



## DONOR PRIVACY STATEMENT

Your privacy is important to us. Please read below to see how SOAR365 handles information we receive from and about our donors. We want to make sure you understand:

- What personal information we collect and how we use it;
- With whom we share your information;
- The measures we take to protect the security of your personal information; and
- How you can communicate with us about your rights and choices.

### Information we collect and how we use it:

- We use your contact information, such as your first and last name, your address, your phone number and your email, in order to: 1) provide you with information about our mission and the activities we are conducting to achieve our mission; 2) offer you opportunities to donate to and volunteer with SOAR365; 3) register you for events; and 4) process your pledges, gifts and purchases. We keep this information, as well as your donation history, in a database that is maintained by SOAR365's fundraising staff. The database is used to process and thank you for your gift and to track your giving history. It includes the date, amount, and payment method of each gift. It also notes whether your gift has been designated for a specific purpose or if it is an unrestricted gift to the organization.
- Sometimes, we maintain information that you have shared with us or that is available in the public domain. We use this information to build a relationship with you and to perform legitimate business on behalf of SOAR365.
- When you give us your credit card information, we do not store it. Gifts or payments made with a credit card are routed through payment card industry compliant, third-party payment services.

### Those with whom we share your information:

- We do not disclose your personal information, except as described in this policy or as disclosed to you and documented at the time the data is collected.
- Your request for anonymity is honored, except to the extent that SOAR365 is required by law to disclose your personal information.
- SOAR365 does not sell, rent or trade personal information.
- We do use third parties to process credit card and bank payments. If you choose to donate online or provide us with credit or bank information by phone, email, mail, or other means, we will share your personal information with our processing service providers. We authorize these service providers to use your personal information only as necessary to perform services on our behalf or to comply with legal requirements. We

require these service providers by contract to safeguard the privacy and security of personal information they process on our behalf.

Measures we take to protect the security of your personal information:

- All information about our donors, including but not limited to your name, the nature and amounts of our gifts, information from the public domain and pertinent information you provide, are kept confidential by a limited number of authorized personnel, unless you have granted your permission to release this information.
- Each person authorized to access the fundraising database where your contact information and giving history are maintained is given a confidential username and password that is required for access.
- SOAR365 is the owner of all personal information that is collected on our website, [www.SOAR365.org](http://www.SOAR365.org). We use a variety of security measures to protect personal information, including physical, electronic and procedural safeguards to help prevent unauthorized access to and improper use of personally identifiable information. We protect the security of credit card transactions using measures such as encryption, tokenization, access controls, network firewalls, and physical security. When we work with other companies to process credit card transactions, those companies also use encryption and other appropriate security measures. While no website or electronic data can be completely secure, we are always working to maintain up-to-date and appropriate security mechanisms.
- At times, we have vendors that assist with processing and managing donations and donor data. When we give these vendors access to donor data, they are bound by strict confidentiality rules and are permitted to use donor data only to support SOAR365 operations.

How you can communicate with us about your rights and choices:

- Please contact [Michelle.Alford@SOAR365](mailto:Michelle.Alford@SOAR365), our Annual Fund Director, if you wish to: 1) learn more about how we are maintaining your privacy; 2) review, update or correct your personal information; 3) notify us that you request anonymity and do not want public recognition for your gift; or 4) choose to opt out of receiving further communications from SOAR365. You may also contact us through the following postal address:  
Annual Fund Director, SOAR365, 3600 Saunders Avenue, Richmond, VA 23227

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