

Donor Privacy Policy Guidelines

This document is a set of guidelines for creating a donor privacy policy. It is not a sample policy.

Donor Privacy

Philosophy

By protecting the privacy of donor information, a nonprofit fosters deeper communication and forges greater public trust.

Standard

By request or on its website, a nonprofit will provide a donor privacy policy that describes:

- What donor information is collected,
- How donor information is collected,
- How that donor information is used by the organization, and
- How to contact the organization in order to edit their information.

Additionally, the policy will allow donors to opt out of making their private information publicly available or shared.

Elements of a Donor Privacy Policy

Required by the Accountability Standard

To meet the Donor Privacy Accountability Standard, there must be a donor privacy policy that is available on the organization's website or made available upon request. It must contain all of the following:

- A description of what information is collected from donors,
- A description of how donors' personally identifiable information is collected,
- A description of how donors' personally identifiable information is used by the organization,
- An explanation of how and to what extent donors can access their personally identifiable information and/or change it, and
- One of the following:
 - A statement allowing donors to opt out of having their privacy information shared or made available to other organizations, or
 - A statement that the organization does not sell, trade, or share donors' private information with other organizations.

Additional Information

The donor privacy policy can be included within regular communications to donors (e.g. giving envelopes), within a website privacy policy, or in its own standalone policy. Below are some suggestions for additional content (beyond what is listed above) that can be included in a donor privacy policy.

- An explanation of what personally identifiable information the organization may share with third parties and for what purpose.
- A list of other websites and links that are on the organization's website.
- A description of cookies, if they are used, and how they are used.
- A description of the organization's security measures:
 - Credit card transactions—credit card information that is not retained by the organization, controls over physical access to the credit card information, no guarantee that the credit card information will be secure or that the receiver will not be liable for information the donor shares with others, etc.
 - References to third party payment services.
 - Use of Secure Socket Layers (SSL) encryption technology or any other security measures and encryption technology used by the organization or third parties.
- Language regarding the [Children's Online Privacy Protection Act \(COPPA\)](#).
- Language regarding a donor bill of rights (e.g. the [Donor Bill of Rights](#) from the association of Fundraising Professionals).
- How to contact the organization regarding the privacy policy or privacy questions or concerns.
- Changes to the privacy policy.
- The date on which the privacy policy was last updated.