

Privacy Concerns

Wildlands Conservancy respects the privacy rights of its donors and prospects. In that spirit, Wildlands Conservancy abides by the Guidelines set forth in the Code of Ethics of the Association of Professional Researchers for Advancement [APRA] (Attachment L), the Donor Bill of Rights (Attachment F), the Association of Fundraising Professionals' [AFP] Code of Ethics (Attachment M) and Model Standards of Practice (Attachment K).

A. Privacy Defined

The Wildlands Conservancy policy regarding privacy is based on the definitions of privacy stated below:

1. The quality or condition of being secluded from the presence or view of others.
2. The state of being free from unsanctioned intrusion: *a person's right to privacy.*
3. *The concept that Department of Advancement data, such as stored files and e-mail, is not to be examined by anyone without permission of the DOA or Executive Director.*

B. Principles

The Wildlands Conservancy' Advancement work will be guided by the Donor Bill of Rights and the principles listed below:

1. Guidelines from the Code of Ethics of APRA (Association of Professional Researchers for Advancement)

- **Confidentiality:** the protection of confidential information
- **Accuracy:** the accurate recording of all data
- **Relevance:** relevancy in the information that is sought
- **Accountability:** taking responsibility and being accountable for actions as professional researchers
- **Honesty:** honesty in revealing identities and the purpose of the work

2. Code of Ethical Principles and Standards of Professional Practice of AFP (Association of Fundraising Professionals)

- **Standard 10:** Not less than annually members shall give donors the opportunity to have their names removed from lists that are sold to, rented to, or exchanged with other organizations
- **Standard 11:** Members shall not disclose privileged information to unauthorized parties

- **Standard 12:** Members shall keep constituent information confidential
- **Standard 13:** members shall adhere to the principle that all donor and prospect information created by, or on behalf of, an organization is the property of the organization and shall not be transferred or utilized except on behalf of that organization
- **Standard 18:** Members shall not pay finder's fees, commissions or percentage compensation based on charitable contribution and shall take care to discourage their organizations from making such payment

C. Principles in Action

Wildlands Conservancy will carry out the principles outlined above in the following ways and in recognition of the regulations and guidelines outlined with the actions.

1. **Direct Mail/Email** Wildlands Conservancy does not rent, sell or exchange its mailing or email list without offering all on that list the option to be removed from such a list by WILDLANDS CONSERVANCY. It removes from its list any person who notifies Wildlands Conservancy in writing that he or she wishes to "opt out" of all or selected mailings or email.
2. **Telephone Solicitations**
 - Pre-call letters or emails offering the prospect or donor an opportunity to opt out of a solicitation call on behalf of Wildlands Conservancy will precede all telephone solicitations.
 - Wildlands Conservancy will abide by the FTC Guidelines listed below:
 - Calling restricted to 8:00 AM to 9:00 PM
 - Call must begin with WILDLANDS CONSERVANCY's name and be told that it is for solicitation.
 - Opt out requests to WILDLANDS CONSERVANCY must be respected
 - The telephone number of Wildlands Conservancy, at least, must be available on caller ID.
 - Some states have their own DO NOT CALL list. Therefore Wildlands Conservancy will abide by the laws of all states where prospects and donors live.
 - Fax – In addition, in the spirit of the FTC proposed regulation, Wildlands Conservancy will refrain from sending unsolicited advertisements by fax.

3. Internet fundraising

It is expected that the internet will become an increasing effective method of raising funds. In recognition of this, Wildlands Conservancy will do the following:

- Make the following information easily available to donors and prospects visiting its Website:
 - Tell how their gifts will be used
 - The name, address, and phone number of a “real” person who may be contacted with questions, concerns, etc.
 - Wildlands Conservancy’ mission and purpose
 - An explanation of the WILDLANDS CONSERVANCY donor privacy policy, including the method of opting out of all email.
- Wildlands Conservancy will abide by the four Federal Guidelines listed below:
 - **Notification:** Individuals are told what information is being gathered when they contact Wildlands Conservancy through the internet, how it will be used, and with whom (3rd party) it will be shared
 - **Choice;** Wildlands Conservancy will provide a method by which the organization may be contacted to ensure that personal information is not shared, if the individual so chooses
 - **Security:** Wildlands Conservancy will describe the means used to protect personal information about individuals from misuse, alteration or access by unauthorized users.
 - **Access:** An individual will have access to information that has been collected from the internet contact and a way of correcting misinformation.
- Wildlands Conservancy will abide by the TRUSTe Guidelines as found in Attachment N.
- Wildlands Conservancy has a policy governing its use of email and the internet with its donors and prospects. It is found in Attachment O.

4. Website

Wildlands Conservancy is strongly committed to protecting the privacy of those who use this website, or use related products and services.

The site uses conventional log files to monitor and assess activity including traffic and visits on, and related to, the site. This activity does not specifically identify any individual user without prior notice to the user through use of the site.

Wildlands Conservancy does not sell or otherwise disclose user information outside the organization. This policy has no exceptions. We do not sell or exchange your information with any other organization, public, private, or non-profit.

5. Prospect Research

The following guidelines shall be followed by the Staff members engaged in prospect research:

- Prospect research enables Wildlands Conservancy to obtain highly confidential background and wealth information on prospects and donors. This policy is intended to protect these individual's privacy, to control the gathering of that information and to control the costs of purchased prospect research.
- Prospect research will only be used to gather information about potential Wildlands Conservancy' prospects and donors and will not be utilized by any other person for any other purpose.
- All requests for prospect research on individuals must be cleared by the Executive Director. It is suggested that the gift potential triggering these requests is anticipated to be in excess of \$25,000.
- Prospect research will only be conducted by a designated advancement officer or the Executive Director. All requests for prospect research will be logged in by this person.
- Only a designated advancement officer or the Executive Director will have the password for any internet search services purchased for the purpose of prospect research.
- A designated advancement officer or the Executive Director will compile the research information in a composite form to be viewed only by those personnel involved in preparing briefings for meetings and solicitations. This information will be maintained in highly confidential manner.
- This information will not be included in the computerized data available about the donor or prospect. It will be filed alphabetically in hard copy in a filing cabinet which is accessible to only those individuals approved by the Executive Director.
- A code or note in the donor/prospect's computer file will indicate that additional information is available in hard copy.

