PRIVACY POLICY

United Way of Midland County ("United Way", "we", and/or "us") is committed to protecting the privacy of its donors, volunteers, employees, and other stakeholders. We value your trust and recognize that maintaining this trust requires us to be transparent and accountable in managing the confidentiality of the personal information that you choose to share with us.

Your privacy is a priority for United Way 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 outlines how we collect, use, store, and protect your personal data when you visit our website, donate, volunteer for or participate in events, or interact with us in other ways.

Our policies are influenced by data protection laws when applicable and practical. United Way engages in best practices to help ensure the safety of your Personal Information. However, no system is completely immune from hacking or surreptitious extraction of data by a malevolent actor. By interacting with United Way, you consent to the practices described in this privacy policy.

We do not guarantee, represent, or warrant that your use of our service will not be subject to a hack or improper extraction of data by a third party. Nor do we guarantee, represent, or warrant that your access to your personal information will be uninterrupted, timely, secure, or error-free.

1. Information We Collect

We collect various types of personal information and/or data depending on your interaction with us. This includes, but is not limited to:

- **Personal Identifiable Information (PII):** Name, address, email, phone number, birthdate and other contact details.
- **Donation Information:** Pledge information, payment details, and other preferences.
- **Event Registration Information:** Participation details, preferences, and dietary restrictions (if applicable).
- **Website Usage Data:** Information collected through cookies and analytic tracking technologies (including, but not limited to, IP address, browser type, geographic location, time and date of website interaction, device type, and website interaction).
- **Employment Information:** If you apply for a job or volunteer position, we collect information about your resume, qualifications, and application status.

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. Where you provide us with such information without request, we reserve the right (but do not have any obligation) to erase any such information at our discretion.

2. Information about Minors Under 16

United Way does not knowingly collect personal information from individuals under the age of 16. If we learn that we have inadvertently collected personal data from a child under the age of 16, we reserve the right to delete the information at our discretion.

3. How We Use Your Information

United Way uses your personal information for the purposes set forth in our Terms and Conditions as well as the following purposes and as otherwise described to you at the point of collection:

- **To Process Donations and Payments:** To process payments, manage pledges, acknowledge your gift, and send tax receipts. Please note that we may utilize PCI compliant third parties to process your payment.
- **To Communicate with You:** To send newsletters, updates, event invitations, solicitations, and other relevant information about United Way's work. You can opt out of these communications at any time.
- **To Coordinate Your Engagement:** To manage your participation in events, volunteer programs, and other services. To respond to your inquiries and fulfill your requests.
- **To Improve Our Services:** To analyze website usage and improve the content and functionality of our systems. To complete data analysis for administrative and development purposes.
- **For Legal and Compliance Purposes:** To comply with applicable laws, regulations, and internal policies related to data privacy and security, tax filings, and donor records.

If we intend to collect and use Personal Information for another purpose, we may seek your permission at the time the information is collected.

4. Our Disclosure of Your Information

United Way does not sell your Personal Information. We may share your Personal Information with third parties as described in this Privacy Policy, in our Terms and Conditions, and/or as otherwise described at the point where we collect the information from you, including but not limited to:

- **United Way Network:** To United Way Worldwide and other local United Ways.
- **Designated Organizations:** To nonprofit organizations that you designate your pledge to and/or register to volunteer with.
- **Third Parties:** To the companies or individuals that we contract with to provide services to us, such as but not limited to background check services, systems development services, and/or hosting services. United Way reserves the right to use some forms of artificial intelligence ("AI") in the course of its business. You expressly understand and agree that some of your information may be accessed by forms of AI by United Way.

United Way may use and disclose your information when there is reason to believe that using and/or disclosing this information is necessary to investigate, identify, contact, or take action against someone who may have engaged in illegal activities or who may be causing injury to or interference (either intentionally or unintentionally) with our rights or property or our stakeholders. United Way may also disclose your information when there is reason to believe that the law or regulation requires it or if United Way otherwise believes disclosure is necessary or appropriate to protect the rights, property or safety of United Way, our stakeholders, or others.

5. Data Security

United Way will take reasonable steps to protect the personal information it collects from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. United Way implements a combination of administrative, physical, and technical security measures to protect your personal data from unauthorized access, use, or disclosure. These measures may include encryption, secure servers, firewalls, and access controls.

While we strive to secure your data, please be aware that no data transmission or storage system can guarantee complete security. You are encouraged to take precautions when transmitting personal information. United Way also uses third parties from time to time in this course of its business. These third parties may have access to your data. Accordingly, you expressly understand and agree that any transmission of PII or sensitive information to United Way (or, consequently, its third parties) is at your own risk.

6. Data Retention

United Way retains personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. Once the data is no longer necessary, we will securely delete or anonymize it.

7. Legal Basis for Processing Personal Data

The laws in some countries require us to tell you about the legal 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 and charitable interests, where those interests are not overridden by your fundamental rights and freedoms.

United Way abides by relevant legal authorities regarding personal information. Depending on factors such as jurisdiction, we may be required to process personal data based on specific legal grounds. This may include:

- **Consent:** When you have given explicit consent for your data to be processed for specific purposes.

- **Contractual Necessity:** To fulfill a contract with you, such as processing donations or event registrations.
- **Legal Obligation:** To comply with legal obligations, such as tax recordkeeping.
- **Legitimate Interests:** When processing is necessary for the legitimate interests of United Way, provided those interests are not overridden by your rights and freedoms.

United Way is based in the United States. No matter where you are located, your personal information will be collected and processed in the United States. Please be advised that the laws of the United States may not be as comprehensive or as protective as the laws in the country where you live.

8. Your Data Choices

You may have the following rights regarding your personal data:

- **Access:** Request information about the personal data, or categories of data, we hold about you, the purposes for processing it, and the third parties with whom it is shared.
- **Rectification:** Request that we correct any inaccurate or incomplete data.
- **Deletion:** Request that we delete your personal data under certain conditions.
- **Restriction of Processing:** Request the restriction of your personal data processing under certain circumstances (for example: while we verify or correct your data).
- **Data Portability:** Receive a copy of your personal data in a machine-readable format.
- **Object:** Object to the processing of your personal data for direct marketing purposes or based on legitimate interests.
- **Withdraw Consent:** Withdraw consent at any time where consent is the basis for processing your data.
- **Opt-Out of Sale:** Opt-out of the sale of your personal data to third parties, if applicable.

9. Consent to Collect and Use Personal Information

By providing your personal information to United Way, you consent to the collection, use, and disclosure of your personal information as described in our Privacy Policy.

10. Automated Decision-Making and Profiling

United Way does not engage in automated decision-making, including profiling, that produces legal effects concerning you or similarly significantly affects you.

11. Changes to This Privacy Policy

United Way reserves the right to update and/or amend this Privacy Policy from time to time. When those updates occur, they will be posted on this page with a revised effective date. We encourage you to review this policy periodically for any changes.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, or if you wish to exercise your rights, please contact us at privacy@unitedwaymidland.org. We will respond to your request in accordance with applicable laws, including within the required response timeframes.

APPROVED BY BOARD OF DIRECTORS | 8.22.25