

Donor Privacy Policy Guidelines

This document is a set of guidelines for creating a donor privacy policy. It is not a sample policy.

Donor Privacy

Philosophy

By protecting the privacy of donor information, a nonprofit helps build public trust.

Standard

A nonprofit provides a privacy policy on its website or by request that describes how donor information is collected and used. It allows donors to “opt out” of making their private information available or shared. Also, a nonprofit has a board-approved discontinue contact policy guaranteeing that donors can be removed from solicitation and other mailing lists.

Elements of a Donor Privacy Policy

Required by the Accountability Standard

To meet the Donor Privacy Accountability Standard, there must be a donor privacy policy that is available on the organization’s website or made available upon request. It must contain all of the following:

- A description of how donors’ personally identifiable information is collected.
- A description of how donors’ personally identifiable information is used by the organization.
- One of the following:
 - A statement allowing donors to opt out of having their private information shared or made available to other organizations.
 - A statement that the organization does not sell, trade, or share donors’ private information with other organizations.

Additional Information

The donor privacy policy can be included within regular communications to donors (e.g. giving envelopes), within a website privacy policy, or in its own standalone policy. Below are some suggestions for additional content (beyond what is listed above) that can be included in a donor privacy policy.

- A description of specifically what personally identifiable and non-personally identifiable information is collected from donors (e.g. name, address, credit card information, etc.).
- An explanation of what personally identifiable information the organization may share with third parties, and for what purpose.
- An explanation of how and to what extent donors are able to access their personally identifiable information and/or change it.

- A list of other website and links that are on the organization’s website.
- A description of cookies, if they are used.
- A description of the organization’s security measures:
 - Credit card transactions—credit card information that is not retained by the organization, controls over physical access to the credit card information, no guarantee that the credit card information will be secure or that the receiver will not be liable for information the donor shares with others, etc.
 - References to third party payment services.
 - Use of Secure Sockets Layer (SSL) encryption technology or any other security measures and encryption technology used by the organization or third parties.
- Language regarding the [Children’s Online Privacy Protection Act \(COPPA\)](#).
- Language regarding a donor bill of rights (e.g. the [Donor Bill of Rights](#) from the Association of Fundraising Professionals).
- How to contact the organization regarding the privacy policy or privacy questions or concerns.
- Changes to the privacy policy.
- The date on which the privacy policy was last updated.