



EQUICENTER  
WILLIAM & MILDRED LEVINE RANCH

# Donor Privacy Policy

(January 2023)

EquiCenter, Inc. is committed to celebrating philanthropy while respecting the privacy of our donors. This applies to collection of information, including information collected on our website and by third party systems. By submitting your information to us or any of our staff, you consent to the terms and conditions of the policy and to our processing personal information for the purposes stated below.

## EquiCenter adheres to the principles set forth in the following Donor Bill of Rights:

Philanthropy is based on voluntary action for the common good. 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 they support, all donors have these rights:

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

## Personal Information

"Personal Information" is information that identifies you personally, such as your name, address, telephone number, and email address. We collect and store

personally identifiable information that you have provided us. Here are some examples of ways in which we may collect your information:

- When you request information via one of the email addresses identified on our website or otherwise contact us in person, by phone or email, with a question, we may then collect your name, address, and email.
- We may collect your name, email address, and other contact information if you register for an event.
- We may collect your name, email address, telephone number, and payment information when you contribute, either on our website, over the phone, or by mailing in a check.

To review your personal information, opt out of future mailings, become or remain an anonymous donor, or inquire about our privacy policy, please email, Ryan Elizabeth Shear, Chief Development Officer at [rshear@equicenterny.org](mailto:rshear@equicenterny.org) or call 585.624.7772.

## Use and Disclosure of Personal Information

- We will not sell, trade, or rent your personal information to anyone else.
- We will not send you mailings on behalf of other organizations.
- We will collect payment information, billing address, and other information necessary to process a donation or event registration.
- EquiCenter does not retain credit card information unless it is encrypted. Only the card type and last four digits are visible, and access is restricted to authorized personnel only.
- We may use your personal information to send you information about EquiCenter programs, events, or annual fundraising appeals.
- We may use your personal information to discuss or acknowledge you by name, gift amount and/or description of donation during certain committee meetings, or in printed materials, such as the annual report and event invitations or programs, or the organization's website, unless you request us not to do so.
- We will use your personal information to comply with the law or regulation or in the good faith belief that such action is necessary to conform to the requirements of law or regulation or to comply with legal process served on us, protect, and defend our rights or act in urgent circumstances to protect the personal safety of others.

Except as described in this Privacy Policy, or described at the time we request the information, we do not otherwise disclose your personal information to any third parties.

## Changes to the Privacy Policy

We reserve the right to change this Privacy Policy from time to time. When we do, we will note the last update at the bottom of this Privacy Policy. For changes to this policy that may be significantly less restrictive on our use or disclosure of your personally identifiable information, we will obtain your consent before implementing the change by sending a notice to your primary email address or home address specified in our records and by placing a prominent notice on our website.