

## DONOR PRIVACY POLICY

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Huntington Museum of Art (HMA) is committed to protecting our donors' privacy. Our donors expect that we will use their support wisely. They also place their faith and trust in us concerning the personal information that they may share with their gifts. We value our donors' trust and we recognize that maintaining this trust requires us to always be transparent and accountable to our supporters and the public. An organization that deals with individuals and information about individuals in its daily operations and fundraising activities must secure that information. This policy will help 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.

In this Policy, "personal information" means information that is recorded in any form, both fact and opinion and that can be used to distinguish, identify, or contact a specific individual. It does not include publicly obtainable information. "Donor" refers to any individual or organization that contributes funds, securities, or property to HMA. For purposes of this policy, "Employee" describes both paid and volunteer workers for HMA.

It is vital for HMA to have knowledge about its supporters and those people who provide the necessary funding. To be successful during a campaign, strong donor relationships must be established and cultivated. Information is the key to any relationship. Due to the sensitive nature of personal information disclosed by a Donor or obtained by HMA, HMA shall abide by this Policy at all times.

### **Accountability**

HMA and its employees are responsible for all Donor personal information in our possession. Each department of HMA 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. Donors may notify HMA of a privacy-related issue or grievance by contacting the Director of Development. We will provide information about our privacy procedures and investigate the complaint. If a problem is discovered during the review, we will take all appropriate steps to revise our policies and procedures if necessary.

### **Use and Disclosure of Personal Information**

HMA collects, uses and discloses personal information only for certain purposes that are identified to the Donor. We may use it to establish and manage our relationship with a Donor, as well as providing requested information. Personal information can also help us understand a Donor and identify preferences and expectations. The main uses will involve raising money to reach our campaign goals and to process gifts and return appropriate receipts. To publicly recognize and thank them for their generosity, we occasionally release a list of our Donors. In such cases, other organizations and third parties will have access to our Donor names and, in some cases, a non-specified range representing the approximate amount of the donation. Donors who wish to remain anonymous may do so (see **Donors' Consent and Anonymous Giving**).

We collect Donor information for internal use only, and just to the extent required for our purposes. We obtain relevant personal information about Donors lawfully and fairly.

### **Sharing or Selling of Personal Information**

HMA does not sell, trade, or rent the personal information of our donors to third parties. HMA does not send donor mailings on behalf of other organizations. HMA does not, under any circumstances, share personal information without specific consent from the donor.

### **Donors' Consent and Anonymous Giving**

HMA only uses and discloses personal information with Donor permission. Donor permission can be in writing or implied, either verbally and/or electronically. A Donor may withdraw permission to collect, use, and disclose personal information at any time by giving HMA reasonable notice, subject to legal or contractual obligations. Donors who wish to avoid any public recognition may inform HMA when making a pledge or gift. The option to remain anonymous shall be made available to Donors by HMA and its appropriate employees. This request for anonymity shall be honored by HMA 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 any way, HMA will make the required changes. HMA operates under the assumption that any Donor or Donor prospect has the right to review his or her record maintained by our organization.

HMA 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 HMA Employees and authorized service providers who need it to do their jobs.

HMA 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 when needed to ensure their continued effectiveness. The safeguards employed by HMA include, but may not be limited to, the use of limited access storage areas, locked files, and the use of encryption, secure servers, and computer workstation passwords. Appropriate measures will be undertaken when personal information is destroyed to prevent access or inadvertent disclosure.

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