



YMCA of the North - Donor Privacy Policy

The YMCA of the North follows the highest industry standards for ethics including best practices outlined in the Donor Bill of Rights (<https://afpglobal.org/donor-bill-rights>) created by the 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.

By submitting personal information to the YMCA of the North, individuals consent to the terms and conditions of our policy:

Personal information provided by the donor to the YMCA of the North is secure. It is our policy that the YMCA will not sell, rent, or otherwise authorize the use of its donor list to any individual or organization; and does not share or trade its donor information. The YMCA of the North maintains strict confidentiality standards for all donor files.

- **What donor information is collected:** The YMCA of the North collects the name, address, telephone number, email address, and payment information needed to process one-time or recurring gifts. We collect payment and/or billing information needed to process charitable donations and event registration fees and use secure gift processing services (Blackbaud Merchant Services with the Raiser's Edge and Greater Giving Event Software for online auctions) to do so. The YMCA of the North does not store or have access to credit card, bank account, or other financial data sent through our processing services. Gifts may be made online via our secure website at <https://www.ymcanorth.org/give>. We follow industry data security standards (PCI-DSS).
- **How donor information is collected:** Information may be collected when individuals make a donation either online on our website, over the phone, via mail, in-person or via fundraising applications/platforms; when individuals provide the information when registering for an event; via email inquiries to our Mission Advancement department staff; and via other related engagements with the YMCA of the North.
- **How the YMCA of the North uses donor information:** The YMCA uses personal contact information provided to us by the donor to facilitate ongoing engagement between the donor and the organization. Donor engagement may take the forms of electronic newsletters and other forms of communication, executive communications and organizational updates, donation solicitations via print and digital, event invitations, cause marketing opportunities, volunteer opportunities, etc.

To contact the YMCA of the North to edit, change, or update incorrect personal contact information, please reach out to Carolyn Caswell, Donor Account Specialist, Mission Advancement team, at 612-371-8707 or giving@ymcanorth.org. Upon request, donors may choose to remain anonymous and will not be recognized or acknowledged publicly by name.



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YMCA of the North - Discontinue Contact Policy

The YMCA of the North will take active measures to discontinue contacting any person upon that person's oral or written request directed to the YMCA, its professional fundraisers, or other agent. Individuals may opt-out of receiving communications from us at any time.

Process to discontinue contact: Please contact Carolyn Caswell to request that contact be discontinued.

Carolyn Caswell (she, her, hers)
Donor Account Specialist | Mission Advancement
YMCA of the North
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Minneapolis, MN 55402
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Email: giving@ymcanorth.org