



Conservation Lands Foundation

Protecting America's Natural Heritage

SUBJECT: Donor Privacy Policy

ORIGINATOR: Danielle Sandstedt, Development Director

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POLICY STATEMENT:

The Conservation Lands Foundation (hereinafter "CLF") deals with individuals and information about individuals in its daily operations and fundraising activities. This policy helps ensure that all personal information is properly collected, used only for the purposes for which it is collected, and is irretrievably disposed of in a secure and timely manner when it is no longer needed.

CLF is committed to protecting our Donors' privacy. Our Donors expect that we will use their support to advance our mission of protecting restoring and expanding the National Conservation Lands (formally known as the National Landscape Conservation System). They also place their faith and trust in us concerning the personal information that they may share when providing a gift to CLF. We value our Donors' trust and we recognize that maintaining this trust requires us to be transparent and accountable to our supporters and the public at all times.

DEFINITIONS

Personal information means information that is recorded in any form, both fact and opinion, and that can be used to distinguish, identify or relate to a specific individual. It does not include publicly obtainable information such as names, addresses and telephone numbers.

Donor refers to any individual or organization that contributes funds, securities or property to CLF.

Employee describes both paid and volunteer workers for CLF.

ACCOUNTABILITY

CLF and its employees are responsible for all donor personal information in our possession. The Development Team shall establish, maintain, and revise practices and procedures to ensure compliance with this Policy. Every reasonable precaution shall be taken to protect and preserve the confidentiality of our Donors' personal information. All employees, agents and authorized service providers of CLF are individually required to safeguard each individual Donor's personal information. Any outside contractors or third party service providers are selected with due care and must abide by this Policy. External service providers shall be required to agree to protect any personal information of Donors, use it for only the purposes set out in the scope of the contract with CLF, and to not keep the personal information on file.

USE AND DISCLOSURE OF PERSONAL INFORMATION

CLF collects, uses and discloses personal information only for purposes that are known to the donor. We may use it to establish and manage our relationship with the donor. Personal information may also help us understand the donor and identify preferences and expectations. The main uses will involve raising money to reach our campaign goals, process gifts and return appropriate receipts.

To publicly recognize and thank them for their generosity, we annually release a list of our donors in our Annual Report and newsletters. In such cases, other organizations and third parties will have access to our donor names and, in some cases, donation ranges.

SHARING OR SELLING PERSONAL INFORMATION

CLF honors the privacy of donors and treats donor records in a confidential manner. CLF will not sell, trade or rent the information. Furthermore, list sharing will only be considered if it advances the mission of CLF.

An organization for which CLF shares its mailing list must agree to strict parameters which limit the use of the data. For example:

1. The names and mailing addresses will only be used for a specific project;
2. CLF must approve the contents of the mailing piece before it is sent;
3. The data file containing the donor mailing list will not be forwarded to any other person or entity except when necessary to complete the specific project;
4. No copies of any type of the data file will be made by the receiving organization; and
5. The data file of the names and addresses will be returned or destroyed when the project is completed.

DONORS' CONSENT

A Donor may withdraw permission to collect, use and disclose personal information at any time by giving CLF reasonable notice. A Donor may opt out of sharing his or her information, including name and address by contacting the Development Team. When a Donor has communicated to CLF a desire to opt out of the disclosure of his or her information, CLF will not share the Donor's data with another organization.

Donors who wish to avoid any public recognition may inform CLF when making a pledge or contribution. The option to remain anonymous shall be made available to Donors. This request for anonymity shall be honored by CLF until the Donor informs us otherwise.

CUSTODY AND CARE OF PERSONAL INFORMATION

The personal information in our possession shall be kept accurate and up-to-date. Donors may always correct their personal information if they believe that our records are not correct. If a Donor feels that any of our information about them is inaccurate or incomplete, the Donor has the right to ask us to change it or delete it. If a Donor's personal information is wrong in anyway, CLF will make the required changes.

CLF operates under the assumption that any Donor or Donor prospect has the right to review his or her record maintained by our organization. Donors may request in writing to see personal information about them that is in the possession of CLF. Donors also have the right to know how the information was obtained and used. We will respond to Donor requests within a reasonable time (within 30 days or less) by either providing copies of the documents or access to the information.

CLF will keep Donors' personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as legally required. Access to Donor file materials containing personal information is restricted to CLF Employees and authorized service providers who need it to do their jobs.

CLF has established appropriate technical, physical and organizational security procedures to protect Donors' personal information against loss, theft, unauthorized use, disclosure, or modification. These procedures will be monitored and reviewed annually and when needed to ensure their continued effectiveness. The safeguards employed by CLF include, but may not be limited to, the use of locked files, encryption, secure servers and computer workstation passwords. Appropriate measures will be undertaken when personal information is destroyed in order to prevent access or inadvertent disclosure to any unauthorized parties.