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## PRIVACY POLICY

Northumberland United Way (NUW) is committed to protecting the privacy of the personal information of its donors, members, employees, and other stakeholders. We value the trust of those with whom we deal with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you share with us.

During the course of our various projects and activities, we frequently gather and use personal information. People from whom we collect such information expect that it will be carefully protected and that any use of this information is subject to consent. Our privacy practices are designed to achieve this.

Personal information is any information that can be used to distinguish, identify or contact a specific individual, except business information and publicly available information. We maintain appropriate procedures to ensure that personal information in our possession is accurate and up to date.

You are entitled to seek a correction of your personal information. If you believe any of the information we have collected about you is incorrect or incomplete, you have the right to ask us to change it or delete it.

From time to time, NUW may share experiences of individuals who have been helped by NUW funded partners. The information in these experiences is used only with the express permission of the individual.

NUW is committed to protecting your privacy. We take every step to ensure the confidentiality of your information is maintained. The information you or your employer provides to us is used to help us in our campaign, process and receipt your donation and respond to any of your information requests.

Whether you are a donor to our workplace campaign or donate directly as an individual or business, your information is not shared with other organizations. Additionally, in the following areas, we do not share any personal information:

- **Designation** – Where a portion of your gift is directed to another United Way or another charity, we may provide the amount of your donation. We do not

provide your name or personal information to another organization, unless you request that we do so.

- **Leading the Way Donor** – United Way may publicly recognize Leading the Way donor names. If you prefer to remain anonymous, please indicate this in the box provided on the pledge form.

We adhere to the principles that follow.

### Principles

1. **Accountability:** NUW is responsible for the personal information under its control. It must appoint someone to be accountable for its compliance with these fair information principles. NUW's Privacy Officer is the Director of Finance & Administration.
2. **Identifying Purposes:** The purposes for which the personal information is collected must be identified by the organization before or at the time of collection.
3. **Consent:** The knowledge and consent of the individual are required for the collection, use, or disclosure of personal information, except where inappropriate.
4. **Limiting Collection:** The collection of personal information must be limited to that which is needed for the purposes identified by the organization. Information must be collected by fair and lawful means.
5. **Limiting Use, Disclosure, and Retention:** Unless the individual consents otherwise or it is required by law, personal information can only be used or disclosed for the purposes for which it was collected. Personal information must only be kept as long as required to serve those purposes.
6. **Accuracy:** Personal information must be as accurate, complete and up-to-date as possible in order to properly satisfy the purposes for which it is to be used.
7. **Safeguards:** Personal information must be protected by appropriate security relative to the sensitivity of the information.
8. **Openness:** NUW must make detailed information about its policies and practices relating to the management of personal information publicly and readily available.

9. **Individual Access:** Upon request, an individual must be informed of the existence, use and disclosure of their personal information and be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.
10. **Challenging Compliance:** An individual shall be able to challenge NUW's compliance with the above principles. Their challenge should be addressed to the person accountable for the organization's compliance with PIPEDA.

#### Notification

All pledge/donation forms shall include a reference to the policy:

"Northumberland United Way is committed to protecting the privacy and confidentiality of personal information. The information provided may be used to assist in the proper administration and acknowledgement of gifts, to issue tax receipts and to fulfill information requests. For complete details of the privacy policy, please go to the NUW web site, [www.mynuw.org](http://www.mynuw.org)."

#### Contact Information

If you have any questions about protecting your personal privacy or our privacy policy, please feel free to contact:

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