



## Donor Privacy Policy

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### **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.
- SHO uses data to maintain records of donations, send acknowledgements, mail year-end tax statements to Donors, 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 Donor 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](mailto:resourcedevelopment@seniorhousingoptions.org) or call (303) 595-4464, extension 14.

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