



Donor Privacy Policy

Senior Housing Options is committed to respecting the privacy of our donors.

Senior Housing Options (SHO), is implementing a new policy to ensure donor privacy. Donor trust in the organization is vital to continuing to build our relationship with individuals and continued support.

Information collected:

SHO collects and maintains the following type of donor information:

- Contact Information:
 - Name, Organization/Company
 - Complete Address
 - Phone Number
 - Email Address
- Donation Information:
 - Amounts Donated
 - Date of Donation(s)
 - Method and Stimulus
- Information concerning hours individual has volunteered
- Donor requests and comments
- Non-personally identifiable information, such as how many hits each SHO webpage receives, and if the visitor is repeat or new. *This requires a 'cookie' be sent to web browser.*

How Information is used:

- Donor data is stored with a secured third-party online database: [Network For Good](#).
 - To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. For information regarding Network For Good's Privacy Policy, please visit: www.NetworkForGood.com.
- SHO uses data to maintain records of donations, send acknowledgements, mail year-end tax statements to you, send newsletters, notices and direct mail pieces, and for internal marketing purposes. Donors are added to the SHO mailing lists – email/physical address – unless otherwise requested.
- Individuals' names, corporate and foundation sponsors may be listed in our Annual Report and event programs, and website. Donors can request not to be listed or listed as "anonymous."
- SHO uses written comments/letters occasionally to post on our website (in an anonymous fashion), and to respond to your inquiries.
- Credit card numbers are NOT retained once processed.
- Donations over 2% of organization's entire budget must be reported on IRS Form 990, Schedule B.
- SHO uses website statistics to analyze its website usage.

No Sharing of personal information

- SHO will not sell, rent, trade or transfer a donor's personal information to outside organizations.
- Use of donor information will be limited to the internal purposes of SHO and only to further its mission.
- Nevertheless, security measures may not prevent all losses, and SHO is not responsible for any damages or liabilities relating to security failures.

Removing your name from our mailing list:

Please contact SHO if you wish to be removed from mailing lists. Email resourcedevelopment@seniorhousingoptions.org.