



UNITED IS THE WAY

Every person in our community, whether you have a need or something to give, can get connected through United Way.

Introduction

Your privacy is a priority for United Way of the Virginia Peninsula (<https://www.uwvp.org>) (sometimes referred to as “UWVP”, “us”, or “we”) and we want you to be familiar with how we collect, use, and disclose information relating to you, your computer, or your device and that enables your identification (the “Personal Information”). This Privacy Policy describes our practices with information that we (or our service providers) collect from a user (sometimes referred to as “you” or “your”) through any of our websites, applications, and social media pages; through information we gather by electronic, written, and/or oral communications, including, without limitation, telephone, texting, email, mail, and in person; and through any of our other network-connected products and services that link to this Privacy Policy (the foregoing collection points shall be referred collectively to as the “Site”). This Privacy Policy only addresses information collected directly through or from our Site.

UWVP may be contacted by email at info@uwvp.org.

1. Collection of Personal Information from Users

When you interact with us through the Site, we may collect information from you as described below.

a. Information You Provide

Some elements of the Site may ask you to submit Personal Information in order for you to benefit from the specified features or participate in a certain activity, such as newsletter subscriptions or donation processing. For example, to sign up for our quarterly newsletter, we may request Personal Information such as your name and contact information. If you make a donation using the Site, we may collect your credit or debit card or other financial account information. When you perform a search within the Site, UWVP may record information identifying you or linking you to the search performed and recording information related to the search request. We may combine information you submit through the Site with other information we have collected from you, whether online or off-line. We will treat the combined information in accordance with this Privacy Policy.

b. Sensitive Information

Unless we specifically request or invite it, we ask that you not send or otherwise disclose to us your racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background, or trade union membership. In those cases where we may request or invite you to provide the foregoing information, we will only do so with your express consent, in accordance with applicable data protection law requirements. Where you provide us with such



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information without request from UWVP, we reserve the right (but do not have any obligation) to erase any such information at our discretion.

c. Information About Minors

The Site is not intended for persons under the age of 16. We do not knowingly collect Personal Information online from persons in this age group. We reserve the right to delete any information identified as having been provided by such persons at our discretion.

d. Passive Information Collection, Use, and Choices

As you navigate the Site, certain Personal Information may be passively collected, meaning it is gathered automatically without your actively providing it. This is done using the following techniques in the following ways:

IP Addresses: An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other on the Internet. When you visit our Site, we may view the IP address of the device you use to connect to the Internet. We use this information to determine the general physical location of the device and understand from what geographic regions our website visitors come. We also may use this information to enhance our Site.

Through your browser: Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type and operating system type and version screen resolution, and Internet browser type and version.

Social Media Widgets: Our Site may include social media tools, including social media widgets or plug-ins, to connect you to your social media accounts. These features may set a cookie or use other automatic collection and tracking technologies to collect information about you and your use of the social media features through and in connection with our Site. These social media tools may be hosted by a third party. Your interactions with these tools and the corresponding social media platforms are governed by the privacy policies of the companies that provide such platforms.

Cookies: Like many organizations, our Site uses “cookies” to help make sure the Site is meeting the needs of its users and to help us make improvements. Cookies are bits of text that are placed on your device when you visit certain websites. We may use cookies set by us on the Site to tell us, for example, whether you have visited us before or if you are a new visitor. We use third-party cookies set by our service provider, Google Analytics, to collect information about how visitors use the Site, including how long you spend on each page, and how you got to the Site. We do not allow Google to use or share our analytics data.



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You can refuse our use of some or all cookies by turning off the use of cookies in your web browser. If you use your browser settings to block all types of cookies you may not be able to access all or parts of our Site or functionality may be limited. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies.

Changing your internet browser settings can prevent the use of cookies. Each browser has a different procedure for disabling the use of cookies. The Help function within your browser should tell you how. Alternatively, you may visit <http://www.aboutcookies.org> where you can review information on how to control cookies on a variety of browsers. You will also find details of how to delete cookies from your computer and other general information about cookies. You can visit <https://tools.google.com/dlpage/gaoptout> for information on how to opt out of Google Analytics cookies.

