

Facts	What Does United Way of Buffalo & Erie County (“UWBEC”) Do With Your Personal Information?
Why?	Due to the nature of “workplace” fundraising and programs that UWBEC administers, we collect various pieces of personal information either from you or from your employer. Please read this policy to understand what we do.
What?	<p>The types of personal information we collect depends on the services you have with us. Some of this information is defined as Personally Identifiable and some data are considered broad traits but may be linkable to you in combination with Personally Identifiable data. This information can include:</p> <p>Personally Identifiable:</p> <ul style="list-style-type: none"> <li>• Your Name in part or in full</li> <li>• Your Personal Address Information - Street Address, City, Email Address(es)</li> <li>• Your Personal Phone Numbers - Home, Mobile</li> <li>• Your Internet Protocol (IP) or Media Access Control (MAC) Addresses which consistently link to you as a specific person</li> <li>• Your Pledges, Donations, Payments</li> <li>• Your credit or debit card number (if used instead of another form of payment)</li> </ul> <p>Linkable Personally Identifiable Information, when combined with the above information:</p> <ul style="list-style-type: none"> <li>• Your Employer</li> <li>• Your Membership in a Labor Union (if self-disclosed)</li> <li>• Your Business Mailing or Email Address</li> <li>• Your Business Phone including extension</li> <li>• Your Date of Birth (if receiving UWBEC services)</li> </ul>
How?	<p>We may collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>• Return a paper pledge card to us</li> <li>• Login (“authenticate”) to our e-Pledge system</li> <li>• Register to attend networking and training events</li> <li>• Visit our website</li> <li>• Donate on our website</li> <li>• Submit any form on our website</li> <li>• Send us an email</li> <li>• Call us</li> <li>• Your employer provides your name and email address for using our e-Pledge system or for personalizing a pledge card</li> </ul>

Does UWBECC share my information?	<p>Yes, but only under the following circumstances:</p> <ul style="list-style-type: none"> <li>• With your employer for the purpose of withholding your payroll deduction pledge (UWBEC does not directly withhold your payroll pledge - only your employer can do that)</li> <li>• For our annual General Campaign, unless you state you wish to remain anonymous, your pledge amount, name, home address, and personal email (if provided) are shared with each agency you designate so they can acknowledge your gift (effective starting the 2019 campaign).</li> <li>• If you are a New York State employee and have authorized UWBECC to share your name, contact information, and pledge amount with SEFA designated agencies</li> <li>• With UWBECC volunteers who may call or write to thank you for your contribution</li> </ul>
Does UWBECC sell or rent my information?	NO.
Does UWBECC protect my information?	<p>Yes.</p> <p>UWBEC uses security measures that comply with industry best practices, and where applicable, federal, and state requirements. These measures include computer access control, antivirus protection, two-factor authentication (“2fa”), SSL protected websites, TLS 1.1 and above, spam and phishing protection, email encryption, storage encryption, patch management and delivery systems, Payment Card Industry (“PCI”) compliance and CAN-SPAM compliance when you opt-out of marketing-based emails.</p>

For additional comments or questions, please contact:

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 Attn: Chief Financial Officer  
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