507-929-2273

Email: [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org)

Website: [unitedwayswmn.org](http://unitedwayswmn.org)

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