



# Privacy Policy

UCP HEARTLAND is committed to safeguarding your personal privacy. UCP HEARTLAND's Privacy Policy describes what information we collect from you when you visit our website and how we handle that information. This policy applies to personally identifiable information, which is any information that could be used to contact or locate the individual to whom it relates: name, address, telephone number, or any other identifying information. Personally identifiable information doesn't include information that is collected anonymously or information about groups of people rather than individuals.

Please read the following policy to understand how the personal information you may choose to provide will be treated as you make full use of the offerings of this site. This policy may change from time to time, so please check back for updates.

## Why We Collect Your Data

We are collecting your data for several reasons:

- To better understand your needs
- To improve our services and products
- To customize our website according to your personal preferences

## What Information Does UCP HEARTLAND Collect?

To maximize the benefits provided by this site, we encourage all users to use the UCP HEARTLAND contact form, which is linked directly to the home page. Without this information, you would be anonymous to us and it would limit our ability to provide the most useful services to our users and supporters. The types of information requested include your name and e-mail address. When provided voluntarily, UCP HEARTLAND collects and maintains the following types of information:

- Contact information such as name, address, telephone number and e-mail address
- Donation information
- Information on events attended, publications received and special requests for program information
- Information provided by an individual in the form of comments and suggestions

Some confidential information is kept on file for IRS purposes. Other information may be used to analyze overall giving patterns to make more accurate budget projections, as well as to understand donors' interests in our mission and to update them on the organization's plans and activities. This information is shared with staff, board members, volunteers, and consultants only on a confidential and need-to-know basis.

## Opportunity to Decide Whether to Provide Information

The provision of the information described above is strictly voluntary. Although we hope most users of the site will use the contact form, it is your choice to do so and access to the site is not dependent on providing the information.

## How is Personal Information Used?

Except as otherwise provided in this Policy, we will keep your personally identifiable information private and will not share it with third parties unless such disclosure is necessary and permitted by applicable law to (a) comply with legal process (such as a court order) or other legal requirements of any governmental authority; (b) protect our rights or property; (c) enforce any terms and conditions of use or agreements applicable to our Website and that incorporate this Policy by reference; (d) protect the interest of users of our Website, other than you, or any other person; or (e) operate or conduct maintenance and repair of our services or equipment, as authorized by law.

The information you provide to us in the contact form, including any information and views included in the comments section, will be used to learn more about the community we serve, to provide individual users access to information, products and services that best fit their interests and needs, and to have a way of contacting you in the future regarding the activities and services of UCP HEARTLAND and its many affiliates.

## How Is My Personally Identifiable Information Safeguarded?

UCP HEARTLAND knows that information security is of the utmost importance to our donors, affiliate members, website visitors, and individuals whose information we collect. We maintain reasonable technical, administrative, physical, and organizational safeguards in proportion to the sensitivity of information we collect. These safeguards are designed to prevent unauthorized access, use, and disclosure of personal information.

We protect personal information in a manner appropriate for the sensitivity of the information. We use appropriate security measures when destroying personal information, including shredding paper records and permanently deleting electronic records.

We implement reasonable measures to prevent loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

## Accessing and Amending Your Personal Information

We are dedicated to ensuring that personal information is accurate and complete. We rely on individuals to notify us if there is a change to their personal information that may affect their relationship with our organization.

If after providing this information to us, you decide at some point that you no longer wish to be contacted regarding the benefits and services we provide, you can simply contact us by e-mail and stop the use of your personal information in this manner. With respect to any use of your credit card on this site, such information of course will be covered by our software protection program and its use will be strictly limited to completing the specific transaction authorized by you with the credit card company.

You may contact us at [Development@UCPHeartland.org](mailto:Development@UCPHeartland.org)

or at UCP Heartland: 4645 LaGuardia Drive St. Louis, MO 63134

314-994-1600

# Will the Personal Information I Provide Be Given to Third Parties?

Whenever we use a mail house, or any other third party who may need to receive or handle personally identifiable information on our behalf, we require them to enter into a written non-disclosure agreement and agree not to use personally identifiable information for any purpose other than the purpose for which we retained them. We also require any third parties we retain to comply with all applicable state, federal, and international privacy requirements.

## Donor Bill of Rights

UCP HEARTLAND subscribes to the Donor Bill of Rights, created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

### **The 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 ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

1. 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. 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. III. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

## Are "Cookies" Used On This Site?

A "cookie" is a small amount of data sent to your browser from a Web server which is stored on your computer's hard drive and used to store or sometimes track information about your use of a site.

This site uses cookies to remember your information if you choose to log in or to leave a comment. These are the only activities for which we store personally identifiable information in a cookie.

This site may occasionally set other cookies, not containing any personal information, for the sake of remembering certain preferences in your use of the website.

This site also uses Google Analytics for aggregate traffic analysis, including: total number of visitors, most visited sections, peak traffic times, time spent on the site, browser versions utilized, referring Web sites, search engines used, etc. We use this information to improve the quality of the UCP HEARTLAND site for our audience. If you are not comfortable with this data collection, you may wish to use Google's opt-out tool at <https://tools.google.com/dlpage/gaoptout>.

We do provide links to other Web sites which may use their own cookies and you should familiarize yourself with their practices. We are not responsible for the privacy policies or the content of those Web sites.

## Aggregate Survey Information

We will protect any personal information you provide as described above, however, UCP HEARTLAND reserves the right to use aggregated, anonymous data about our users as a group. This data does not contain any personally identifiable information. For instance, we might report to current or potential partners or advertisers that a certain percentage of our users live in a specific area of the country, or represent certain types of organizations, or have certain types of interests. This type of survey information is intended to allow a more targeted selection of benefits and opportunities for our users as a group.

## Parents and Children Under the Age of 18

Our website is not directed towards children under the age of 18. We do not knowingly collect personal information from anyone under the age of 18 through our website without parental consent. If you become aware that we have collected personal information from an individual under the age of 18 through our website without parental consent, please let us know so that we can take appropriate action.

If you are under the age of 18, be sure to ask your parents for permission before you send any information about yourself to this site or to anyone over the Internet. UCP HEARTLAND recommends as a general matter that parents accompany children under the age of 18 when using content on the Internet and that you carefully review this privacy policy before any personal information about children is provided to the site.

## Community Tools

Some portions of our site provide special services and offer interactive tools that allow users to upload information for sharing with others. In some cases, users can share experiences, give advice and connect with others. Please remember that chat rooms, message boards and personal pages are public forums and personal information disclosed there will be seen by others. In addition, please exercise caution when posting information or providing information about yourself to others, especially contact information, such as street address, telephone number or e-mail address.

## Changes to Privacy Policy

UCP HEARTLAND reserves the right to amend or alter its online privacy policy at any time without notice by posting such change to this site.