

## Donor Privacy Policy

### Purpose

This privacy policy articulates the principles, actions and beliefs of Friends of Wisconsin Public Television with regard to the information collected, retained and used related to some of our primary supporters, including our donors, volunteers, and prospects. This policy is intended to guide the actions of the Friends of Wisconsin Public Television employees, volunteers, contractors and authorized representatives.

This information includes:

- Personal information obtained from donors, volunteers and prospects through pledge cards, letters, surveys, applications, and other forms, in writing, in person, by telephone, or electronically (e.g. name, address, employer, birth date, credit card number, family members, interests, etc.)
- Individual information may also be collected about donors, volunteers and prospects' present and past giving history, volunteer activity, committee service, information from public documents and reports, and any other interactions an individual may have had with Friends of Wisconsin Public Television.

### Policy

We value our donors, volunteers and prospects (hereafter referred to as our "supporters") and take their privacy seriously. We will respect the privacy of the personal and organizational information that we are privileged to have about our supporters. Our commitment to respect the privacy of our supporters extends to how we obtain, use, protect and share information about them. This privacy policy is intended to be applied in conjunction with related Friends of Wisconsin Public Television policies, including, but not limited to, the Donor Bill of Rights.

### Principles, Actions, and Beliefs

1. We respect all requests to remain anonymous.
2. We do not sell or rent our supporter information to any organization or individual.
3. We may exchange some of our supporters' names and postal addresses – nothing else – with carefully selected nonprofit educational, cultural, health and social service organizations in the communities we serve. We will not exchange supporter information with any political candidate, party, or committee or with a 501(c)(4) advocacy group.
4. We may provide supporter information to other public broadcasting organizations or research organizations hired by or working on behalf of WPT for the purpose of supporter research that will help support WPT or for providing station member benefits.
5. We will always provide an "opt-out" procedure for supporters who request their names be deleted from mailings, phone calls, or electronic communications. Supporters may contact WPT at any time at (800) 422-9707 and we will gladly accommodate your preferences, which will remain in effect until changed by you.

6. We will hold strictly confidential all information concerning supporters, including names, addresses, names of beneficiaries, nature and value of estates, amounts of provisions or gifts, etc., unless a supporter grants permission to use selective information for purposes of referral, testimonial, example, recognition, or publicity.
7. We have procedures in place to limit access to information to those employees and volunteers who need to know such information in order to fulfill our mission.
8. We educate our employees and volunteers on the importance of protecting the privacy and security of confidential personal and organizational information.
9. We contractually require any person or organization providing services to Friends of Wisconsin Public Television to protect the confidentiality of supporter information.

## **Friends of Wisconsin Public Television: A Donor Bill of Rights**

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