



Donor Privacy Policy

The Pregnancy Care Center of Rockford is an independent, faith-based, non-profit organization. The Pregnancy Care Center is funded entirely through private donations of individuals, businesses, churches, and organizations through events, direct mail, and monthly giving. It does not receive funding from the federal or state government or the counties or cities where its facilities are located.

Our relationship with our donors is the highest expression of our mutual commitment to the mission of offering help and hope to women facing unplanned pregnancies. The Pregnancy Care Center respects the privacy of its donors and has put in place a Donor Privacy Policy to honor these rights.

Collection of Personal Information

This privacy policy applies to collection of information, including information collected on our website. By submitting your information to The Pregnancy Care Center or any of our staff, you consent to the terms and conditions of the policy and to our processing personal information for the purposes stated below.

"Personal Information" is information that identifies you personally, such as your name, address, telephone number, and email address. We collect and store the personally identifiable information that you have provided us. Here are some examples of ways in which we may collect your information.

- When you request information via one of the email addresses identified on our website or otherwise contact us in person, by phone or email, with a question. We may then collect your name, address and email in order to respond to that inquiry.
- We may collect your name, email address and other contact information if you register for an event.
- We may collect your name, email address, telephone number and payment information when you make a contribution, either on our website, over the phone or by mailing in a check.

Due to changing technology, from time to time, we may collect personal information from you in new or innovative ways not described above.

Use and Disclosure of Personal Information

This confidential information is kept on file for IRS purposes. It is also used to analyze overall giving patterns in order to make more accurate budget projections, as well as to understand donors' interests in our mission and to update on the organization's plans and activities. This information is shared with staff, board members, and consultants only on a confidential, need-to-know basis.

We will not sell, trade, or share with anyone else your personal information collected on the website through any other business activities.

We will not send you mailings on behalf of other organizations.

We will only share your personal information if you give us specific permission to do so.

We will collect payment information, billing address and other information necessary to process a donation or event registration.

We will use your information to comply with the law or in the good faith belief that such action is necessary to conform to the requirements of law or comply with legal process served on us, protect and defend our rights or act in urgent circumstances to protect the personal safety of others.

We will use the personal information to protect against potential fraud. We may verify with third parties the information collected in the course of processing a gift, event registration or other donation. If you use a credit or debit card on the website, we may use card authorization and fraud screening services to verify that your card information and address matches the information that you supplied to us and that the card being used has not been reported lost or stolen.

You have the right to review information that we have collected about you. To review that information please contact us in writing at The Pregnancy Care Center of Rockford, 4921 East State Street, Rockford, IL 61108.

Except as described in this Privacy Policy or at the time we request the information, we do not otherwise disclose your personal information to any third parties. Further, The Pregnancy Care Center of Rockford will not sell or trade your personally identifiable information to any third parties.

Discontinuing Contact Upon Request

It is the policy of The Pregnancy Care Center of Rockford to communicate with donors according to their expressed preferences whenever possible. The Pregnancy Care Center will discontinue or change the method used to contact any person upon that person's oral or written request directed to the organization, its professional fundraiser, or other agent.

The Pregnancy Care Center shall maintain a record of all requests by persons who indicate they do not wish to be contacted by or on behalf of the Pregnancy Care Center.

This policy does not prohibit contact by an individual or group voluntarily soliciting on behalf of The Pregnancy Care Center, even if the person being contacted has requested to be placed on the "do not contact list."

Upon a person's (or a person's authorized representative's) request that The Pregnancy Care Center discontinue further contacts, the person's name and address will be promptly modified in the donor database to ensure that no further contact is made with the person. The Pregnancy Care Center will also take steps to ensure that no further contact is made with the individual and that the person's name is removed from any external databases or records under the center's control.

The Pregnancy Care Center will maintain an electronic record of all requests for discontinuance of contacts. Oral requests will be noted in writing by the staff of The Pregnancy Care Center and then permanently recorded in the electronic donor database. The records of persons who have made such a request will be maintained by The Pregnancy Care Center to the extent necessary for legal or liability purposes.

Changes to the Privacy Policy

We reserve the right to change this Privacy Policy from time to time. When we do, we will note the last update at the bottom of this Privacy Policy. For changes to this policy that may be materially less restrictive on our use or disclosure of your personally identifiable information, we will obtain your consent before implementing the change by sending a notice to your primary email address and home address specified in our records and by placing a prominent notice on our website.

Donor Bill of Rights

The Pregnancy Care Center subscribes to the Donor Bill of Rights, which was 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.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that *all donors have these rights*:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Revised September 3, 2015