

Birthline, Inc.

DONOR INFORMATION SECURITY & PRIVACY POLICY

Purpose

This policy explains how we gather, use, and protect personal information submitted to Birthline. Procedures for maintaining privacy are kept through internal controls.

Privacy and Security

Birthline is committed to respecting the privacy of our donors, and protecting their personal information by using industry standard best management practices. However, Birthline cannot absolutely guarantee that credit card or personal data will be secure, and the organization is not liable for any information the donor shares with others. We subscribe and adhere to the Association of Fundraising Professionals (AFP) Bill of Rights, which you may view online at www.afpnet.org.

We do not lend, sell or rent mailing lists of our donors or participants personal information to any third party. Furthermore, your name, address, phone number or financial information will not be used outside of our organization with any other partners, unless by your express written request, and with mutually agreed purpose.

Donors may choose to remain an anonymous donor at any time. You can remove your information from our database by emailing info@birthline.org or by calling the Birthline office at 320-252-4150.

How Information is Collected

Online Giving

Birthline uses standard security measures, secure SSL and encryption technology, to accept online donations (credit card or electronic check). The Birthline giving page is managed by eGiving.com and powered by GeoTrust, trustworthy third party vendors. Contact information for these vendors is provided on the giving page.

Phone or Mail Credit Card Gifts

If a credit card donation is taken by phone or mail-in form, Birthline staff will enter the donors credit card information directly into the online giving page. Upon completion, Birthline will shred donor's credit card information, keeping only the record indicating approval for the donation.

Checks and Cash

Birthline maintains a photocopy record of all checks received in a locked cabinet on-site. Electronic records of donor giving are maintained on restricted-use computers.

What Information is Collected

Birthline only collects information volunteered by you during your communication or transaction with us. Examples of information collected includes: name, address, phone, email address and giving history. The use and collection of information about you is limited to that which is necessary to administer our operations.

How We Use That Information

Birthline uses personal information:

- (a) to acknowledge and provide a tax receipt for donations;
- (b) to respond to donor inquiries or questions about our services;
- (c) for internal marketing purposes and
- (d) as part of Birthline's donor database.