



## **Privacy Policy**

Amended & Approved: November 14, 2025

### **OUR COMMITMENT TO OUR DONORS AND VOLUNTEERS**

**United Way of Kennebec Valley (UWKV) is committed to protecting your privacy. Any information gathered by UWKV will be kept strictly confidential.**

We will not sell, share or trade our donor or volunteer names or personal information with any other entity, unless required by law or it is necessary for completing an authorized operation. We ensure that any third-party service providers we use for processing or communication maintain data protection and privacy standards.

This policy applies to all information received by UWKV, on any platform (including the UWKV website) as well as any electronic, written, or oral communications. It also applies to data collected through online analytics tools or other digital tracking technologies used to improve our website experience.

### **RIGHT TO OPT-OUT**

Donors who provide pledge information via the online pledge form, paper pledge form, telephonically, or in person may opt out of having their personal information used for future communication or disclosed to third parties after the donation is processed. To opt out, donors should contact UWKV via email at [info@uwkv.org](mailto:info@uwkv.org). You may also opt out of certain data collection technologies through your browser settings.

What follows is the detailed privacy policy for UWKV, which explains:

- What information we collect and why we collect it.
- How we use that information.
- The security measures we use to protect your data.
- How we use third-party tools and analytics.
- Your rights and choices regarding your data.

### **Privacy Policy**

This Privacy Policy addresses the practices of UWKV regarding information collected from the users of UWKV's website (<http://www.uwkv.org>), as well as information collected via online pledge forms, paper pledge forms, telephonically, or in person.

### **WHAT INFORMATION WE COLLECT**

- **Information you give us.** The process of making a donation requires that we collect and/or track personal information, like your name, address, email address, telephone number, pledge amount and type of payment. We may also collect information you

voluntarily provide when signing up for newsletters, events, or volunteer opportunities. Credit card information is not stored or kept in our donor database; however, credit card information may be securely saved in our online payment processing software.

- **Information we get from your use of our services.** We collect information about how you use our website. This information includes:
  - Information about your internet protocol address, device and specific location.
  - Cookies that may uniquely identify your account.
  - Aggregate and user-specific information about which pages you have accessed.
  - Information from analytics tools (such as Google Analytics or similar services) that help us understand user behavior to improve our communications and website performance.
- **Information from third parties.** We may receive information from trusted partners or publicly available sources to help maintain accurate donor and volunteer records.

## HOW THE INFORMATION IS USED

The information we collect is used for billing purposes, to complete your donation and for future communications. Unless you instruct us not to, we will provide any organization you have designated to receive your contribution (if applicable) with your name, address, and the amount pledged so they may acknowledge your gift and communicate with you directly. We may also provide the designated organization with your email address.

Your email address may also be used to send you information related to your giving or volunteer activities or to provide information relative to your specified interests or organizations. You will always have the option to unsubscribe to future emails (see “Right to Opt-Out” at the beginning of this policy).

We may also use de-identified or aggregated data to better understand giving trends, improve our outreach strategies, and measure the impact of our programs. This data cannot be used to identify any individual.

We do not use personal data to train or contribute to artificial intelligence (AI) or automated decision-making systems; however, we cannot control how third-party service providers may use data.

## SECURITY

We have established and maintain security standards and procedures to protect our users’ information. When you submit personal information, your information is protected both online and offline. We have implemented a number of measures to protect the confidentiality of your personal information. We make reasonable efforts to protect donor information using commercially available methods.

- We employ firewalls and intrusion protection systems to prevent unauthorized access to our systems. Pledge information resides on a separate cloud-based donor database behind a firewall. We have a registration/log-in process so that your personal profile is password-protected and can be accessed only by a person authorized by UWKV, or you

upon request. Our donor database system also uses Two-Factor Authentication (2FA), which requires users to complete a second verification step when logging in. 2FA is enforced for all users.

- Whenever possible, donor information is transmitted internally using secure email or encrypted collaboration tools, such as Microsoft Teams messages, to protect privacy.
- Backups that are provided for our email system, cloud data, donor database system, and accounting system are encrypted in-flight and at rest.
- Donors who pay online will automatically receive an email confirmation, if an email address is provided. However, the security of Internet-based email communication cannot be guaranteed.
- We restrict access to personal information to UWKV employees, specifically designated volunteers, and contractors and organizations who need to know that information in order to process donations and who are subject to contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.
- We regularly review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems. Notwithstanding our security standards and procedures, your communications containing personal information may be unlawfully intercepted or accessed by third parties and/or the website may be subject to network attacks or malfunctions. Accordingly, we cannot and do not guarantee that your personal information or any other information is completely secure and safe from any risk.
- If a data breach or security incident occurs that may compromise your personal information, we will notify affected individuals as required by applicable law.

## DISCLOSURE OF INFORMATION TO THIRD PARTIES

We will not share personally identifiable information unless one of the following circumstances applies:

- **With your consent:**  
Except as set forth above, we will not share any of your personal information with other United Ways or funded nonprofit and school-based organizations, unless we have received your express permission to do so.
- **To process pledges and transactions:**  
We will share the necessary information with other nonprofit and school-based organizations as described above, and/or with our affiliated organizations, or other businesses or persons for the purpose of processing any request or transaction on your behalf. We require these partners to use your information only for the purposes for which it was shared and to maintain appropriate confidentiality and security measures.
- **For legal reasons:**  
We will share personal and company information if we have to respond to judicial process and provide information to law enforcement agencies in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law, or in the good-faith belief that such action is necessary to comply with state and federal laws.

The collection and disclosure of information contemplated in this Privacy Policy may involve a transfer of the information to jurisdictions located outside your place of residence that may not

have equivalent laws and rules regarding personally identifiable information. By interacting with UWKV or using our website, you consent to such transfers as permitted by law.

## **EXTERNAL LINKS**

For your convenience, we provide links to other websites from our website. We do not exercise authority over such websites. If you access a third-party website from our link, any information you disclose on that website is not subject to this Privacy Policy. We therefore assume no responsibility for the data collection policies and procedures of linked websites, or for the content of such websites. If you choose to access a third-party website linked to our site, you do so at your own risk.

## **ACCESS TO AND ABILITY TO CORRECT OR ERASE PERSONAL INFORMATION**

Donors who provide pledge information may modify, correct, or update their personal records at any time. Donors also have the right to request from UWKV the erasure of personal data concerning the donor without undue delay, and UWKV is obligated to erase personal data without undue delay. To make any such request, contact UWKV via postal mail or email at [info@uwkv.org](mailto:info@uwkv.org).

UWKV will send personal records only to the email or postal mail address on file for the donor name associated with it.

## **CHANGES TO PRIVACY POLICY**

UWKV reserves the right to change, amend, or update this Privacy Policy. Any updates will be posted to our website with the date of the most recent revision.