

# United Way of West Florida

## Policy & Procedures for Privacy and Terms of Use

### – Website & Social Media



### **About Your Privacy -**

Your privacy is very important to us. The following information concerning the gathering and use of data on all shared platforms (both online and offline) is being provided to enable you to make knowledgeable choices about whether to provide information to us and give you the opportunity to limit the manner in which data is used.

We recognize that visitors to our site may be concerned about the information they provide to us, and how we treat that information. The personally identifiable information we collect from individuals is only the information they provide to us voluntarily and knowingly; we do not require you to register or provide information to us in order to visit the public portion of our site. United Way of West Florida (UWWF) only gathers personally identifiable data: addresses, zip codes, email addresses, etc., when voluntarily submitted by a visitor, and none of your information will be shared, sold, or distributed in any manner.

For example, personally identifiable information may be collected in order to record a stated desire to donate online to UWWF via a direct gift or through a company sponsored campaign. This information is used solely by UWWF or other parties to the transaction for the purpose of executing the transaction.

### **Security -**

United Way of West Florida has addressed the safety and security of your transaction with the greatest consideration. We use a high-grade encryption and the https security protocol, SSL, to communicate with your browser software. This method is the industry-standard security protocol, which makes it extremely difficult for anyone else to intercept the information you share with us. UWWF does not keep or store sensitive donor credit card information and only utilizes a secure third-party gateway to capture card information. Your Email Address We'll use your email address only when we are confirming your pledge or notifying you of United Way of West Florida activities that we feel may be interesting and useful for you. Your email address will not be made available to other organizations and will never be shared, rented, or sold.

## **General Privacy -**

United Way of West Florida respects the privacy of donors and safeguards the confidentiality of information that the donor would reasonably expect to be private. Information learned by any representative of UWWF about a donor or a donor's assets or philanthropic intentions shall be held in strict confidence by the staff, Campaign Cabinet, committees, and the Board.

Donors who reach special recognition levels may be acknowledged and published in various UWWF publications and campaign materials. Donors at recognition levels may request to remain anonymous in these publications by indicating their wishes on their pledge card or by contacting UWWF. UWWF will honor requests by donors to remain anonymous.

If you choose for your donation to be anonymous through our website or any other pledge documents we provide, we will not share your name or other personal information regarding that donation with any nonprofit organization(s) in the case of a designation by you, and we will not share your name or personal information regarding that donation in any publications we produce, including our annual report. In these situations, we may note for example that "X donors have chosen to remain anonymous."

UWWF does not sell, rent, or exchange its mailing lists of donors, prospective donors, interested parties, etc. UWWF will honor requests by donors to remain anonymous, have their names removed from mailing lists, or to restrict appeals. Information about donors, amounts of their gifts, and other information that should be private will not be made public.

## **Social Media Disclosure -**

United Way of West Florida maintains a social media presence on Facebook, Twitter, Instagram, YouTube, and LinkedIn. United Way of West Florida's official social media accounts are produced, maintained, and monitored by the Marketing staff. Staff regularly review content posted. All users are expected to adhere to site-specific terms of use when posting content to an official United Way of West Florida social media page. United Way of West Florida reserves the right but is not obligated, to remove content from our social media sites for violating the terms of use (see Terms of Use for details).

Content posted by other users on United Way of West Florida's social media pages does not necessarily reflect the opinions or policies of United Way of West Florida. Links to content on other websites should not be construed as an endorsement of the organizations, entities, views, or content contained therein. United Way of West Florida is not responsible for the content of those external websites.

All content on the United Way of West Florida social media accounts are the requirements of the Florida Public Records Act, Chapter 119, Florida Statutes. By commenting or posting on United Way of West Florida accounts, your public account information will be a matter of public record. United Way of West Florida is required to retain this information in accordance with Florida's records retention schedule.

## **Social Media Terms of Use -**

The United Way of West Florida UWWFL Facebook pages, @UWWFL X (Twitter) account, UWWFL Instagram account, United Way of West Florida YouTube channels, United Way of West Florida LinkedIn account, and other social media channels that may be administered by or on behalf of United Way of West Florida from time to time (collectively "social media channels") are social media locations for community members to connect to and learn about United Way of West Florida through information, pictures, and video concerning initiatives and programs. Our goal is to provide useful and interesting information about our company and foster an open and respectful dialogue relating to the specific issues and topics covered in our posts and other multimedia.

United Way of West Florida reserves all rights relating to the company's social media channels, including but not limited to: (i) adding, removing, or modifying any content, (ii) blocking disruptive users (to include users that have also called our physical location); (iii) discontinuing any of our social media channels at any time.

United Way of West Florida may, in its sole discretion, delete irresponsible content or content that is otherwise inconsistent with the purpose of the United Way of West Florida channels; namely, dissemination and sharing of off-topic, inappropriate content. To the extent applicable, United Way of West Florida reserves the right to block any user that fails to follow these Terms of Use. Examples of inappropriate or off-topic messages include, but are not limited to, the following:

- Libelous, obscene, discriminatory, harassing, abusive, vulgar, sexually explicit, inappropriate with respect to race, gender, sexuality, ethnicity, other intrinsic characteristic, or religion, threatening comments, or hate propaganda;
- Calls to violence of any kind;
- Phone calls harassing staff, board, or affiliated members of the organization that link back to harassing comments through social media;
- Activity that violates any law or regulation;
- Attempts to target United Way of West Florida or United Way of West Florida followers to offer goods or services, of either a commercial or private nature;
- Spam directed at United Way of West Florida or any United Way of West Florida followers, including any form of automatically generated content or repeatedly posting the same content;
- Content that includes medical advice that may be unsolicited and/or unverified;

- Content deemed to constitute an unapproved use of any of our products or is otherwise false or misleading;
- Any potential infringement upon any intellectual property rights, including but not limited to, brand names, trade names, logos, copyrights or trade secrets of any person, business or place;
- Other content deemed to be off-topic or to disrupt the purposes of the channel, its Followers, and its sense of community and acceptance;
- Content unrelated to United Way of West Florida programs or services; and
- Content posted by fake or anonymous users.

### **Photo/ Video Submissions –**

By submitting audio/video or photographic content to our social media sites you are granting United Way of West Florida, its agents, affiliates, associates, and employees, to use, publish, and/or distribute any such content, including, but not limited to, any photographic likeness of you in conjunction with your name or a fictitious name in any media. Additionally, by submitting said content you agree to release and discharge United Way of West Florida, its board members, agents, affiliates, associates, and employees, from any claims that may arise regarding the use of said content as described herein, including any claims of defamation, invasion of privacy, or infringement of moral rights, rights of publicity, or copyright.

### **Contact -**

If you have any questions about this Policy & Procedures statement, the practices of this website, your experience with this website, or our social media pages, please email [info@uwwf.org](mailto:info@uwwf.org).