

Gulf Coast Humane Society Donor Privacy Policy

Gulf Coast Humane Society is committed to respecting the privacy of our donors.

Information Collected. Here are the types of donor information that we collect and maintain:

- Contact information: name, organization/company, complete address, phone number, email address
- Donation information: Amounts donated, date of donation(s), method of donation
- Information concerning volunteer hours accrued
- Your requests and comments
- Information gathered from database modeling firms
- Non-personally identifying information such as website traffic, new or recurring website visits, and advertisement engagement through third parties such as Meta (the parent company of Facebook and Instagram).

How Information is Used. Gulf Coast Humane Society uses your data to maintain records of donations, send acknowledgements, mail year-end tax statements to you, send newsletters, notices and direct mail pieces, and for internal marketing purposes. We normally add you to our mailing list, unless you request otherwise. Our third-party mailing service is contractually obligated to treat the lists with confidentiality and is prohibited from transferring them elsewhere.

Individual donor names and giving levels (not exact contribution totals) may be used in our annual report donor listings. Individual donors who wish further recognition may be listed on our website, in social media posts, or email blasts. Consent is obtained from the individual before these instances occur.

Corporate and Foundation sponsors are listed in our Annual Report, event programs, website, and other online and offline spaces as seen fit or previously agreed upon.

We use your written comments/letters occasionally to post on our website or social media (in an anonymous fashion), and to respond to your inquiries.

Credit card numbers are NOT retained once processed.

Donations over 2% of our entire budget must be reported on IRS Form 990, Schedule B.

We use website statistics to analyze our website usage. If you create a personal URL at gchsc.org or give.classy.org/gchs, that information is used to personalize your internet experience.

No Sharing of Personal Information. Gulf Coast Humane Society will not sell, rent, trade or transfer your personal information to outside organizations. Use of donor information will be limited to the internal purposes of Gulf Coast Humane Society and only to further the mission of

Gulf Coast Humane Society. Nevertheless, security measures may not prevent all losses, and Gulf Coast Humane Society is not responsible for any damages or liabilities relating to security failures. All employees and volunteers handling confidential information must sign Gulf Coast Humane Society's confidentiality policy.

Our website has a SSL certificate.

Removing Your Name From Our Mailing List Please contact us if you wish to be removed from our mailing list. Email marketing@gchsc.org with your name and email address to be removed.

Removing/Changing Your Name in Our Donor Listings: Please contact us if you would like your name removed from our donor listings within our annual report or other publications. If you would like your name removed or changed please email fundraising@gchsc.org with your name, full address, phone number, and specification for change or removal. This information request is used to confirm your identity.

For further information or questions about our donor privacy policy, please email fundraising@gchsc.org or call us at (361) 225-0845.