



## **Donor & Website Privacy Policy**

Eye to Eye (E2E) is committed to respecting the privacy of our donors and the visitors to our website. This policy is intended to guide the actions of E2E employees, Board of Directors, volunteers, contractors and/or authorized representatives with regard to the treatment of personal information. Personal information includes personally identifiable information obtained through pledge cards, letters, surveys, email, website and social media submissions or any other manner in writing, in person, by telephone or electronically. Such information may include names, addresses, telephone numbers, email addresses, financial information, interests, and past and present giving information.

Our commitment to privacy extends to how we obtain, use, protect and share personal information. We honor any request to remain anonymous, and provide the opportunity to be removed from our communication list at any time, upon request.

### **Donor Information Collection & Use**

Eye to Eye collects and uses various personal information from donors, including name, mailing address, phone numbers, email addresses, contribution amount and purpose, interests, and similar. Tax laws in the United States require E2E to keep donor contact information and contribution amounts on file. E2E does not sell, trade, rent or share any personally identifiable information such as names, phone numbers, email addresses or mailing addresses of our donors without prior consent.

E2E collects personal information from donors for the following purposes:

- To distribute receipts for donations
- To thank donors for their donations
- To inform donors about upcoming events and activities, or events
- For internal analysis and record keeping
- To report to relevant U.S. and State agencies (reports are not for public inspection)
- To contact donors about changes to this policy

Limited donor information, such as name and timeframe in which a donation was made, may be used for promotional and fundraising activities. E2E provides donors the option to have their name publicly associated with their donation or to remain anonymous (donors must specifically request to remain anonymous).

### **Financial Information**

E2E protects financial information both on-line and off-line. To accept contributions online, E2E uses accredited online payment processing services with world-class security and data privacy policies. E2E does not store, nor does it have access to, your credit card information, bank account numbers, or other account data sent to those processing services. It is important to note that credit card numbers are used only at the time of the transaction, and are not stored following the conclusion of the transaction unless a transaction is selected that occurs on a



regular basis. For transactions that recur, credit card information is stored in an encrypted format.

When you submit sensitive information via the E2E website, your information is protected. To protect the security of the information you give us when you donate online or provide other personal information, E2E uses Secure Socket Layer (SSL) technology. Look for the Symantec seal below any form on E2E's site requesting personal information. To learn more about SSL, visit <http://www.symantec.com>.

E2E also protects personally identifiable information off-line. Only employees who need the information to perform a specific job (for example, processing donations) are granted access to personally identifiable information. Donor and donation records are kept in locked file cabinets. Finally, the servers on which we store personally identifiable information are kept in a secure environment behind a locked door.

#### **Website Visitors**

E2E's website ([www.eyetoeyenational.org](http://www.eyetoeyenational.org)) takes every precaution to protect our visitors' personal information. We use Google Analytics to optimize our website and visitor experience. This does not require our site visitors to identify themselves, and they do not provide us any personally identifiable information about our visitors that is not supplied voluntarily. We use IP [Internet Provider] addresses to analyze trends, administer the site, track visitor's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

#### **Third Party Links**

E2E's web site contains links to other sites. Please be aware that E2E is not responsible for the privacy practices of these sites. We encourage our visitors and donors to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by [www.eyetoeyenational.org](http://www.eyetoeyenational.org).

#### **Removal From Our Communication List**

It is our desire not to send unwanted communications to our supporters. Our supporters are given the opportunity to 'opt-out' and remove themselves from our communication list at any time, should they desire to do so. Please contact us if you wish to be removed from any E2E communications.

#### **Contacting Us**

If an individual wishes to review their personal information, make changes, or if they no longer desire to receive communications from E2E, we will update, correct or remove that individual's personal data provided to us. To modify or remove your contact information, please call (212)537-4429 or email [info@eyetoeyenational.org](mailto:info@eyetoeyenational.org).