

Privacy Policy

United Way of Northern Arizona's Internet Privacy Policy

This Privacy Policy governs the manner in which United Way of Northern Arizona collects, uses, maintains and discloses information collected from users (each, a "User") of the www.nazunitedway.org website (the "Site"). This privacy policy applies only to information collected on the Site and does not apply to any other website or business activity of United Way of Northern Arizona. By using our Site, you consent to the collection, use, maintenance, and disclosure of this information by us.

We reserve the right to revise this policy at any time. When we do, we will give you notice of the revised Privacy Policy by posting the revised Privacy Policy on the Site and by revising the "updated date" at the bottom of this Privacy Policy. You are responsible for regularly reviewing the current privacy policy.

Information We Collect

We collect "personally identifiable information" and "usage information."

"Personally identifiable information" is information that tells us who you or another person is, such as your name, physical address, and e-mail address. "Usage information" is information automatically collected by our web server (which may be hosted by a third-party) that your web browser makes available whenever you visit or use our Site, such as your computer's IP address or browser type.

Personally Identifiable Information

We may collect personally identifiable information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. For example, we may collect a User's name, email address, phone number, mailing address, date of birth and payment information. We will collect personally identifiable information from Users on the Site only if they voluntarily submit such information to us. Users can

always refuse to supply personally identifiable information, but it may prevent them from engaging in certain Site related activities and their ability to use the Site may be limited.

Usage Information

We may collect “usage information” anytime you view and/or interact with our Site or its pages, features and functionality. For example, we may collect information about a User’s browser and type of computer, technical information about a User’s means of connecting to our Site (e.g., the operating system and Internet service providers utilized), and other similar information such as a User’s IP address.

We may also use other technologies to obtain information about a User’s online activities, such as the websites, pages and content viewed, the time and duration of visits and whether a User clicked on an advertisement. These technologies include both cookies (which are discussed below) and pixels that are placed on the Site.

Web Browser Cookies

Our Site and email communications may use “cookies” to enhance User experience. A cookie is a small text file that a website’s server places on a user’s computer, mobile phone or other device. Users may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

Cookies can transmit information back to the website’s server about the browsing activities of the User on the site. This includes information such as pages and content viewed, the time and duration of visits and whether a computer user clicked on an advertisement.

Cookies can also be used to recognize users and maintain data related to a particular individual, including passwords. In some contexts, such as where a number of separate websites participate in a network, cookies can be used to track a computer user across different sites.

How We Use Information We Collect

United Way of Northern Arizona collects and uses personally identifiable information for the purpose for which it is provided and for the other purposes

described in this Privacy Policy. For example, we may use personally identifiable information for the following purposes:

- To communicate with you regarding donations, the United Way and its agencies, and for marketing and promotional purposes
- To process donations and other payments
- To respond to e-mails
- To provide customer support
- To establish your online account
- To comply with legal, regulatory, contractual, or other requirements that apply to us, our programs, information we process or those we may assist

We use usage information for the following purposes:

- To help us run and maintain our Site
- To study traffic patterns and generally learn about the usage of the Site
- To personalize user experience
- To improve our Site
- To target advertisements to Users

Security

Information transmitted on the Internet and/or stored on systems attached to the Internet is not 100% secure. As a result, we do not ensure, warrant or guarantee the security or integrity of such information. We will not be responsible for disclosure of any information due to errors in transmission or the unauthorized acts of third parties.

Google Analytics

United Way of Northern Arizona may, from time to time, use third party tools that help us understand how visitors engage with the Site. We may share the

data collected by such services with third parties in order to obtain web analytics and benchmarking services.

United Way of Northern Arizona is currently using Google Analytics. All website owners using Google Analytics are required to have a privacy policy that fully discloses the use of Google Analytics. [Here is the full Google Analytics Privacy Policy.](#)

Sharing Your Personally Identifiable Information

We may use third party service providers to help us operate our business and the Site and to administer activities on our behalf. We may share personally identifiable and usage information with these third parties for such purposes. For example, we may share your information with individuals who fundraise on our behalf, persons who evaluate applications for grants or other assistance, third party service providers who send out emails, newsletters, surveys and other mailings, and who provide billing and payment processing services.

We may use and disclose personally identifiable information and usage information when we have reason to believe that using and/or disclosing this information is necessary to investigate, identify, contact, or take action against someone who may have engaged in illegal activities or who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of our Site, or anyone else who could be harmed by such activities. We may also disclose personally identifiable information when we reasonably believe that the law requires it.

In the event that our assets or any business unit is sold, personally identifiable information may be one of the transferred assets.

Sharing Usage Information

We may disclose usage information to third parties, including, but not limited to, our advertisers.

Third Party Websites

Users may find content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Privacy of Children

The Site is a general audience website. We do not intentionally collect personally identifiable information from users of this Site who are under the age of thirteen.

If we become aware that a user of our Site is under the age of 13 and has placed an order using our Site, we will remove that child's personal information from our files.

Updating Your Information

If you would like to review and/or request changes to any of your personally identifiable information collected through the Site, you may contact us at uwna@nazunitedway.org.

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

This document was last updated on July 23, 2020.