

PRIVACY POLICY

GENERAL POLICY FOR USER PRIVACY

Last Updated: December. 1, 2023

Scroll down for full Statement. Immediately below is a summary of the information we collect and the ways in which we use and/or disclose it. Please read our full policy below the summary. I

SUMMARY OF PRIVACY STATEMENT

- Our website is directed to general audiences over 18 years of age and who are capable of entering into binding obligations.
- We collect personal information you provide to us. By personal information we mean information that is identifiable to you or to a particular device, such as name, address, and email address.
- We may collect information automatically such as navigational information.
- We generally use your personal information to respond to your inquiries, to provide information to you, and to improve our services.
- We may use cookies, for example, to remember your preferences.
- We may disclose information to third parties, such as affiliate organizations, service providers, when under legal compulsion, or as otherwise allowed by law.
- We have policies and procedures in place to implement reasonable security procedures to protect your information, and we have procedures in place to select vendors who do the same.
- We may link to third party sites.
- We keep your personal information for as long as we believe we need it, and for as long as the law allows us to keep it.
- You can access and make changes to your personal information under certain circumstances.

FULL PRIVACY STATEMENT

This Privacy Policy of United Way of Central and Northeastern Connecticut (“United Way” “we”, “us”, or “our”) describes its policy for treatment of personal information (as defined below) on the website unitedwayinc.org (“Site”), regardless of the platform on which it is used. This Privacy Policy does not apply to United Way’s practices for collecting and using personal information offline or from websites other than the Site. “You” in this Privacy Policy refers to you personally.

United Way recognizes the importance of protecting information we may collect from visitors to our Site. Our policy is to use the information we collect from visitors to our sites for internal

purposes only, and we strive to maintain reasonable and appropriate security measures to keep this information private.

Users can visit the site without providing us with any personal information. If one chooses to give us personal information via the Internet for the purposes of, for example, correspondence, processing an order, or providing a subscription to a publication, then it is our intent to let you know how we will use such information. Our policy for collecting and maintaining personal information is provided below.

WHAT IS “PERSONAL INFORMATION” AND WHAT PERSONAL INFORMATION DOES UNITED WAY COLLECT?

By “personal information,” we mean information that is reasonably identifiable to you or a particular device.

Personal information United Way collects includes personal information you provide voluntarily. If you place an order, sign up to volunteer, request to receive a newsletter or otherwise interact with us via the Site, we may request personal information such as, for example, your name, address, email address and phone number. If you choose to contact us via email, website-enabled chat features or other means, the information you provide may constitute personal information.

UWCNCT also automatically collects navigational information related to your use of the Site using analytics trackers, such as those provided by Google Analytics. Information collected may include your internet protocol address, location-based information, browser type, time and date of access and pages accessed, linking information, click stream, page visits, page views, website log files and other website analytics information. If such navigational information becomes reasonably identifiable to you or is reasonably identifiable to a particular device, it will be considered personal information for purposes of this Privacy Policy. Please see Google’s privacy policy for more information regarding the information collected using its trackers and Google’s policies regarding that information: support.google.com/analytics/answer/6004245.

You may have the opportunity to conduct financial transaction using the Site, such as donations or registration fees. Please note that we do not collect sensitive credit card information that may be processed in connection with your donations made in connection with the Site. We outsource processing of personal information, including credit card information, you provide in connection with donations made through the Site to third-party vendors which we understand to be compliant with appropriate standards, including Payment Card Industry standards for security.

The Site is not directed to children younger than thirteen years of age. We do not knowingly collect personal information from children under the age of thirteen.

HOW DOES UNITED WAY USE THE INFORMATION IT COLLECTS?

We use personal information collected on the Site for the following purposes:

- To respond to inquiries from users.
- To provide information about the proper use or misuse of the Site.
- To process technical or administrative issues or to communicate regarding those issues.
- To improve, expand, or otherwise adjust our services.
- To comply with applicable law, including law related to charitable donations.
- There are also circumstances in which we may share or transfer your personal information, which are discussed below.
- If you opt in, we will use your contact information to send you information about our work in the community.

UNDER WHAT CIRCUMSTANCES DOES UNITED WAY DISCLOSE OR TRANSFER PERSONAL INFORMATION TO OTHERS?

There are circumstances where we will transfer and/or disclose your personal information to third parties. Those circumstances, subject to the limits of applicable law, are as follows:

- **Affiliate and Partner Organizations:** United Way may transfer personal information to its affiliate and partner organizations for purposes related to United Way service offerings as such offerings may change and develop over time.
- **Site Consultants and Service Providers:** United Way may transfer personal information to third-party service providers, including those that may be hosting or housing data on behalf of United Way or otherwise acting on its behalf as a data center (such as providers of hosting, cloud, technology outsourcing and support services).