Google Analytics: We use Google Analytics, which is provided by Google Inc. Google Analytics leverages cookies and other technologies that are stored in a website visitor's browser, app or device to do things such as allow visitors to access features that are fundamental to a service, to help sites and apps understand how their visitors engage with their service, to enhance a return visitor's experience by providing personalized content and features, etc. For example, Google Analytics' cookies collect information about the operating system and the browser that you use, your IP address, the website you previously accessed (referrer URL) and the date and time of your visit to the Websites. On subsequent repeated visits to the Websites, frequently used information is automatically displayed for you. We are able to track your usage patterns with the help of the cookies. The information generated by cookies and other technologies about the use of the Websites is transmitted to a Google server, which may be <https://policies.google.com/technologies/cookies?hl=en-US> to learn more about Google Analytics' use of cookies.

Our site currently does not respond to "Do Not Track" (DNT) signals and operates as described in this Privacy Policy whether or not a DNT signal is received, as there is no consistent industry standard for compliance.

2. How We Use the Information We Collect

We use Personal Information submitted by you or otherwise collected through the Site and through other sources for the purposes described in this Privacy Policy and as otherwise described to you at the point of collection. Generally, we use the information you provide to us for the reason for which it was provided. For example, if you sign up to receive email notifications, we will contact you by email. If you provide us with information to make a



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donation, we will use the information to process your donation. Specifically, we may use Personal Information from or about you:

- i. to respond to your inquiries and to send you information that you request and to process your donations;
- ii. to send you important information regarding our relationship with you or regarding the Site, changes to our terms, conditions, and policies, and other administrative information;
- iii. to notify you about upcoming events and donations;
- iv. to promote our mission and initiatives, and the missions and initiatives of our affiliates;
- v. for our business purposes, such as data analysis, audits, recordkeeping, developing new products or services, enhancing the Site, improving our services, identifying Site usage trends, optimizing your experience on the Site, and determining the effectiveness of our fundraising campaigns;
- vi. if you choose to complete a survey, we may use the information for purposes of evaluating your feedback from the survey; and
- vii. if we intend to collect and use Personal Information for another purpose, we may seek your permission at the time the information is collected.

We may use any information that does not personally identify you, your computer, or your device for any purpose.

3. Our Disclosure of Your Information

UWVP does not sell your Personal Information. No mobile contact information will be shared with third parties/affiliates for marketing purposes. We may share your Personal Information with third parties only as described in this Privacy Policy or as otherwise described at the point where we collect the information from you, including:

- i. to our affiliates and other United Way organizations, for the purposes described in this Privacy Policy;
- ii. to the companies or individuals that we hire to provide services to us, such as website hosting services, relationship management services, and payment processing; and
- iii. to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, or assets (including in connection with any bankruptcy or similar proceedings).



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4. Uses and Disclosures to Comply with Laws

In addition, we use and disclose Personal Information collected through the Site as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.

5. Links to Third Party Sites

The Site may contain links to other websites for the convenience of users in locating information, products, or services that may be of interest. If you access a third-party website from a link on this Site, any information you disclose on that website is not subject to this Privacy Policy. It is possible that these links may be used by third parties or others to collect personal or other information about you. UWVP is not responsible for the privacy practices of such websites, advertisers, or third parties or the content of such websites and it is your sole obligation to review and understand the privacy practices and policies of these other websites. UWVP does not control these third parties' use of cookies, collection of information, or how they manage such information. It is solely your obligation to review and understand the privacy practices and policies of these other websites, advertisers and any third parties.

6. Where Your Information is Processed

UWVP is based in the United States. No matter where you are located, your Personal Information will be collected and processed in the United States. The laws of the United States and other countries governing data protection may not be as comprehensive or as protective as the laws in the country where you live.

7. Security

UWVP will take reasonable steps to protect the information collected and provided via the Site from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We use a variety of security measures to protect your data, including physical, electronic, and procedural safeguards. We incorporate industry standard security controls (like firewalls) and protocols (like SSL/TLS) to create a site that is resistant to standard internet-based threats. We protect the security of credit card transactions by using only large-scale third-party PCI Compliant



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credit card processors for the storage and encryption of all credit card data, in addition to encryption of websites directly maintained by UWVP.

No website or electronic data can ever be completely secure, but we are always working to maintain up-to-date and appropriate security mechanisms. You agree that UWVP shall not be liable to you for any modification, suspension, or discontinuance of the Site.

8. Data Retention

We generally retain Personal Information for so long as it may be relevant for the purposes identified in this Privacy Policy, unless a longer period of time is required by law.

