

## Donor Privacy Policy

We value our partners and donors and take their privacy seriously. We will respect the privacy of information that we are privileged to have about our donors. Our commitment to respect the privacy of our donors extends to how we obtain, use, protect and share information about them. This privacy policy is intended to be applied in conjunction with related Habitat for Humanity of Pinellas and West Pasco Counties' policies, including, but not limited to, our Donor Bill of Rights.

Thank you for supporting the building of homes in partnership with families in need of safe, decent and affordable housing – your generosity is helping to transform lives in Pinellas and Pasco Counties.

### Principles, Actions, and Beliefs

- We will hold strictly all information concerning donors and prospects, including addresses, names of beneficiaries, nature and value of estates, amounts of provisions or gifts, etc., unless a donor or prospect grants permission to use selective information for purposes of referral, testimonial, example, recognition, or publicity. Donor names are listed on the recognition wall and annual report unless we are notified specially about their wish to remain anonymous.
- We will not share, sell, rent or otherwise offer information about donors to other organizations.
- We contractually require any person or organization providing services to Habitat for Humanity of Pinellas and West Pasco Counties, to protect the confidentiality of donor information.
- We have procedures in place to limit access to information to those employees and volunteers who need to know such information in order to fulfill our mission.
- We will use our best efforts to comply with the expressed wishes of any donor who does not want their name used in any promotional material, wishes their name removed from solicitation and other mailing lists, or wishes to have their gifts or services be anonymous.
- We will collect, use and share information about our supporters among employees and volunteers only on a need-to-know basis and for the sole purpose of carrying out Habitat for Humanity of Pinellas and West Pasco Counties' mission.

## Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. The right to be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. The right to be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. The right to have access to the organization's most recent financial statements.
4. The right to be assured their gifts will be used for the purposes for which they were given.
5. The right to receive appropriate acknowledgement and recognition or to remain anonymous if desired.
6. The right to be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. The right to be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
8. The right to have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
9. The right to ask questions when making a donation and to receive prompt, truthful and forthright answers.

For further information, please contact the Habitat for Humanity of Pinellas and West Pasco Counties office at (727) 536-4755.

## E-Donor Bill of Rights

The E-Donor Bill of Rights is intended to relate to AFP's long-standing Donor Bill of Rights, created in 1993 by AFP in conjunction with other fundraising and nonprofit groups. The document was developed to ensure donor awareness of the responsibilities that a charity has to its donors, and the expectations that donors should have of charities when making a charitable gift. The AFP Donor Bill of Rights lists ten rights that a donor has--ten best practices that all charities and donors should be always aware of.

Since the creation of the Donor Bill of Rights, the philanthropic landscape has changed dramatically. One critical change has been the growing use of technology to facilitate charitable giving, primarily through the Internet. While the Internet holds great potential as a charitable giving tool, it also creates new challenges -- both for the donor and the charity. Because the Internet is such a new medium for giving, best practices are just beginning to be identified, and many donors and charities are unsure as to their online rights and responsibilities.

## Principles of the E-Donor Bill of Rights

The E-Donor Bill of Rights is intended to complement the original document and provide further and more detailed guidance for the new world of online giving. In addition to the rights outlined in the Donor Bill of Rights, online donors should demand the following of their online solicitors:

- To be clearly and immediately informed of the organization's name, identity, nonprofit or for-profit status, its mission, and purpose when first accessing the organization's website.
- To have easy and clear access to alternative contact information other than through the website or email.
- To be assured that all third-party logos, trademarks, trustmarks and other identifying, sponsoring, and/or endorsing symbols displayed on the website are accurate, justified, up-to-date, and clearly explained.
- To be informed of whether or not a contribution entitles the donor to a tax deduction, and of all limits on such deduction based on applicable laws.
- To be assured that all online transactions and contributions occur through a safe, private, and secure system that protects the donor's personal information.
- To be clearly informed if a contribution goes directly to the intended charity, or is held by or transferred through a third party.
- To have easy and clear access to an organization's privacy policy posted on its website and be clearly and unambiguously informed about what information an organization is gathering about the donor and how that information will be used.
- To be clearly informed of opportunities to opt out of data lists that are sold, shared, rented, or transferred to other organizations.
- To not receive unsolicited communications or solicitations unless the donor has "opted in" to receive such materials.

*Information provided by and copied with permission of the Association of Fundraising Professionals ([www.afpnet.org](http://www.afpnet.org)).*

## Website Privacy Policy

We have created this statement to demonstrate our firm commitment to your privacy. We do not collect personally identifying information when you visit our site, unless you choose to provide such information to us. Providing such information is strictly voluntary. This policy is your guide to how we will handle information we learn about you from your visit to our website.

### Use of Links

Throughout our web pages, we provide links to other servers which may contain information of interest to our readers. We take no responsibility for, and exercise no control over, the organizations, views, or accuracy of the information contained on other servers. Creating a text link from your website to our site does not require permission. If you have a link you'd like us to consider adding to our Web site, please contact the Habitat for Humanity of Pinellas and West Pasco Counties office at (727) 536-4755.

### Use of Text and Images

If you would like to publish information that you find on our website, please contact the Habitat for Humanity of Pinellas and West Pasco Counties office at (727) 536-4755. Where text or images are posted on our site with the permission of the original copyright holder, a copyright statement appears at the bottom of the page.

### Reading or downloading

We collect and store only the following information about you: the name of the domain from which you access the Internet the date and time you access our site, and the Internet address of the website from which you linked to our site. We use the information we collect to measure the number of visitors to the different sections of our site, and to help us make our site more useful to visitors.

### Online information and donations

We may use your contact information to send further information about our organization or to contact you when necessary. You may always opt-out of receiving future e-mailings; see the "Opt Out" section of the email.

### Credit card security

We are concerned about the safety and security of your online credit card transaction. We use high-grade encryption and the "https" security protocol to communicate with your computer's browser software. This is the industry standard in security protocol. This method makes it extremely difficult for unauthorized users outside of Pinellas Habitat for Humanity to intercept your credit card information. This same high-grade encryption is also the standard for any personal information that you may share with us.

### Sending us an email

You also may decide to send us personally identifying information, for example, in an electronic mail message containing a question or comment, or by filling out a web form that provides us this information. We use personally identifying information from email primarily to respond to your requests.



We build **strength, stability, self-reliance** and shelter.

We may forward your email to other employees who are better able to answer your questions. We may also use your email to contact you in the future about our programs that may be of interest.

We will not obtain personally identifying information about you when you visit our site, unless you choose to provide such information to us. Providing such information is strictly voluntary. Except as might be required by law, we do not share any information we receive with any outside parties. If you sign up for one of our email lists, we will only send you the kinds of information you have requested. We won't share your name or email address with any outside parties.

### **Opt-out or change your contact information**

Donors and volunteers have the opportunity to opt-out of receiving e-mails from us by using the "Unsubscribe" link at the bottom of the email. To update your existing contact information, please contact the Habitat for Humanity of Pinellas and West Pasco Counties office at (727) 536-4755.

### **Questions about our policies**

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, please contact the Habitat for Humanity of Pinellas and West Pasco Counties office at (727) 536-4755