



United Way of Cass-Clay Donor Privacy Notice

Commitment to Our Donors

The privacy of your personal information is of the utmost importance to United Way of Cass-Clay, and we want you to be familiar with how we collect and use information relating to you. Your privacy is a priority, and United Way of Cass-Clay will never sell your personal information. This includes information received both online and offline as well as any electronic, written, or verbal communication.

Collection of Personal Information

As you interact with United Way of Cass-Clay, we may collect information from you as described below.

Information You Provide

In some instances, you may provide information directly to us by filling out a pledge form or as part of a phone call or conversation with a representative of United Way of Cass-Clay. For example, if you complete a pledge form as a donor, you may provide us with your name, contact information, and payment information.

In addition, some elements of our website may ask you to submit personal information in order for you to benefit from the specified features or participate in a certain activity, such as a donation or event registration. For example, if you register for an event on our website, we may request personal information, such as your name and contact information. We may combine information you submit through the website with other information we have collected from you, whether online or offline. We treat the combined information in accordance with this Privacy Notice.

Passive Information Collection, Use, and Choices

As you navigate the website, certain personal information may be passively collected, meaning it is gathered without your actively providing it. This is done using the following techniques in the following ways:

- *IP addresses:* An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other on the internet. When you visit the United Way of Cass-Clay website, we may view the IP address of the device you use to connect to the internet. We use this information to determine the general physical location of the device and understand from what geographic regions our website visitors come. We also may use this information to enhance the website.
- *Through your browser:* Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type, operating system type, version screen resolution, and internet browser type and version.
- *Cookies:* Cookies are bits of text that are placed on your computer's hard drive when you visit certain websites. We may use cookies set by us on the website to tell us, for example, whether you have visited us before or if you are a new visitor. We use third-party cookies set



by our service provider, Google Analytics, to collect information about how visitors use the website, including how long you spend on each page, and how you got to the website. We do not use data collected by cookies to identify who you are. You can refuse our use of some or all cookies by turning off the use of cookies in your web browser. If you use your browser settings The Power of Community. | unitedwaycassclay.org to block all types of cookies, you may not be able to access all or parts of the website, or functionality may be limited. Each browser has a different procedure for disabling the use of cookies. The help function within your browser should tell you how.

- *Web Beacons/Clear GIFs:* We may employ, and our third-party advertising partners may employ, a software technology called web beacons, also referred to as clear GIFs or web bugs, that help manage content on the website by tracking the content that engages users. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. In contrast to cookies, which are stored on a user's computer hard drive, clear GIFs are embedded invisibly on web pages and are about the size of the period at the end of this sentence. We may also use clear GIFs in our HTML based emails to let us know which emails recipients have opened. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

How We Use the Information We Collect

We use personal information for the purposes described in this Privacy Notice and as otherwise described to you at the point of collection.

Specifically, we may use personal information from or about you:

- to respond to your inquiries and fulfill your requests
- to process donations and transactions
- to transmit applications for employment
- to send you important information regarding our relationship with you or regarding the website or changes to our terms, conditions, and policies
- to evaluate your feedback from voluntary surveys
- for our administrative and development purposes, such as data analysis, audits, recordkeeping, enhancing the website, improving our services, identifying website usage trends, or optimizing your experience on the website
- to ensure compliance with our legal obligations

Changes to this Privacy Notice

United Way of Cass-Clay reserves the right at any time to modify, alter, or update this Privacy Notice. Please review this notice periodically. The Privacy Notice was last updated on May 13, 2026

Contacting Us

Please feel free to contact us if you have any questions about this Privacy Notice or our information practices. You may contact us at unitedway@unitedwaycassclay.org.