



Privacy Policy

Last Revised
July, 2021

Contents

1. **Overview**
2. **Our Commitment**
3. **Definitions**
4. **Data Collection and Use**
5. **Contact**

1. Overview

United Way Newfoundland and Labrador (UWNL) is committed to protecting the privacy of its donors, volunteers, employees, and other related parties. We value the trust and ongoing commitment of those who contribute to our strategic objectives and as such, recognize that this trust requires us to be transparent and accountable in maintaining the confidentiality of all personal information that is shared with us.

This policy document only governs the activities of UWNL. UWNL is a fully autonomous organization, which is considered to be legally separate from United Way Canada Centraide, United Way Worldwide, and other local United Ways in different provinces, states, or regions. Each United Way or Centraide office or location shares in the commitment and respect for the privacy of individuals information. Details on how other United Ways handle this information can be obtained from contacting said office directly.

2. Our Commitment

UWNL is focused and committed to controlling the collection, use, disclosure, and disposal of personal information. Recognizing that the organization's success is embedded within the critical support of numerous individuals who engage with us, it is essential that we protect the privacy of such personal information.

3. Definitions

Personal Information - information that can be used to distinguish, identify, or contact a specific individual.

Consent - informed and voluntary agreement with what is being done, or proposed. Expressed consent is given explicitly, either orally, in writing, or through use of a specific website or other online function (such as clicking a button that says "I agree"). Expressed consent does not

require any interference from the organization seeking consent. Implied consent is reasonably inferred when the action or inaction of the individual could result in consent being assumed (such as continued use of a website or portal after being alerted to data sharing/collection practises).

Donor - any individual or organization that contributes funds to UWNL

Employee - a paid staff member of UWNL

Board Member - elected members of the organization who serve on the UWNL Board of Directors, and Standing Committees of the Board

Volunteer - a non-paid worker of UWNL who participates in related one-time or ongoing activities.

4. Data Collection and Use

Personal Information

Personal information includes any factual or subjective information, recorded or otherwise, about an identifiable individual. This includes demographic information such as age, name, ID numbers/login credentials, income levels, opinions, evaluations, social status, comments, and/or disciplinary actions.

From time to time, UWNL may, acting responsibly, collect information about identifiable individuals from published or public sources for the purposes of developing relationships with those individuals.

The areas in which UWNL collects and uses personal information in accordance with this policy are primarily centered on community, donations, workplace campaign participation, volunteers, event participation, and employment.

Website and Online Properties

We collect some basic information when you visit our website. This information is used to provide analytics and troubleshooting data to help us improve and maintain our website overtime. As United Way Newfoundland and Labrador does not sell ads on our website *we do not sell or otherwise transmit this kind of personal data.*

UWNL does use cookies on our website. A cookie is a small piece of identifiable information that acts as a digital marker. UWNL uses cookies solely for the purpose of analytics on our website, and not for digital ad or other sales purposes.

When you visit our website, we also automatically log information about your visit. This information can include:

- The current internet protocol (IP) address and the type of computer operating system (OS)
- The type of browser you are using
- The referring website that brought you to ours
- Your UDID (for mobile devices)
- The domain name of your internet service provider
- Your activities while you visit and interact with our website

You are free to use your browser or OS settings to notify you of the use of cookies. You are also able to disable the use of cookies altogether through these same settings. Please note that disabling cookies may cause some parts of our website to function incorrectly.

UWNL reserves the right to perform statistical analysis of user behaviour and characteristics to measure interest in and use of the various website sections we currently host. This allows us to improve design and navigation of our website. UWNL may use some third party services, such as Google Analytics, to process this information. Only aggregated data from this analysis is used for such purposes.

In some cases UWNL may include links to third party sites and services. These third party locations have separate and independent privacy policies. UWNL has no responsibility or liability for the content and use of these other sites or properties.

Please note that UWNL does maintain and collect other personal data, such as email address, for use for marketing and other purposes in relation to our yearly campaigns for donations. In this case explicit consent is captured prior to the reception of such data. All information of this nature is further outlined in our **Donor Bill of Rights**.

Contact

Should you have any concerns with this policy, or how your personal information may have been collected or used, please feel free to contact us directly. We will take all reasonable steps to ensure that your concerns will be met.

You can reach us by email at: info@nl.unitedway.ca

Please ensure the subject line includes "Privacy Policy" so it can be appropriately flagged.