

Donor Privacy and Confidentiality Policy

New Earth Recovery (“NER”) is committed to respecting the privacy of its donors. For the purpose of this policy, the term “donors” also includes prospective donors and volunteers. This policy is established for two purposes. First, it is to direct the actions of NER through its Directors, Officers, employees and volunteers (collectively referred to as “personnel”). Second, it is to inform donors of how their personal information is collected, used and safeguarded.

Donor information collected

NER collects and maintains records, including electronic data, with the following types of donor information:

- Contact information, including name, organization/company affiliation, title, addresses, phone numbers, fax numbers, email addresses, date of birth, and family members.
- Profile of donor’s interest in the mission of NER and the donor’s history of involvement with the organization.
- Donation information, including amounts donated, date(s) of donation(s), designation(s) and method(s).
- [Payment information, including credit card or debit card number, expiration date, security code, billing address and other information necessary to process a donation or event registration.]
- Information on events and workshops attended, publications received and special requests for program information.
- Information concerning events and hours volunteered.
- Donor requests, comments and suggestions.

All donor information and donor records, including but not limited to mailing lists, telephone lists and email addresses, are the property of NER and can be used only to further the charitable purposes of the organization. Donors may direct NER to be removed from any such lists at any time.

Confidentiality of donor records

All donor information is handled by NER personnel on a confidential basis except as otherwise disclosed in this policy or except as disclosed when the information is provided to NER. All NER personnel are expected to demonstrate professionalism, good judgment and care to avoid unauthorized or inadvertent disclosures of donor information.

Except as described in this policy or at the time the information is provided, NER does not otherwise disclose donor records to any third parties. NER does not sell, rent, lease

or exchange donor information with other organizations. This includes mailing lists, telephone lists and email addresses.

The use of donor records is limited to internal purposes only, by authorized individuals, and to advance resource development efforts that require donor information. A guiding principle related to the assess to donor information is the “need to know” in order for personnel to carry out his or her duties. Generally, such personnel are identified as the Executive Director, the Director of Administration, the Treasurer, the members of the standing committee known as the Development Team, and selected individuals who are necessary to do various administrative and clerical tasks to receive, receipt and track giving.

Although NER has implemented reasonable and appropriate measures to safeguard against unauthorized disclosures of donor records, these security measures may not prevent all losses, and NER cannot ensure that information will never be disclosed in a manner that is inconsistent with this policy. In the event of such security failures or disclosures in contravention of this policy, NER will provide notice in a timely manner to the donor(s) who were impacted.

Publication of donor names

Unless otherwise requested by the donor, the names of all individual donors may be printed in NER reports and other internal and external communications, such as an annual report or a report on a capital campaign drive. NER will not publish the amounts of a donor’s gift without the donor’s permission. A donor’s request that a gift be treated as anonymous will be honored, except for any disclosure requirements imposed by law.

The names of donors of memorial or tribute gifts may be released to the honoree, next of kin, appropriate member of the immediate family or executor of estate unless otherwise specified by the donor. Gift amounts are not released without the consent of the donor.

[Protection of credit card information

Credit card information is handed by a secured third-party service and is used only to process payments initiated by the donor. Credit card information is not stored by NER, except for the last four digits on the credit card account number for identification.

If donors use a credit or debit card on the NER website, NER may use card authorization and cooperate with the third-party service to screen for fraud by verify that the card information and address matches the information supplied to NER and that the card being used has not been reported lost or stolen.]

Use and disclosure of donor information

NER collects, uses and discloses personal information concerning our donors for the following reasons:

- Establishing relationship with the donor
- Responding to a donor's inquiry
- Processing donations and issuing receipts
- Recognizing contributions
- Meeting requirements imposed by law
- Analyzing overall giving patterns in order to make more accurate budget projections
- Developing strategies and present gift proposals
- Understanding donors' interests in the mission of NER and to update donors on the organization's plans and activities
- Organizing and promoting fundraising events
- Informing donors of relevant programs and services through newsletters, notices and direct mail and email pieces
- Analyzing the NER website usage