



## Privacy Policy

**Purpose.** At Blood:Water, we recognize that we are in a position of trust with the donor, and that the donor has placed trust in the organization concerning confidentiality. We are committed to respecting the privacy of our donors, and have developed this privacy policy to ensure all donors that donor information will not be shared with any third party.

**Summary.** This Web site is owned and operated by or on behalf of Blood:Water Mission, Inc. ("BW"). BW uses its best efforts to respect and protect the privacy our online visitors and donors as well as our offline donors. We recognize that visitors to our site may be concerned about the information they provide to us, and how we treat that information. This Privacy Policy addresses those concerns, and applies to all donors (online and offline).

**Information Collected.** On some BW webpages you can provide contact information. BW appreciates and takes very seriously the trust that you place in us by providing this most personal information to us. By voluntarily submitting personal information to BW, you agree that BW may use that information to maintain contact with you, solicit contributions from you and provide you with information about BW and its programs and initiatives.

Here are the types of personal information that we collect:

- Contact information: name, complete address, phone number, email address;
- Payment information: credit card number and expiration date, and billing information;
- Shipping information: name, complete address
- Email Sign-up: name, zip code, email address
- Information concerning how you heard about BW; and
- Information you wish to leave: questions, comments, suggestions.

**How Information is Used.** BW uses your information to understand your needs and provide you with better service. Specifically, we use your information to communicate with you, update you on our work, help you complete a transaction, and overall personalize your BW experience. Credit card numbers are used only for donation or payment processing and are not retained for other purposes. We use the comments you offer to provide you with information requested, and we take seriously each recommendation as to how we might improve communication.

**No Sharing of Personal Information.** BW will not sell, rent, or lease the personal information of online donors and offline donors to other organizations. We assure you that the identity of all who contact us through our websites will be kept confidential. Use of personal information will be limited to the internal purposes of BW and only to further the program activities and purposes of BW. As a note, BW does, from time to time, hire third party vendors to assist it in sending correspondence to those on our mailing lists (regular mail and e-mail) and processing credit card transactions. Every vendor engaged by BW for this purpose is required to keep confidential and protect your personal information. BW may share personal information with companies, organizations or individuals outside of BW when we have your consent to do so. Please note that whenever you opt-in to receive communications or services from a third party, your information may be subject to the third party's privacy policy. If you later decide that you do not want that third party to use your information, you will need to contact the third party directly, as we have no control over how third parties use information.

**Security.** BW is committed to ensuring the security of your personal information. To prevent unauthorized access, maintain data accuracy, and ensure the proper use of information, we have established and implemented appropriate physical, electronic, and managerial procedures to safeguard



and secure the information we collect online. We use Internet encryption software in compliance with PCI best practices when collecting or transferring sensitive data such as credit card information. Once we receive your credit card information, it is accessible only to a small number of trusted BW staff who have been specially trained in processing this information.

**Site Monitoring.** BW does not collect personal information about you unless you voluntarily provide personal information to BW (e.g., by making a donation or signing up to receive e-mail from BW). BW does, however, monitor and collect certain navigational information from visitors to our Web site, utilizing traditional and commonly practiced methods in order to provide the best online experience. This information helps us understand:

- \* The IP address and domain name from which this Web site was accessed.
- \* The date and time this Web site was visited.
- \* The amount of time spent viewing this site.
- \* The Web pages or services accessed.
- \* The Web site visited prior to accessing this Web site.
- \* The Web site visited after this Web site, if applicable.
- \* Any form that was downloaded, if applicable.

**Removing Your Name from our Mailing List.** Our e-newsletters give you the opportunity to remove your name from our mailing list. If you would like your information removed from our overall mailing list so that you do not receive any future communications from us, you can call us at 615-550-4296 or send us an email at [bloodwater@bloodwater.org](mailto:bloodwater@bloodwater.org). BW will retain transaction and account information for compliance and internal reporting purposes.

**Data Accuracy.** In addition to maintaining privacy and security controls over the personal information you share with us, BW strives to ensure that the personal information we have collected is current and accurate. If you wish to verify, correct or amend the personal information that BW has collected from you, you may do so by contacting us at 615-550-4296 or [bloodwater@bloodwater.org](mailto:bloodwater@bloodwater.org). BW employees are available during business hours to answer questions about your financial contributions.

**Changes to Policy.** This policy may be changed or updated from time to time. If you have any questions or concerns about our Privacy Policy, you can contact us by phone at 615-550-4296, by e-mail at [bloodwater@bloodwater.org](mailto:bloodwater@bloodwater.org) or by regular mail sent to the following address:

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This policy was last reviewed in October 2022.