

Literacy Council of Frederick County

Donor Privacy Policy

At the Literacy Council of Frederick County, we value and respect the privacy of our donors. This policy outlines how we protect donor information, what information we keep confidential, and how we use donor information. By implementing this Donor Privacy Policy, we aim to maintain trust and confidence in our organization while safeguarding the privacy of our generous donors.

Collection of Donor Information:

When you give, register for an event, or sign up for organization updates, we may collect:

- Contact details such as name, mailing address, email address, and phone number
- Donation details such as amount, date, payment method, and campaign or fund designation
- Payment information processed through our third-party payment processors (we do not store full credit card numbers)
- Communication preferences and history, including email engagement and event attendance
- Limited technical information, such as IP address and device type, when you interact with our online donation forms or emails

We use Bloomerang as our third-party processor. See this link for [Bloomerang's Security Policy](#). We use Constant Contact for marketing communications. See this link for [Constant Contact's Privacy Policies](#).

Use of Donor Information:

We use your information to:

- Process and acknowledge your donations
- Send receipts and year-end tax statements
- Communicate with you about the impact of your support, upcoming events, and opportunities to give or volunteer
- Personalize our communications based on your past giving or interests
- Improve our fundraising and outreach through analytics and reporting
- Comply with legal obligations and respond to lawful requests by public authorities
- By law, donors who also give over \$5000 in any year are published in the 990 we send to the Federal government

We do not sell, rent, or exchange your personal information with other organizations for their own marketing purposes.

We may share your information with service providers who assist us with payment processing, email delivery, data storage, analytics or mailing services. These providers are only allowed to use your information to perform services on our behalf and must protect it in accordance with this policy and applicable law.

We may use automated tools and analytics, including artificial intelligence (AI) tools provided by third-party vendors, to help us understand donor trends, forecast fundraising results, and improve our communications. These tools may analyze donation history, engagement patterns, and publicly available information. We do not use AI tools to make automated decisions that have legal or similarly significant effects on you as an individual donor.

Donor Rights and Choices:

Depending on where you live and the laws that apply, you may have the right to:

- Request a copy of the personal information we hold about you
- Ask us to correct or update your information
- Ask us to delete your information, subject to legal and contractual obligations
- Object to or limit certain uses of your information, including for marketing
- Opt out of email, text, or postal communications

You can exercise these rights or update your preferences at any time by contacting us at staff@frederickliteracy.org or using the unsubscribe link in our emails.

Donor Information Retention and Security:

We keep your personal information only for as long as necessary to fulfill the purposes described in this policy, including to meet legal accounting or reporting requirements. Donation records are typically retained for at least seven years under applicable tax and nonprofit laws.

We use administrative, technical, and physical safeguards to protect your information against unauthorized access, loss, misuse, or alteration. While no system can be guaranteed 100% secure, we follow industry standards and regularly review our practices. Any updates to this policy will be communicated through our website or other appropriate means.