



**POLICY TITLE: DONOR PRIVACY POLICY**

**Date: September 24, 2013**

ARL respects the privacy of its donors and has put in place a Donor Privacy Policy to honor our supporters' rights.

This policy explains: what we collect and why, how we use the information, and the choices you are offered about accessing and updating your information.

**Donor Information**

ARL collects and maintains the following types of donor information when you voluntarily provide it to us

- Contact information such as name, address, telephone number and e-mail address
- Giving information
- Information on events attended, publications received and special requests for program information
- Information provided by the donor in the form of comments, suggestions and correspondence
- Information we get from your use of our services and programs such as: Boston Veterinary Care, Behavior Classes, Spay Waggin' and the shelters.

This confidential information is kept on file for IRS purposes. It is also used to analyze overall giving patterns in order to make more accurate budget projections, as well as to understand donors' interests in our mission. Some of this information may be shared with staff, board members and volunteers only on a confidential and need-to-know basis.

**List Sharing**

ARL does not sell, rent, trade or share its donor list with any other organization. ARL never sends out mailings on behalf of other organizations.

**Discontinuing Contact Upon Request**

It is the policy of ARL to communicate with donors according to their expressed preferences whenever possible. ARL will discontinue or change the method used to contact any person upon that person's oral or written request directed to the organization. To contact the Advancement Department, please call (617) 426-9170 or email Advancement at [advancement@arlboston.org](mailto:advancement@arlboston.org)

ARL shall maintain a record of all requests by persons who indicate to the League that they do not wish to be contacted by or on behalf of the Animal Rescue League of Boston.

Upon a person's (or a person's authorized representative's) request that ARL discontinue further contacts, the person's name and address will be promptly modified in the ARL's donor database to ensure that no further contact is made with the person. The ARL will also take steps to ensure that no further contact is made with the individual.

Permanent Record: The ARL will maintain an electronic record of all requests for discontinuance of contacts, effective with the adoption of this policy by the ARL board of directors. Oral requests will be noted in writing by the staff of ARL and then permanently recorded in the electronic donor database. The records of persons who have made such a request will be maintained by ARL to the extent necessary for legal or liability purposes.

### **Donor Bill of Rights**

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgment and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers or employees of the organization.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

*[The Donor Bill of Rights was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous organizations].*