



Donor Privacy Policy

The Pinelands Preservation Alliance (PPA) maintains the highest level of respect for the privacy of its Web site visitors, members and donors. We respect your choice not to have your personal information shared with other people. In furtherance of our commitment to honor your rights we have developed this Donor Privacy Policy to guide how we use your personal information.

What information we collect

PPA collects and uses various personal information from donors such as: amount donated, address, telephone number, donor comments and email address. Tax laws in the United States and New Jersey require PPA to keep contact information and contribution level of donors on file.

How we use that information

We will not sell your mailing or e-mail addresses. We occasionally exchange portions of our member lists with other trusted nonprofit organizations working in New Jersey as a way to attract new donors. When we do this, we only share names and addresses. **We never share email addresses or phone numbers.** To opt out, contact Jane Wiltshire at (609) 859-8860, ext. 12 or by email at janewiltshire@pinelandsalliance.org, and we will not exchange your contact information with another nonprofit organization.

PPA will use contact information (phone number, email, address) of donors for these purposes only:

- Distribute receipts for donations
- Thank donors for their donations
- Send membership benefits, such as our *Inside the Pinelands* newsletter
- Inform donors about upcoming Pinelands events and issues
- Inform donors about their membership status
- Internal analysis and record keeping

We allow donors the option to have their name publicly associated with their donation. The default is for staff and volunteers to assume all donations are not to be publically announced unless the donor indicates otherwise. Comments sent to us via email, fax, or telephone are kept strictly confidential.

Financial Information

All access to donor financial information is strictly limited to those within the organization who need to process those data.

PPA uses online payment processing services with high levels of security. PPA does not store, nor does it have access to, your credit card information, bank account numbers, or other account data sent to those processing services as part of an online donation or purchase.

Web Site Information

PPA only collects personal contact information (such as names, addresses, e-mail addresses and phone numbers) when users submit it voluntarily. To make our Web site more useful to you, our server automatically collects information when you visit our site, such as, but not limited to, your IP address, date and time of your visit, pages viewed and click streams. We will not collect or track information that may identify you personally.

Contact Us

If you have questions about this Donor Privacy Policy or if you wish to be removed from our contact list please contact Becky Free, Director of Philanthropy at becky@pinelandsalliance.org or call 609-859-8860 ext. 21. You can also write to us at:

Pinelands Preservation Alliance
17 Pemberton Rd.
Southampton, NJ 08088

The Donor Bill of Rights

Ethical standards and principles are the foundation for maintaining public trust. To ensure this, a group of concerned fundraising organizations has created the Donor Bill of Rights.

The Pinelands Preservation Alliance has endorsed this policy.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

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

The text of this statement in its entirety was developed by the American Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous organizations.

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