

United Way of the Valley & Greater Utica Area
DONOR PRIVACY POLICY

As a United Way donor or community agency, you have entrusted to our care not only your charitable gifts but personal information as well. We thank you for your trust and promise to protect both your charitable investment and your personal information in keeping with the highest ethical standards and industry practices. United Way of the Valley and Greater Utica Area and community partners have been able to count on this promise with confidence for more than 90 years.

Our promise means that we do not sell or trade donor information to anyone. We use the personal information that you or your employer have provided to us only for the intended business purpose – to manage your charitable gift in keeping with donor intention. Within United Way, we maintain physical, electronic and procedural safeguards in keeping with industry standards and practices and we review and adjust these safeguards regularly in response to advances in technology. We limit access to confidential information to those employees who need to perform their jobs and hold these employees to a strict Code of Ethics.

Our contracts with third-party service providers that help us with administration, data storage, printing and other services have strict confidentiality and security provision that hold them to United Way's privacy standards. United Way allows access to your information to auditors and other third parties only as mandated by regulatory requirements. The only other outside party privy to your information, limited to name, address and gift amount, is the ultimate recipient of any funds contributed by you via the Donor Choice program in order to allow the recipient agency to thank you for your gift. For donors who work outside of United Way of the Valley and Greater Utica geographic service area, but whose employer relies upon us to help support their campaign, we may also share your pledge information with the sister United Way serving that area.

United Way's Privacy Policy extends online. Online donations are transmitted to a secured server using encryption technology. If you choose to send United Way an e-mail, United Way may retain the contents of your e-mail message, the reply and your e-mail address as part of ongoing customer service efforts. United Way reserves the right to contact you after you have contacted us and may send future e-mail and/or surveys to you about United Way. You may notify United Way via e-mail, if you wish to discontinue electronic communication.

Approved August 2012