

Introduction

Your Privacy is a priority for United Way of the Greater Lehigh Valley (“UWGLV,” “us,” or “we”) and we want you to be familiar with how we collect, use, and disclose (together, “Process”) information relating to you that enables your identification (the “Personal Information”). This Privacy Notice describes our practices with information that we (or our service providers) acquire about you.

1. Collection of Personal Information

As you interact with us, we may collect information from you as described below.

a. Information you provide

In some instances, you may provide information directly to us by filling out a form or survey or other data collection process or as part of a phone call or conversation with a representative of UWGLV.

In addition, we may ask you to submit Personal Information in order for you to benefit from the specified features or participate in a certain activity, such as a donation or an application for employment. We may combine information you submit with other information we have collected from you, whether on-line or off-line. We treat the combined information in accordance with this Privacy Notice.

b. Sensitive Information

Unless we specifically request or invite it, we ask that you not send or otherwise disclose to us your racial or ethnic origin, political opinions, religion or other beliefs, health, or criminal background. Where you provide us with such information without request, we reserve the right (but do not have any obligation) to erase any such information at our discretion.

c. How We Use the Information We Collect

We use Personal Information for the purposes described in this Privacy Notice and as otherwise described to you at the point of collection.

Specifically, we may use Personal Information from or about you:

- i. to respond to your inquiries and fulfill your requests;
- ii. to process donations and transactions;
- iii. to transmit applications for employment;
- iv. to send you important information regarding our relationship with you or regarding changes to our terms, conditions, and policies, and other administrative information;
- v. if you choose to complete a survey, we may use the information for purposes of evaluating your feedback from the survey;
- vi. for our administrative and development purposes, such as data analysis, audits, recordkeeping, developing new products or services, improving our services, identifying usage trends, optimizing your experience with us
- vii. to ensure compliance with our legal obligations, as described in Section 4 below; and
- viii. if we intend to collect and use Personal Information for another purpose, we may seek your permission at the time the information is collected.

2. Our Disclosure of Your Information

We do not sell your Personal Information. We may share your Personal Information with third parties only as described in this Privacy Notice or as otherwise described at the point where we collect the information from you, including:

- i. to the companies or individuals that we hire to provide services to us; and
- ii. to a third party in the event of any reorganization, partnership, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

3. Uses and Disclosures to Comply with Laws

We may use and disclose Personal Information we collect as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.

4. Where Your Information is Processed

No matter where you are located, your Personal Information will be collected, processed, and stored in the United States.

5. Security

We will take reasonable steps to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We also use reasonable efforts to ensure that our website is generally available to access information concerning our privacy practices. However, there will be occasions when access will be interrupted or unavailable. We will use reasonable efforts to minimize such disruption where it is within its reasonable control. You agree that UWGLV shall not be liable to you for any modification, suspension or discontinuance of the website.

6. Data Retention

We generally retain Personal Information for so long as it may be relevant for the purposes identified in this Privacy Notice, unless a longer period of time is required by law.

7. Lawful Basis for Processing Your Personal Information

The laws in some countries require us to tell you about the lawful grounds we rely on to collect, use, disclose, and otherwise process your Personal Information. To the extent those laws apply, our lawful basis for processing your Personal Information is in support of our legitimate interests, where those interests are not overridden by your fundamental rights and freedoms.

We process Personal Information because it furthers our legitimate business and charitable interests. These interests include:

- Providing a safe user experience;
- Responding to inquiries and communicating with you;
- Processing donations and transactions;
- Processing employment applications;
- Analyzing and improving our operations (e.g., optimizing the design and operations of our systems);
- Managing legal issues.

8. Your Data Rights and Choices

If you would like to submit a data access, correction, restriction, or deletion request, you can do so by contacting us at dataoperations@unitedwayglv.org and we will process such request with respect to any Personal Information that we are able to link to you individually based on the information that you can provide to us. These rights and options that you have with respect to Personal Information are subject to limitations and exceptions under applicable law.

9. Right to Change Privacy Notice

UWGLV reserves the right at any time to modify, alter, or update this Privacy Notice. Please review this policy periodically, and especially before you provide any Personal Information to us.

10. Contacting Us

Please feel free to contact us if you have any questions about this Privacy Notice or our information practices. You may contact us via email at: dataoperations@unitedwayglv.org.