



United Way
of Greater Milwaukee
& Waukesha County

PRIVACY STATEMENT

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Last reviewed/updated: October 10, 2022

Purpose of this Privacy Statement

In an effort to improve your experience interacting digitally with United Way of Greater Milwaukee & Waukesha County (UWGMWC) and to improve the quality of information you receive from UWGMWC, we collect information as you interact with our website, email messages, social media posts, etc. The details below are intended to share what information we collect and how we use that information.

We will not share your information with any third party outside of our organization other than contractors or service providers needed to improve our ability to communicate effectively with you.

Your pledge information is known only to you, UWGMWC, and, to the extent necessary, volunteer solicitors or volunteers at your company responsible for conducting your workplace campaign.

UWGMWC takes your privacy very seriously and cares about how your information is collected, used, and shared. We are providing this Privacy Statement to explain our practices and the choices that you can make about the way your information is used by UWGMWC. The Privacy Statement describes our practices in connection with the information we collect through websites operated by us or our service providers (the “**Websites**”), through the software applications made available by us for use on or through computers and mobile devices (the “**Apps**”), through our social media pages that we control through which you are accessing this Privacy Statement (collectively, our “**Social Media Pages**”), through HTML-formatted email messages that we send to you that link to this Privacy Statement, and through offline interactions that we may have with you (including the Websites, the Apps, and our Social Media Pages: the “**Services**”).

By providing Personal Information to UWGMWC, taking surveys, answering questions, etc. you agree to this Privacy Statement.

Personal Information We May Collect

UWGMWC may collect Personal Information including name, email address, postal address, phone number, social media ID, **and** similar contact information and credit card or other payment information. If you choose to provide your payment or credit card information to UWGMWC for pledge or gift purposes, we will only use that information for the purposes for which it was provided.

How We May Collect Personal Information:

UWGMWC and our service providers may collect Personal Information in a variety of ways, including but not limited to Personal Information you provide to us through online and offline forms such as e-newsletters, surveys, donation forms, event registration/participation (including volunteering), and interaction with email and websites including responding to questions or taking surveys.

How UWGMWC Uses Personal Information

UWGMWC and our service providers may use Personal Information to:

Send you information regarding UWGMWC, our affiliates, and our partners.

Process and respond to inquiries for which you provided the information, such as to process donations, register or renew as a donor or supporter, or receive information about a project, special event, and volunteer activity.

Personalize the content, improve the navigability of the Services, and customize your experience on the Services, including targeted content, customized volunteer opportunities, and/or customized email messages.

Notify you about special programs, events, and volunteer opportunities.

Other Information We May Collect

“Other Information” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. We may collect Other Information such as IP address, browser type, mobile device type, content visited while on the Websites or Apps, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, or the duration of the use of the Services. Collecting browser activities or IP addresses, along with the time of the visit and the page(s) that were visited, are common practices and are often performed automatically by many websites, applications and other services for such purposes as calculating usage levels, helping diagnose server problems, and administering the Services.

How You Can Control Collection and Use of Your Information

Marketing Email Opt Out: You may, at any time, choose to opt out of receiving emails sent by UWGMWC by following the opt-out procedures at the bottom of our emails. Please allow 10 business days for us to respond to your request.

Accessing, Modifying, Updating, and Deleting Your Information: We strive to keep our records as accurate as possible. You may, under applicable laws, have a right to access, correct, modify, or request the deletion of your Personal Information that you

have previously provided to us at any time. To do so, please call us at (414) 263-8100 and ask for the VP of IT and Processing or [contact us online](#).

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a donation or enter a promotion, you may not be able to change or delete the Personal Information provided until after the completion of such donation or promotion). There may also be residual information that will remain within our databases and other records, which will not be removed.

How We Protect Information

UWGMWC uses appropriate and reasonable organizational, electronic, physical, administrative, and technical measures to help safeguard Personal Information from unauthorized access or disclosure. We use industry standard encryption technology such as https, TLS1.2, etc. when data is transmitted to and from our network. We take these and other appropriate precautions to help ensure the security, integrity, and confidentiality of customer information; however, no transmission or electronic storage of information can be guaranteed to be 100% secure. If you have reason to believe that your use of the Services or engagement with us is no longer secure, please immediately notify us as described in the **“Questions/Contact Information”** section below.

Retention Period

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Statement unless a longer retention period is required or permitted by law.

Third Party Content and Links

Our Services may contain links to third-party websites, applications, or similar technology that are not associated with or over which UWGMWC has no control. Any access to and use of such linked websites is not governed by this Statement but instead is governed by the privacy statements of those third party websites. UWGMWC is not responsible for the information practices or content of these other websites and/or applications.

Changes to this Privacy Statement

UWGMWC may, from time to time, amend this Privacy Statement. We will post any revisions to the Services, and we advise you to check back periodically. The “Last updated” reference at the top of this page indicates when this Privacy Statement was last revised. Any changes to this Privacy Statement become effective when the revised

Privacy Statement on the Services is posted. Your continued use of the Services or engagement in the Interactions after such changes are implemented will also constitute your affirmative consent to the revised Privacy Statement.

Questions/Contact Information

If you have any questions, concerns, or suggestions regarding this Privacy Statement or UWGMWC's privacy practices, you may [contact us online](#), or call us at (414) 263-8100 and ask for the VP of IT and Processing Monday through Friday between 8:00am and 4:30pm Central Time.

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to UWGMWC.