Additionally, United Way of Central and Northeastern Connecticut may disclose personal information to the extent that our service providers require access to our databases, or the information contained in our databases, to service United Way and the Site.

- **Donor Recognition:** United Way may share donor information for recognition and awards purposes, if requested to do so by the donor.
- **Legal Compulsion and UWCNCT's Protection:** UWCNCT reserves the right to release personal information in response to a subpoena or otherwise when we reasonably believe that the law requires us to do so or when we believe it is necessary to protect and/or enforce the rights, property interests, or safety of United Way, our users, customers or others.

- **As Otherwise Allowed by Law:** We may transfer personal information to third parties where we are expressly authorized by applicable law to do so.

DOES THIS SITE USE COOKIES?

Certain sections of the UWCNCT Site use “cookies” to store user information. A cookie is a small string of text that a website can send to your browser. A cookie cannot retrieve any other data from your hard drive, pass on computer viruses, or capture your email address. Currently, websites use cookies to enhance the user’s visit; in general, cookies can securely store a user’s ID and password, personalize home pages, identify which parts of a site have been visited, or keep track of selections in a “shopping cart.” Cookies help us understand which parts of our websites are the most popular, where our visitors are going and how long they spend there. We use cookies to study traffic patterns on our site so we can make the site even better.

Cookies were originally designed to help a web site distinguish a user’s browser as a previous visitor and thus save and remember any preferences that may have been set while the user was browsing the site. If you are just browsing United Way web site, a cookie identifies only your browser. It is possible to set your browser to inform you when a cookie is being placed – this way, you have the opportunity to decide whether to accept the cookie. If you are just browsing our site and are not a registered user, you do not have to accept a cookie and you can still continue browsing the site. However, if you are visiting a site where you will be accessing a confidential account, you must accept that site’s cookies because they are essential for site administration and security.

HOW DOES THE SITE RESPOND TO “DO NOT TRACK” REQUESTS FROM A USER’S BROWSER?

Users may have the option of enabling a feature in their web browsers called “Do No Track” in their browsers, which sends a signal to websites that the user does not want to be tracked across multiple websites. UWCNCT does not track users across multiple websites, regardless of whether users have enabled “Do Not Track.”

DOES UNITED WAY USE PERSONAL INFORMATION FOR THIRD-PARTY ADVERTISING PURPOSES?

No, United Way does not share your personal information with third-party advertisers.

HOW DOES UNITED WAY KEEP MY PERSONAL INFORMATION SECURE?

Although we cannot guarantee that our or our vendors' servers are impenetrable, we have attempted to establish and implement reasonable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Where we use outside vendors to collect, store or process data, we have policies and procedures in place to use vendors who also establish and implement reasonable procedures.

DOES THIS SITE LINK TO ANY THIRD-PARTY SITES?

The Site may link to third-party sites. When using third-party sites (for example, sites that take credit cards or otherwise process transactions), you should review the privacy policies of such third-party sites to understand how they collect and use personal information.

HOW LONG DO YOU KEEP MY INFORMATION?

United Way keeps personal information for as long as we deem it useful to use, and for as long as applicable law allows us to maintain it.

HOW CAN I ACCESS AND MAKE CHANGES TO MY PERSONAL INFORMATION?

Site users have the right to request that their information be modified or deleted from our files. We will attempt to honor these requests, subject to applicable law and our judgment that the information is not important for us to maintain for our internal record-keeping purposes. Requests to modify or delete personal information should be directed to info@unitedwayinc.org.

HOW WILL I BE NOTIFIED OF CHANGES AND UPDATES TO THE PRIVACY STATEMENT?

United Way reserves the right to revise and update this Privacy Policy at any time without notice. Changes and updates to this Privacy Statement will be posted on the Site and are effective upon posting.

WHO DO I CONTACT ABOUT MY RIGHTS UNDER THIS PRIVACY POLICY?

If you have any comments, questions, or concerns regarding this Privacy Policy or United Way's privacy practices on the Site, please contact us at info@unitedwayinc.org.

To prevent unauthorized access, maintain data accuracy, and to ensure the appropriate use of information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect. United Way uses SSL encryption for all financial transactions to protect personal information.

If you provide an email address or other personal information (excluding financial information) when you visit our site, make a gift, or attend one of our events, we may enter such information into one of our data bases so we can contact you to ask your input, provide information about our programs and events, and request contributions. All electronic communications from us do contain a link to an unsubscribed form and you may elect to unsubscribe from any or all of our communications at any time.

The only exception is "Comments" which are posted publicly using a link to the user's Facebook or other social media profiles.

QUESTIONS?

If you have any questions about this Privacy Policy, please contact United Way at info@unitedwayinc.org.