

## **Privacy Policy (Updated February 14, 2018)**

Morris Animal Foundation is committed to safeguarding your privacy. This privacy policy explains our online and offline practices. This privacy policy applies to all information received by the Foundation.

Information you have provided is used to improve the content of Morris Animal Foundation's website and to communicate with individuals who have requested information. Information collected about donors, including donation amounts, is governed by the Donor Bill of Rights developed by the Giving Institute, Association of Fundraising Professionals, Association for Healthcare Philanthropy, and the Council for the Advancement and Support of Education.

### **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 assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. 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.
2. 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.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.

## **Online Donations**

The Foundation collects the following information through our secure online financial-transaction page: name, address, email address, phone number, and credit card information. This personally identifiable information is used to acknowledge receipt of your donation for tax purposes and to include you on the Foundation's mailing list if you choose to join it.

When you send a donation in honor or in memory, and request that an acknowledgment be sent to another individual or a family, we will use the name and address of that individual or family for acknowledgement purposes only.

### **Is My Credit Card Information Secure?**

We use a variety of safeguards to protect the security of your credit card transactions, including encryption, access controls, network firewalls, physical security, and other measures. When we work with other companies to process credit card transactions, many of those companies also use encryption and/or other security measures. You can make contributions online, by mail, or by calling 303-790-2345.

### **Is My Personal Information Secure?**

We are committed to ensuring that your personal information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

### **How We Use Cookies**

We use "cookies" and other technologies to enhance your online experience. A "cookie" can be either permanent (it remains on your computer until you delete it) or temporary (it lasts only until you close your browser). A cookie is a small text file that helps us recognize repeat visitors, facilitate the visitor's ongoing access to and use of the website, and track usage behavior and compile aggregate data that can lead to website improvements. Cookies may also help us customize certain content on the website. Cookies and other similar technologies collect non-personal information about the user of a particular IP address. If you do not want your information collected through the use of cookies, you can deny or accept the cookie feature using a simple procedure available in most browsers. If you block cookies, however, you may lose some website functionality.

### **How Will You Use My Information?**

More specifically, we may use your personal information and non-personal information for the following reasons:

- Remember your information so you will not have to re-enter it during your visit
- Internal record keeping, reporting, and data analysis
- Communicate with you to obtain your input, provide information on our programs and events, request contributions, provided you have opted in to receive such communications; or respond to you requests
- Improve our programs and services

- Customize the website according to your interests
- Provide customized information
- Share information with third parties who help us manage our website and databases
- Share information with our partners, affiliates, and other third parties who assist us with our activities and programs. These vendors and service providers help us with function such as fulfilling orders, managing data, processing donations, and marketing
- Limited sharing of financial donor postal mailing lists through cooperative list exchanges with other nonprofits and third parties (donor email addresses are not included in the list exchanges)
- Share information (e.g., your name and address) with third parties if you make a donation in honor or memory of a third party
- Reserve the right to use non-personal information, such as IP addresses, to identify a user when we feel it is necessary to protect the compelling interest of the website, our alumni, donors, customers, or others, or to comply with laws, court orders, or law enforcement requests.

### **Links to Other Web Sites**

The Foundation's site uses links, some temporary and some permanent, to other websites. We are not responsible for the privacy and security practices of any other website or the nature of the content contained therein.

### **Children's Privacy**

None of the content and information in the Foundation's website is targeted toward children under 13 years of age. We make every effort possible to ensure that we do not collect or maintain information on our website from those we know to be younger than 16 unless parental consent has been obtained in writing.

### **Changes to This Policy**

In the event that the Foundation decides to alter its privacy policy, the changes will be added directly to this statement, and the date of changes noted at the top of the policy.

In the event that the modifications materially alter your rights or privacy settings, we will make reasonable efforts to notify you of the change. For example, we may send a message to your email address, if we have one on file, or generate a pop-up or similar notification when you access the service for the first time after such material changes are made. Your continued use of the service after the revised policy has become effective indicates you have read, understood and agreed to the current version of the policy.

### **Contact Us**

If you have questions about this policy or the practices of our website, please write to:

Morris Animal Foundation, Attention: IT  
720 S. Colorado Blvd., 174A  
Denver, CO 80246