9. Lawful Basis for Processing Your Personal Information

The laws in some countries require us to tell you about the lawful grounds we rely on to collect, use, disclose, and otherwise process your Personal Information. To the extent those laws apply, our lawful basis for processing your Personal Information is in support of our legitimate interests, where those interests are not overridden by your fundamental rights and freedoms.

This includes:

- Providing a safe user experience on our Site;
- Customer service;
- Sending communications to you to let you know about what we are doing with your donations and to solicit additional donations;
- Protecting users, our workers, and our property;
- Analyzing and improving our operations (e.g., optimizing the design and operation of our Site); and
- Legal compliance and managing legal issues.

This Privacy Policy is issued on behalf of United Way of the Virginia Peninsula as controller of your Personal Information under applicable data protection laws. A “controller” is the person or organization who alone or jointly determines the purposes for which, and the manner in which, any Personal Information is, or is likely to be, processed.

10. Automated Processing of Personal Information

We may use automated processing of your Personal Information in order to tailor our communications with you and manage our relationships with our donors and contacts. This automated processing may impact the type of communications you receive from us.



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11. Your Data Rights and Choices.

You can opt-out of the use of certain cookie-related processing by following the instructions in Section 1(e) above (Passive Information Collection, Use, and Choices).

If you are within the European Union, you have the following rights:

- You have the right to request from UWVP access to your Personal Information, and the rectification of inaccurate Personal Information concerning you.
- You have the right to request that UWVP not subject your Personal Information to automated processing.
- You have the right to obtain from UWVP the erasure or the restriction of processing of your Personal Information in certain circumstances, including when the data are no longer necessary in relation to the purposes for which they were collected or otherwise processed, except when UWVP is required by law to maintain or otherwise process your Personal Information, for the establishment, exercise, or defense of legal claims, or for the protection of the rights of another person.

You may exercise these rights by contacting UWVP using the contact information provided above.

If you are within the European Union, you also have the right to lodge a complaint with a supervisory authority, in particular in the EU Member State of your habitual residence, place of work, or place of an alleged infringement of the applicable data protection law. However, we encourage you to contact us first at info@unitedway.org and we will try to resolve your concerns.

If you would like to submit a data access, correction, restriction, or deletion request, you can do so by contacting us at info@unitedway.org and we will process such request with respect to any Personal Information that we are able to link to you individually based on the information that you can provide to us. These rights and options that you have with respect to Personal Information are subject to limitations and exceptions under applicable law.

12. Right to Change Privacy Policy.

UWVP reserves the right at any time to modify, alter, or update this Privacy Policy. Your use of the Site following any changes means that you agree to follow and be bound by the Privacy Policy as changed, subject to limitations under applicable law. Any change to this Privacy Policy shall be effective as to any user who has visited the Site before the change was made. Please review this policy periodically, and especially before you provide any Personal Information to us. The Privacy Policy was last updated on the date indicated above.



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13. SMS Terms and Conditions.

By opting in to receive SMS communications from United Way of the Virginia Peninsula ("UWVP"), you agree to the following terms:

- **Consent to Receive Messages:** You consent to receive recurring automated promotional and informational text messages from UWVP to the mobile number you provided. Consent is not a condition of any donation or purchase.
- **Types of Messages:** You may receive messages related to scheduling appointments, appointment reminders, resource sharing, and updates about community events and services.
- **Message Frequency:** Message frequency may vary depending on your interaction with UWVP programs, campaigns, and events.
- **Opt-Out:** You can opt out of receiving SMS messages at any time by replying "STOP" to any message. After opting out, you will receive one final message confirming your opt-out. To rejoin, you may opt in again through our website or other communication channels.
- **Help Information:** For help or support, reply "HELP" to any message or contact us at info@uwvp.org.
- **Data Rates:** Message and data rates may apply depending on your mobile carrier plan. UWVP is not responsible for any charges incurred by your mobile provider.
- **Privacy:** Mobile numbers and SMS consent information will not be shared with third parties or affiliates for marketing purposes. All personal information collected through SMS will be handled in accordance with this Privacy Policy.

14. Contacting Us.

For questions about this website, please contact us at development@unitedway.org

For questions about privacy or handling of your Personal Information, please contact us at info@unitedway.org.

To contact us by mail:

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